

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

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Abstracts

Global automotive ventilated seats market is anticipated to reach \$ 9.2 billion by 2024 on account of surging demand for comfortable and luxurious seating features. Rising temperature around the globe coupled with growing preference for comfortable seating solutions in premium segments is anticipated to drive demand for ventilated seats in vehicles. Booming automotive industry is further expected to positively influence the growth of global automotive ventilated seats market during forecast period.

Global automotive ventilated seats market can be segmented based on vehicle type, and sales 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. Increasing demand for premium segment of passenger cars would contribute to the passenger car ventilated seat market.

Regionally, the market for automotive ventilated 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 ventilated seats market owing to increase in vehicle production and sales in economies such as China and

Japan. Moreover, increasing disposable income and technological advancements are further anticipated to positively influence the growth of automotive ventilated seats market in the region.

The major players operating in global automotive ventilated seats market include Lear Corporation, Adient Plc., Faurecia Services Groupe Sasu, Magna International Inc., Toyota Boshoku Corporation, Dura Automotive Systems, Gentherm, Ebm Papst Group, TS Tech Co., Ltd. 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 Ventilating Seats market.

To classify and forecast global Automotive Ventilating Seats market based on vehicle type, sales channel, and regional distribution.

To identify drivers and challenges for global Automotive Ventilating Seats market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global Automotive Ventilating Seats market.

To conduct pricing analysis for global Automotive Ventilating Seats market.

To identify and analyze the profile of leading players operating in global Automotive Ventilated Seats market.

Some of the leading players in the global Automotive Ventilated 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, Sales Channels and presence of all major manufacturers across the globe.

TechSci Research calculated the market size of global Automotive Ventilated 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 Ventilated Seats and components

Raw material suppliers

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to Automotive Ventilated Seats

Market research and consulting firms

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 Ventilated Seats market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Vehicle Type:

Passenger Car

Commercial Vehicle

Market, By Sales Channel:

OEM

Aftermarket

Market, By Region:

Asia Pacific

China

Japan

India

South Korea

Indonesia

North America

United States

Mexico

Canada

Europe

Germany

Spain

France

Russia

Turkey

Italy

United Kingdom

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 Ventilated Seats market.

Available Customizations:

With the given market data, TechSci Research offers customizations according 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).

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. ANALYST VIEW

4. VOICE OF CUSTOMER

5. GLOBAL AUTOMOTIVE VENTILATED SEATS MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value & Volume

5.2. Market Share & Forecast

5.2.1. By Vehicle Type (Passenger Car and Commercial Vehicle)

5.2.2. By Sales Channel (OEM and Aftermarket)

5.2.3. By Company

5.2.4. By Region

5.3. Market Attractiveness Index

6. ASIA-PACIFIC AUTOMOTIVE VENTILATED SEATS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Vehicle Type

6.2.2. By Sales Channel

6.2.3. By Country

6.3. Market Attractiveness Index

6.4. Asia-Pacific: Country Analysis

6.4.1. China Automotive Ventilated Seats Market Outlook

6.4.1.1. Market Size & Forecast

6.4.1.1.1. By Value & Volume

6.4.1.2. Market Share & Forecast

6.4.1.2.1. By Vehicle Type

6.4.1.2.2. By Sales Channel

6.4.1.3. Market Attractiveness Index

6.4.2. Japan Automotive Ventilated Seats Market Outlook

- 6.4.2.1. Market Size & Forecast
 - 6.4.2.1.1. By Value & Volume
- 6.4.2.2. Market Share & Forecast
 - 6.4.2.2.1. By Vehicle Type
 - 6.4.2.2.2. By Sales Channel
- 6.4.2.3. Market Attractiveness Index
- 6.4.3. India Automotive Ventilated Seats Market Outlook
 - 6.4.3.1. Market Size & Forecast
 - 6.4.3.1.1. By Value & Volume
 - 6.4.3.2. Market Share & Forecast
 - 6.4.3.2.1. By Vehicle Type
 - 6.4.3.2.2. By Sales Channel
 - 6.4.3.3. Market Attractiveness Index
- 6.4.4. South Korea Automotive Ventilated Seats Market Outlook
 - 6.4.4.1. Market Size & Forecast
 - 6.4.4.1.1. By Value & Volume
 - 6.4.4.2. Market Share & Forecast
 - 6.4.4.2.1. By Vehicle Type
 - 6.4.4.2.2. By Sales Channel
 - 6.4.4.3. Market Attractiveness Index
- 6.4.5. Indonesia Automotive Ventilated Seats Market Outlook
 - 6.4.5.1. Market Size & Forecast
 - 6.4.5.1.1. By Value & Volume
 - 6.4.5.2. Market Share & Forecast
 - 6.4.5.2.1. By Vehicle Type
 - 6.4.5.2.2. By Sales Channel
 - 6.4.5.3. Market Attractiveness Index

7. NORTH AMERICA AUTOMOTIVE VENTILATED SEATS MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value & Volume
- 7.2. Market Share & Forecast
 - 7.2.1. By Vehicle Type
 - 7.2.2. By Sales Channel
 - 7.2.3. By Country
- 7.3. Market Attractiveness Index
- 7.4. North America: Country Analysis
 - 7.4.1. United States Automotive Ventilated Seats Market Outlook

- 7.4.1.1. Market Size & Forecast
 - 7.4.1.1.1. By Value & Volume
- 7.4.1.2. Market Share & Forecast
 - 7.4.1.2.1. By Vehicle Type
 - 7.4.1.2.2. By Sales Channel
- 7.4.1.3. Market Attractiveness Index
- 7.4.2. Mexico Automotive Ventilated Seats Market Outlook
 - 7.4.2.1. Market Size & Forecast
 - 7.4.2.1.1. By Value & Volume
 - 7.4.2.2. Market Share & Forecast
 - 7.4.2.2.1. By Vehicle Type
 - 7.4.2.2.2. By Sales Channel
 - 7.4.2.3. Market Attractiveness Index
- 7.4.3. Canada Automotive Ventilated Seats Market Outlook
 - 7.4.3.1. Market Size & Forecast
 - 7.4.3.1.1. By Value & Volume
 - 7.4.3.2. Market Share & Forecast
 - 7.4.3.2.1. By Vehicle Type
 - 7.4.3.2.2. By Sales Channel
 - 7.4.3.3. Market Attractiveness Index

8. EUROPE AUTOMOTIVE VENTILATED SEATS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value & Volume
- 8.2. Market Share & Forecast
 - 8.2.1. By Vehicle Type
 - 8.2.2. By Sales Channel
 - 8.2.3. By Country
- 8.3. Market Attractiveness Index
- 8.4. Europe: Country Analysis
 - 8.4.1. Germany Automotive Ventilated Seats Market Outlook
 - 8.4.1.1. Market Size & Forecast
 - 8.4.1.1.1. By Value & Volume
 - 8.4.1.2. Market Share & Forecast
 - 8.4.1.2.1. By Vehicle Type
 - 8.4.1.2.2. By Sales Channel
 - 8.4.1.3. Market Attractiveness Index
 - 8.4.2. Spain Automotive Ventilated Seats Market Outlook

- 8.4.2.1. Market Size & Forecast
 - 8.4.2.1.1. By Value & Volume
- 8.4.2.2. Market Share & Forecast
 - 8.4.2.2.1. By Vehicle Type
 - 8.4.2.2.2. By Sales Channel
- 8.4.2.3. Market Attractiveness Index
- 8.4.3. France Automotive Ventilated Seats Market Outlook
 - 8.4.3.1. Market Size & Forecast
 - 8.4.3.1.1. By Value & Volume
 - 8.4.3.2. Market Share & Forecast
 - 8.4.3.2.1. By Vehicle Type
 - 8.4.3.2.2. By Sales Channel
 - 8.4.3.3. Market Attractiveness Index
- 8.4.4. Russia Automotive Ventilated Seats Market Outlook
 - 8.4.4.1. Market Size & Forecast
 - 8.4.4.1.1. By Value & Volume
 - 8.4.4.2. Market Share & Forecast
 - 8.4.4.2.1. By Vehicle Type
 - 8.4.4.2.2. By Sales Channel
 - 8.4.4.3. Market Attractiveness Index
- 8.4.5. Turkey Automotive Ventilated Seats Market Outlook
 - 8.4.5.1. Market Size & Forecast
 - 8.4.5.1.1. By Value & Volume
 - 8.4.5.2. Market Share & Forecast
 - 8.4.5.2.1. By Vehicle Type
 - 8.4.5.2.2. By Sales Channel
 - 8.4.5.3. Market Attractiveness Index
- 8.4.6. Italy Automotive Ventilated Seats Market Outlook
 - 8.4.6.1. Market Size & Forecast
 - 8.4.6.1.1. By Value & Volume
 - 8.4.6.2. Market Share & Forecast
 - 8.4.6.2.1. By Vehicle Type
 - 8.4.6.2.2. By Sales Channel
 - 8.4.6.3. Market Attractiveness Index
- 8.4.7. United Kingdom Automotive Ventilated Seats Market Outlook
 - 8.4.7.1. Market Size & Forecast
 - 8.4.7.1.1. By Value & Volume
 - 8.4.7.2. Market Share & Forecast
 - 8.4.7.2.1. By Vehicle Type

- 8.4.7.2.2. By Sales Channel
- 8.4.7.3. Market Attractiveness Index

9. SOUTH AMERICA AUTOMOTIVE VENTILATED SEATS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value & Volume
- 9.2. Market Share & Forecast
 - 9.2.1. By Vehicle Type
 - 9.2.2. By Sales Channel
 - 9.2.3. By Country
- 9.3. Market Attractiveness Index
- 9.4. South America: Country Analysis
 - 9.4.1. Brazil Automotive Ventilated Seats Market Outlook
 - 9.4.1.1. Market Size & Forecast
 - 9.4.1.1.1. By Value & Volume
 - 9.4.1.2. Market Share & Forecast
 - 9.4.1.2.1. By Vehicle Type
 - 9.4.1.2.2. By Sales Channel
 - 9.4.1.3. Market Attractiveness Index
 - 9.4.2. Argentina Automotive Ventilated Seats Market Outlook
 - 9.4.2.1. Market Size & Forecast
 - 9.4.2.1.1. By Value & Volume
 - 9.4.2.2. Market Share & Forecast
 - 9.4.2.2.1. By Vehicle Type
 - 9.4.2.2.2. By Sales Channel
 - 9.4.2.3. Market Attractiveness Index
 - 9.4.3. Colombia Automotive Ventilated Seats Market Outlook
 - 9.4.3.1. Market Size & Forecast
 - 9.4.3.1.1. By Value & Volume
 - 9.4.3.2. Market Share & Forecast
 - 9.4.3.2.1. By Vehicle Type
 - 9.4.3.2.2. By Sales Channel
 - 9.4.3.3. Market Attractiveness Index

10. MEA AUTOMOTIVE VENTILATED SEATS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value & Volume

10.2. Market Share & Forecast

10.2.1. By Vehicle Type

10.2.2. By Sales Channel

10.2.3. By Country

10.3. Market Attractiveness Index

10.4. MEA: Country Analysis

10.4.1. Iran Automotive Ventilated Seats Market Outlook

10.4.1.1. Market Size & Forecast

10.4.1.1.1. By Value & Volume

10.4.1.2. Market Share & Forecast

10.4.1.2.1. By Vehicle Type

10.4.1.2.2. By Sales Channel

10.4.1.3. Market Attractiveness Index

10.4.2. South Africa Automotive Ventilated Seats Market Outlook

10.4.2.1. Market Size & Forecast

10.4.2.1.1. By Value & Volume

10.4.2.2. Market Share & Forecast

10.4.2.2.1. By Vehicle Type

10.4.2.2.2. By Sales Channel

10.4.2.3. Market Attractiveness Index

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPETITIVE LANDSCAPE

13.1. Lear Corporation

13.2. Adient Plc.

13.3. Faurecia Services Groupe Sasu

13.4. Magna International Inc.

13.5. Toyota Boshoku Corporation

13.6. Dura Automotive Systems

13.7. Gentherm

13.8. Ebm Papst Group

13.9. TS Tech Co., Ltd.

13.10. Johnson Controls

14. STRATEGIC RECOMMENDATIONS

(Note: The companies list can be customized based on the client requirements.)

List Of Figures

LIST OF FIGURES

Figure 1: Global Automotive Ventilated Seats Market - Factors Influencing Purchase Decision (N=75)

Figure 2: Global Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) and By Volume (Million Units), 2014-2024F

Figure 3: Traffic Congestion Levels

Figure 4: Global Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 5: Global Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 6: Global Automotive Ventilated Seats Market Share, By Company, By Volume, 2018

Figure 7: Global Automotive Ventilated Seats Market Share, By Region, By Volume, 2018 & 2024F

Figure 8: Global Automotive Ventilated Seats Market Attractiveness Index, By Vehicle Type, By Volume, 2019E-2024F

Figure 9: Global Automotive Ventilated Seats Market Attractiveness Index, By Vehicle Type, By Volume, 2019E-2024F

Figure 10: Asia-Pacific Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) and By Volume (Million Units), 2014-2024F

Figure 11: Asia-Pacific Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 12: Asia-Pacific Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2014 & 2024F

Figure 13: Asia-Pacific Automotive Ventilated Seats Market Share, By Country, By Volume, 2018 & 2024F

Figure 14: China Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) By Volume (Million Units), 2014-2024F

Figure 15: China Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 16: China Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 17: Japan Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 18: Japan Automotive Ventilated Seats Market Share, By Vehicle Type, By

Volume, 2014-2024F

Figure 19: Japan Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 20: India Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 21: India Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 22: India Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 23: South Korea Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 24: South Korea Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 25: South Korea Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 26: Indonesia Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 27: Indonesia Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 28: Indonesia Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 29: North America Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) By Volume (Million Units), 2014-2024F

Figure 30: North America Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 31: North America Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 32: North America Automotive Ventilated Seats Market Share, By Country, By Volume, 2018 & 2024F

Figure 33: United States Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) By Volume (Million Units), 2014-2024F

Figure 34: United States Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 35: United States Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 36: Mexico Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) By Volume (Million Units), 2014-2024F

Figure 37: Mexico Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 38: Mexico Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 39: Canada Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) By Volume (Million Units), 2014-2024F

Figure 40: Canada Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 41: Canada Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 42: Europe Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) By Volume (Million Units), 2014-2024F

Figure 43: Europe Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 44: Europe Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 45: Europe Automotive Ventilated Seats Market Share, By Country, By Volume, 2018 & 2024F

Figure 46: Germany Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units) By Volume (Million Units), 2014-2024F

Figure 47: Germany Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 48: Germany Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 49: Spain Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 50: Spain Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 51: Spain Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 52: France Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 53: France Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 54: France Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 55: Russia Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 56: Russia Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 57: Russia Automotive Ventilated Seats Market Share, By Sales Channel, By

Volume, 2018 & 2024F

Figure 58: Turkey Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 59: Turkey Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 60: Turkey Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 61: Italy Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 62: Italy Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 63: Italy Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 64: United Kingdom Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 65: United Kingdom Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 66: United Kingdom Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 67: South America Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 68: South America Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 69: South America Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 70: South America Automotive Ventilated Seats Market Share, By Country, By Volume, 2018 & 2024F

Figure 71: Brazil Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 72: Brazil Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 73: Brazil Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 74: Argentina Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 75: Argentina Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 76: Argentina Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 77: Colombia Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 78: Colombia Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 79: Colombia Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 80: Middle East & Africa Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 81: Middle East & Africa Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 82: Middle East & Africa Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 83: Middle East & Africa Automotive Ventilated Seats Market Share, By Country, By Volume, 2018 & 2024F

Figure 84: Iran Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 85: Iran Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 86: Iran Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

Figure 87: South Africa Automotive Ventilated Seats Market Size, By Value (USD Million) and By Volume (Million Units), 2014-2024F

Figure 88: South Africa Automotive Ventilated Seats Market Share, By Vehicle Type, By Volume, 2014-2024F

Figure 89: South Africa Automotive Ventilated Seats Market Share, By Sales Channel, By Volume, 2018 & 2024F

COMPANIES MENTIONED

1. Lear Corporation
2. Adient Plc.
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4. Magna International Inc.
5. Toyota Boshoku Corporation
6. Dura Automotive Systems
7. Gentherm
8. Ebm Papst Group
9. TS Tech Co., Ltd.
10. Johnson Controls

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