

Global Automotive Seats Market By Technology (Standard, Powered & Heated and Massage), By Vehicle Type (Passenger Car & Commercial Vehicle), By Material (Fabric, Genuine Leather & Synthetic Leather), By Distribution Channel (OEM & Aftermarket), By Region, Competition, Forecast & Opportunities, 2024

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Abstracts

Global automotive seats market stood at \$ 84333.40 million in 2018 and is anticipated to grow at a CAGR of around 4% to reach \$ 105969.10 million by 2024 on account of surging demand for comfortable and luxurious seating features. Moreover, growing need for lighter vehicles with higher efficiency would further fuel investments in developing ultra-light luxurious seating features. Additionally, rising per capita income and changing lifestyle of people has led to increase in demand for passenger vehicles globally. Booming automotive industry is further expected to positively influence the growth of global automotive seats market during forecast period.

Global automotive seats market can be segmented based on technology, vehicle type, material and distribution channel. Based on the vehicle type, the market can be classified into passenger car and commercial vehicle. Passenger car segment dominates the market and the trend is likely to continue during forecast period as well, on account of rising consumer purchasing power in the emerging economies and increasing demand for SUVs and luxury vehicles. Different technologies used in the automobile seats include powered & heated, massage, standard and others. Of all, powered & heated segment is likely to grow at the fastest rate on account of rising adoption in countries with colder climatic conditions.

Regionally, the market for automotive seats is gaining traction and expanding to various regions including Asia-Pacific, North America, Europe, South America and Middle East & Africa. Asia-Pacific is leading global automotive seats market owing to increasing vehicle production and sales in economies such as China and India. Moreover, increasing disposable income and technological advancements are further anticipated to positively influence the growth of automotive seats market in the region.

The major players operating in global automotive seats market include Adient Plc., Lear Corporation, Faurecia Services Groupe Sasu, Magna International Inc., Johnson Controls Inc., Aisin Seiki co. Ltd, Toyota Boshoku Corporation, NHK Spring Co. Ltd., Faurecia SA, etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Faurecia SA introduced concept of Active Wellness, which uses sensors and cameras to collect data on driver's physical condition and then adjust the seats on its own.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of global automotive seats market.

To classify and forecast global automotive seats market based on vehicle type, technology, material, distribution channel, and regional distribution.

To identify drivers and challenges for global automotive seats market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global automotive seats market.

To conduct pricing analysis for global automotive seats market.

To identify and analyze the profile of leading players operating in global automotive seats market.

Some of the leading players in the global Automotive Seats market are Johnson Controls Inc., Lear Corporation, Aisin Seiki co. Ltd, Magna International, Toyota Boshoku Corporation, NHK Spring Co. Ltd., Adient Plc, Faurecia SA, etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major manufacturers across the globe.

TechSci Research calculated the market size of global automotive seats market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Automotive OEMs

Manufacturers of automotive seats and components

Raw material suppliers

Research organizations and consulting companies

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to automotive seats

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global automotive seats market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Technology:

Standard

Powered & Heated

Massage

Market, By Vehicle Type:

Passenger Car

Commercial Vehicle

Market, By Material:

Fabric

Synthetic Leather

Genuine Leather

Market, By Distribution Channel:

OEM

Aftermarket

Market, By Region:

Asia Pacific

China

Japan

India

South Korea

Indonesia

Europe

Germany

Spain

France

Russia

United Kingdom

Turkey

Italy

North America

United States

Mexico

Canada

South America

Brazil

Argentina

Colombia

Middle East & Africa

Iran

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global automotive seats market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to the company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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