

Top Five Global Automotive Seat Manufacturers: Performance, Strategies, and Competitive Analysis, July 2012

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Abstracts

According to this report, the global automotive seat manufacturers industry has experienced modest growth during the last five years and reached approximately US \$52.3 billion in 2011 with a CAGR of 1.5% during 2006-2011.

The global automotive seat manufacturers industry has experienced modest growth during the last five years and reached approximately US \$52.3 billion in 2011 with a CAGR of 1.5% during 2006-2011.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global automotive seat manufacturers and presents its findings in -Top Five Global Automotive Seat Manufacturers: Performance, Strategies, and Competitive Analysis. The report provides detailed insight into the performance of the top five automotive seat manufacturing companies worldwide. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The automotive seat industry comprises seat frames (cushion frame, back frame), recliner mechanisms, seat tracks, seat trim covers, headrests, and seat foam. The industry is consolidated.

Lucintel's research indicates that APAC presents the greatest growth potential during the five-year forecast period. Emerging trends in automobile seat designs and vehicle production growth, which have opened up opportunities for vehicle manufacturers in the APAC region, are expected to continue to do so in the future. A combination of factors

such as currency exchange rates, government regulations, fluctuations in consumer taste and preferences, and safety regulations is anticipated to influence industry dynamics significantly.

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five automotive seat manufacturing companies. The study provides information about the market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their capabilities and strategies in relation to leading competitors. It is designed to provide executives with strategically significant competitor information, data, analysis, and insight, critical to the development and implementation of effective marketing and sales plan.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in five automotive seat manufacturing companies market. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's leading automotive seat manufacturers, we thoroughly profile following five companies with detailed competitive assessments:

Faurecia SA

Johnson Controls Incorporated

Lear Corporation

Toyota Boshoku Corporation

TS Tech Co., Ltd

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial and market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make investment, business, or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with the automotive seat industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global automotive seat manufacturers

Regional analysis: global automotive seat manufacturers breakdown by key regions (North America, Europe, APAC, and ROW)

Market trends, drivers, and forecasts

Competitive benchmarking of each players against their financial and market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 125 valuable figures/charts and 43 tables are provided in this report

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