

Growth Opportunities in the Global Automotive Seat Market

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Abstracts

The future of the global automotive seat market looks promising with opportunities in the mid-size and large car segment. The global automotive seat market is expected to reach an estimated \$78.7 billion by 2022 and it is forecast to grow at a CAGR of 3.0% from 2017 to 2022. The major drivers of growth for this market are increasing vehicle production, the rising trend of high value seat with integrated smart technology for advanced vehicle comfort and safety.

Emerging trends, which have a direct impact on the dynamics of the automotive seat industry, include the introduction of TDI Low-VOC foam in vehicle seats and the development of light weight seats.

A total of 149 figures / charts and 122 tables are provided in this 227-page report to help in your business decisions.

The study includes automotive seat market size and forecast for the global automotive seat market through 2022 by product types, material cover, technology, vehicle type, end user, and region, as follows:

Automotive seat market by Product Type (\$ Billion from 2011 to 2022)

Bench Seats

Bucket Seats

Automotive seat market by Technology (\$ Billion from 2011 to 2022)

Powered Seats

Heated Seats

Standard Seats

Automotive seat market by Vehicle Type (\$ Billion from 2011 to 2022)

Small Car

Compact Car

Mid-size Car

Large Car

SUV and Crossover

MPV

Pick-up

HCV

Others

Automotive seat market by Material Cover (\$ Billion from 2011 to 2022)

Genuine Leather

Synthetic Leather

Fabric Material

Automotive seat market by End User (\$ Billion from 2011 to 2022)

OEM

Aftermarket

Automotive seat market by Region (\$ Billion from 2011 to 2022)

North America

US

Canada

Mexico

Europe

United Kingdom

France

Germany

Italy

Russia

Asia Pacific

China

India

Japan

Indonesia

South Korea

The Rest of the World

Brazil

Turkey

Automotive seat market companies profiled in this market include Adient plc, Lear Corporation, Toyota Boshoku Corporation, Faurecia SA, and Magna International Inc. are the major seat suppliers in the global automotive seat market.

On the basis of this comprehensive research, the report forecasts that the powered seat and heated seat segments are expected to show above average growth during the forecast period.

Within the global automotive seat market, the heated seat segment is expected to remain the fastest growing market, as it provides thermal comfort for the user and it enhances the vehicle's heating system. The powered seat can be lowered or raised and titled according to the needs of the driver and passengers. Growing sales of luxury vehicles and the increasing adoption of powered seats in the mid-segment cars are expected to spur growth for this segment over the forecast period.

Asia Pacific is expected to remain the largest region due to high vehicle production, improving economic conditions, and increasing manufacturing OEM facilities within the APAC region.

Some of the features of "Growth Opportunities in the Global Automotive Seat Market 2017-2022: Trends, Forecast, and Opportunity Analysis" include:

Market size estimates: Global automotive seat market size estimation in terms of value (\$M) and volume (M lbs.) shipment.

Trend and forecast analysis: Market trend (2011-2016) and forecast (2017-2022) by crop, trait, and region.

Segmentation analysis: Automotive seat market size by various applications such as product, technology, material cover, and end use in terms of value and volume shipment.

Regional analysis: Automotive seat market breakdown by key regions such as North America, Europe, and Asia & Rest of World.

Growth opportunities: Analysis on growth opportunities in different application, manufacturing process, product, country of automotive seat market.

Strategic analysis: This includes M&A, new product development, and competitive landscape of automotive seat market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

This report answers the following 11 key questions:

Q.1 What are some of the most promising, high-growth opportunities for the automotive seat market by product type (bucket and bench), material cover (genuine leather, synthetic leather, and fabric material), technology (powered, heated and standard), vehicle type (small cars, compact cars, mid-size cars, large cars, SUVs and Crossovers, MPVs, pickups, heavy commercial vehicles, and others), end user (OEM and aftermarket), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which region will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the key challenges and business risks in automotive seat market?

Q.5 What are the business risks and competitive threats in automotive seat market?

Q.6 What are the emerging trends in automotive seat market and the reasons behind them?

Q.7 What are some of the changing demands of customers in the automotive seat market?

Q.8 What are the new developments in the automotive seat market? Which companies are leading these developments?

Q.9 Who are the major players in automotive seat market? What strategic initiatives are key players pursuing for business growth?

Q.10 What are some of the competing products in automotive seat market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11 What M&A activity by the major automotive seat suppliers has occurred in the last 5 years and what has its impact been on the automotive seat industry?

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