

Automotive Seat Market, Global Forecast, Impact of COVID-19, Industry Trends, Growth, Opportunity By Material, Company Analysis

<https://marketpublishers.com/r/ABE9C8B7322AEN.html>

Date: July 2021

Pages: 185

Price: US\$ 2,290.00 (Single User License)

ID: ABE9C8B7322AEN

Abstracts

At present, the automotive industry is the third-largest spender on research and development, behinds healthcare and software and electronics. Automobiles, seats are one of the essential components of automotive. Emerging trends, which directly impact the dynamics of the automotive seat industry, include the development of the link between seat systems & smartphones. Customer approaches for automotive comfort are growing, and the advance of automotive seats that origin minute fatigue for extensive distance driving is essential.

Automotive makers recognize comfort as a significant trade point, as it plays a substantial role for buyers. Luxurious, comfortable, and safe automotive seating systems are gaining preference among consumers, which, in turn, is prompting OEMs (Original Equipment Manufacturer) to seek automotive seats that could satisfy consumer expectations. According to the Renub Research report, the Global Automotive Seat Market is expected to be a US\$ 87.46 Billion by 2027.

Material Used & Types of Seat

Based on material, the global automotive seat market includes Fabric, Synthetic Leather, and Genuine Leather. The fabric segment holds the largest market share due to almost invariably tri-laminate polyester. The automotive seat type has been classified into the bucket seat, bench seat, and others. The bucket seat is separate with an armrest and contoured platform to seat a single person. Bucket seats are widely utilized as a driver and co-driver seats in passenger and commercial vehicles.

The popularity of Automotive Seats in Vehicles Globally

Worldwide, SUV popularity has increased significantly. Traditionally, the SUV style has been most successful in North America. The United States has the highest demand for SUVs seats. Vehicles seats in Europe and the Asia Pacific have also begun to pick up steam in recent years. Four out of 10 passenger vehicles sold in the Asia Pacific were SUVs, compared to about one third in Europe. Small and crossover automotive seat segment sales and compact SUV seats like the Dacia Duster have grown the most. The improvements in safety, weight, and fuel economy are significant factors in its appeal to a broader audience. The Global Automotive Seat Industry will grow with a CAGR of 7.24% from 2020 to 2027.

Regional Analysis of Automotive Seats Industry

Globally, the North American automotive seat market is dominated by the premium car market (2M units per annum), and pickup trucks are one of the largest in the world. Europe and the Asia Pacific regions are expected to lead the market for Automotive Seats during the forecast period. The market growth in Europe and Asian countries associated with the growing need for affordable vehicles due to changes in customer behaviour amid pandemics. Customers' preference for luxury cars has led to a rapid rise in the premium automotive seat market in Europe. As per our analysis, the Global Automotive Seat Market Size was valued at US\$ 53.62 Billion in 2020.

COVID-19 Impact on Automotive Seats Business

Coronavirus outbreak is one of the biggest shocks for the automotive business worldwide. The COVID-19 pandemic hindered the growth of the automotive seat market as there were constant lockdowns and travel constraints across the world to contain the virus. Moreover, the supply chain of the market got hit while manufacturing units were closed and with social distancing rules to follow limited staff available to run production lines with all safety standards. Besides, this high cost of modular & advanced seats compared to traditional seats may hamper the growth of the automotive seat market.

The key companies such as Toyota Boshoku, Faurecia Magna International, Inc., Lear Corporation, Johnson Controls, and Grammer AG come together to research and develop innovative and novel automotive seating solutions. In 2020, Toyota Boshoku Developed Seats for Toyota's New Model Yaris.

Renub Research latest report "Global Automotive Seat Market by Material (Fabric, Synthetic Leather, Genuine Leather), Seat Type (Bucket, Bench, Others), Energy

Source (Gasoline, Diesel, Electric, LPG), Vehicle Type (Small Cars, Pickups, Compact Cars, MPVs, Large Cars, Mid-Size Cars, HCVs, SUVs & Crossovers, Others), Technology (Powered Seats, Standard Seats, Ventilated Seats, Others), Region(North America, Europe, Asia Pacific, Middle East America, Middle East America), Company (Toyota Boshoku, Faurecia Magna International, Inc., Lear Corporation, Johnson Controls, and Grammer AG)' provides a detailed analysis of Worldwide Automotive Seats Industry.

Material – Global Automotive Seat Market have been covered 3 viewpoints:

1. Fabric
2. Synthetic Leather
3. Genuine Leather

Seat Type – Global Automotive Seat Market have been covered by 3 viewpoints:

1. Bucket
2. Bench
3. Others

Energy Source – Global Automotive Seat Market have been covered by 4 viewpoints:

1. Gasoline
2. Diesel
3. Electric
4. LPG

Vehicle Type –Global Automotive Seat Market have been covered 9 viewpoints:

1. Small Cars
2. Pickups
3. Compact Cars
4. MPVs
5. Large Cars
6. Mid-Size Cars
7. HCVs
8. SUVs & Crossovers
9. Others

Technology –Global Automotive Seat Market have been covered 3 viewpoints:

1. Powered Seats
2. Standard Seats
3. Ventilated Seats
4. Others

Region –Global Automotive Seat Market have been covered 5 viewpoints:

1. North America
2. Europe
3. Asia Pacific
4. Middle East America
5. South America

All companies have been covered from 3 viewpoints

Overview

Recent Development

Revenue

Company Analysis

1. Toyota Boshoku
2. Faurecia Magna International
3. Inc., Lear Corporation
4. Johnson Controls
5. Grammer AG.

Contents

1. INTRODUCTION

2. RESEARCH & METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

4.1 Growth Drivers

4.2 Challenges

5. GLOBAL AUTOMOTIVE SEAT MARKET

6. MARKET SHARE - GLOBAL AUTOMOTIVE SEAT ANALYSIS

6.1 By Material

6.2 By Seat Type

6.3 By Energy Source

6.4 By Vehicle Type

6.5 By Technology

6.6 By Region

7. MATERIAL - GLOBAL AUTOMOTIVE SEAT MARKET

7.1 Fabric

7.2 Synthetic Leather

7.3 Genuine Leather

8. SEAT TYPE - GLOBAL AUTOMOTIVE SEAT MARKET

8.1 Bucket

8.2 Bench

8.3 Others

9. ENERGY SOURCE - GLOBAL AUTOMOTIVE SEAT MARKET

- 9.1 Gasoline
- 9.2 Diesel
- 9.3 Electric
- 9.4 LPG

10. VEHICLE TYPE - GLOBAL AUTOMOTIVE SEAT MARKET

- 10.1 Small Cars
- 10.2 Pickups
- 10.3 Compact Cars
- 10.4 MPVs
- 10.5 Large Cars
- 10.6 Mid Size Cars
- 10.7 HCVs
- 10.8 SUVs & Crossovers
- 10.9 Others

11. TECHNOLOGY - GLOBAL AUTOMOTIVE SEAT MARKET

- 11.1 Powered Seats
- 11.2 Standard Seats
- 11.3 Ventililated Seats
- 11.4 Others

12. REGION - GLOBAL AUTOMOTIVE SEAT MARKET

- 12.1 North America
- 12.2 Europe
- 12.3 Asia Pacific
- 12.4 Middle East America
- 12.5 South America

13. COMPANY ANALYSIS

- 13.1 Toyota boshoku
 - 13.1.1 Overview
 - 13.1.2 Recent Development
 - 13.1.3 Revenue
- 13.2 Faurecia

- 13.2.1 Overview
- 13.2.2 Recent Development
- 13.2.3 Revenue
- 13.3 Magna International, Inc.
 - 13.3.1 Overview
 - 13.3.2 Recent Development
 - 13.3.3 Revenue
- 13.4 Lear Corporation
 - 13.4.1 Overview
 - 13.4.2 Recent Development
 - 13.4.3 Revenue
- 13.5 Johnson Controls
 - 13.5.1 Overview
 - 13.5.2 Recent Development
 - 13.5.3 Revenue
- 13.6 Grammer AG
 - 13.6.1 Overview
 - 13.6.2 Recent Development
 - 13.6.3 Revenue

List Of Figures

LIST OF FIGURES:

- Figure-01: Global Automotive Seat Market (Million US\$), 2016 – 2020
- Figure-02: Forecast for – Global Automotive Seat Market (Million US\$), 2021 – 2027
- Figure-03: Material – Fabric Market (Million US\$), 2016 – 2020
- Figure-04: Material – Forecast for Fabric Market (Million US\$), 2021 – 2027
- Figure-05: Material – Synthetic Leather Market (Million US\$), 2016 – 2020
- Figure-06: Material – Forecast for Synthetic Leather Market (Million US\$), 2021 – 2027
- Figure-07: Material – Synthetic Genuine Market (Million US\$), 2016 – 2020
- Figure-08: Material – Forecast for Genuine Leather Market (Million US\$), 2021 – 2027
- Figure-09: Seat Type – Bucket Market (Million US\$), 2016 – 2020
- Figure-10: Seat Type – Forecast for Bucket Market (Million US\$), 2021 – 2027
- Figure-11: Seat Type – Bench Market (Million US\$), 2016 – 2020
- Figure-12: Seat Type – Forecast for Bench Market (Million US\$), 2021 – 2027
- Figure-13: Seat Type – Synthetic Genuine Market (Million US\$), 2016 – 2020
- Figure-14: Seat Type – Forecast for Others Market (Million US\$), 2021 – 2027
- Figure-15: Energy Source – Gasoline Market (Million US\$), 2016 – 2020
- Figure-16: Energy Source – Forecast for Gasoline Market (Million US\$), 2021 – 2027
- Figure-17: Energy Source – Diesel Market (Million US\$), 2016 – 2020
- Figure-18: Energy Source – Forecast for Diesel Market (Million US\$), 2021 – 2027
- Figure-19: Energy Source – Electric Market (Million US\$), 2016 – 2020
- Figure-20: Energy Source – Forecast for Electric Market (Million US\$), 2021 – 2027
- Figure-21: Energy Source – LPG Market (Million US\$), 2016 – 2020
- Figure-22: Energy Source – Forecast for LPG Market (Million US\$), 2021 – 2027
- Figure-23: Vehicle Type – Small Cars Market (Million US\$), 2016 – 2020
- Figure-24: Vehicle Type – Forecast for Small Cars Market (Million US\$), 2021 – 2027
- Figure-25: Vehicle Type – IT Market (Million US\$), 2016 – 2020
- Figure-26: Vehicle Type – Forecast for IT Market (Million US\$), 2021 – 2027
- Figure-27: Vehicle Type – Compact Cars Market (Million US\$), 2016 – 2020
- Figure-28: Vehicle Type – Forecast for Compact Cars Market (Million US\$), 2021 – 2027
- Figure-29: Vehicle Type – MPVs Market (Million US\$), 2016 – 2020
- Figure-30: Vehicle Type – Forecast for MPVs Market (Million US\$), 2021 – 2027
- Figure-31: Vehicle Type – Synthetic Leather Cars Market (Million US\$), 2016 – 2020
- Figure-32: Vehicle Type – Forecast for Synthetic Leather Cars Market (Million US\$), 2021 – 2027
- Figure-33: Vehicle Type – Mid Size Cars Market (Million US\$), 2016 – 2020

Figure-34: Vehicle Type – Forecast for Mid Size Cars Market (Million US\$), 2021 – 2027

Figure-35: Vehicle Type – HCVs Market (Million US\$), 2016 – 2020

Figure-36: Vehicle Type – Forecast for HCVs Market (Million US\$), 2021 – 2027

Figure-37: Vehicle Type – SUVs & Crossovers Market (Million US\$), 2016 – 2020

Figure-38: Vehicle Type – Forecast for SUVs & Crossovers Market (Million US\$), 2021 – 2027

Figure-39: Vehicle Type – Others Market (Million US\$), 2016 – 2020

Figure-40: Vehicle Type – Forecast for Others Market (Million US\$), 2021 – 2027

Figure-41: Technology – Powered Seats Market (Million US\$), 2016 – 2020

Figure-42: Technology – Forecast for Powered Seats Market (Million US\$), 2021 – 2027

Figure-43: Technology – Standard Seats Market (Million US\$), 2016 – 2020

Figure-44: Technology – Forecast for Standard Seats Market (Million US\$), 2021 – 2027

Figure-45: Technology – Ventililated Seats Market (Million US\$), 2016 – 2020

Figure-46: Technology – Forecast for Ventililated Seats Market (Million US\$), 2021 – 2027

Figure-47: Technology – Others Market (Million US\$), 2016 – 2020

Figure-48: Technology – Forecast for Others Market (Million US\$), 2021 – 2027

Figure-49: North America – Automotive Seat Market (Million US\$), 2016 – 2020

Figure-50: North America – Forecast for Automotive Seat Market (Million US\$), 2021 – 2027

Figure-51: Europe – Automotive Seat Market (Million US\$), 2016 – 2020

Figure-52: Europe – Forecast for Automotive Seat Market (Million US\$), 2021 – 2027

Figure-53: Asia Pacific – Automotive Seat Market (Million US\$), 2016 – 2020

Figure-54: Asia Pacific – Forecast for Automotive Seat Market (Million US\$), 2021 – 2027

Figure-55: Middle East & Africa – Automotive Seat Market (Million US\$), 2016 – 2020

Figure-56: Middle East & Africa – Forecast for Automotive Seat Market (Million US\$), 2021 – 2027

Figure-57: South America – Automotive Seat Market (Million US\$), 2016 – 2020

Figure-58: South America – Forecast for Automotive Seat Market (Million US\$), 2021 – 2027

Figure-59: Toyota boshoku – Global Revenue (Million US\$), 2016 – 2020

Figure-60: Toyota Boshoku – Forecast for Global Revenue (Million US\$), 2021 – 2027

Figure-61: Faurecia – Global Revenue (Million US\$), 2016 – 2020

Figure-62: Faurecia – Forecast for Global Revenue (Million US\$), 2021 – 2027

Figure-63: Magna International, Inc. – Global Revenue (Million US\$), 2016 – 2020

Figure-64: Magna International, Inc. – Forecast for Global Revenue (Million US\$), 2021 – 2027

Figure-65: Lear Corporation – Global Revenue (Million US\$), 2016 – 2020

Figure-66: Lear Corporation – Forecast for Global Revenue (Million US\$), 2021 – 2027

Figure-67: Johnson Controls – Global Revenue (Million US\$), 2016 – 2020

Figure-68: Johnson Controls – Forecast for Global Revenue (Million US\$), 2021 – 2027

Figure-69: Grammer AG – Global Revenue (Million US\$), 2016 – 2020

Figure-70: Grammer AG – Forecast for Global Revenue (Million US\$), 2021 – 2027

List Of Tables

LIST OF TABLES:

Table-01: Global – Automotive Seat Market Share by Material (Percent), 2016 – 2020

Table-02: Global – Forecast for Global Automotive Seat Market Share by Material (Percent), 2021 – 2027

Table-03: Global – Automotive Seat Market Share by Seat Type (Percent), 2016 – 2020

Table-04: Global – Forecast for Global Automotive Seat Market Share by Seat Type (Percent), 2021 – 2027

Table-05: Global – Automotive Seat Market Share by Energy Source (Percent), 2016 – 2020

Table-06: Global – Forecast for Global Automotive Seat Market Share by Energy Source (Percent), 2021 – 2027

Table-07: Global – Automotive Seat Market Share by Vehicle Type (Percent), 2016 – 2020

Table-08: Global – Forecast for Global Automotive Seat Market Share by Vehicle Type (Percent), 2021 – 2027

Table-09: Global – Automotive Seat Market Share by Technology (Percent), 2016 – 2020

Table-10: Global – Forecast for Global Automotive Seat Market Share by Technology (Percent), 2021 – 2027

Table-11: Global – Automotive Seat Market Share by Region (Percent), 2016 – 2020

Table-12: Global – Forecast for Global Automotive Seat Market Share by Region (Percent), 2021 – 2027

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