

Automotive Seats Market Forecast to 2030 - Global Analysis by Technology (Heated, Heated-Ventilated, Ventilated, With Massage Functions, and Others), Adjustment Type (Electrically Adjusted and Manual), Vehicle Type (Passenger Vehicle, Light Commercial Vehicle, and Heavy Commercial Vehicle), and Seat Type (Front Row, Second Row, and Third Row)

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Abstracts

The automotive seat market was valued at US\$ 60.28 billion in 2022 and is expected to reach US\$ 83.79 billion by 2030; it is expected to register a CAGR of 4.2% from 2023 to 2030.

The comfort of passengers and driver is a must to enhance safety and avoid accidents. This has led to the introduction of heated/ventilated technology in seats. The advantages of this technology in vehicles can be significantly experienced while travelling in extreme weather conditions. The heated/ventilated seats play an important role in ensuring optimal seat temperature. Ventilated seats are equipped with vents or small fans for forced air circulation, which helps in providing an immediate cooling effect. Heated seats are equipped with internal thermostats to maintain seat temperature. Although advanced technologies are widely adopted in high-end cars, they are likely to be introduced in low segment cars in the near future due to the growing demand.

As air conditioners consume energy from the engine for its operation, it reduces fuel efficiency by 21–24% and increases carbon emissions by 120%. This could increase the expense of people using low segment cars. With the inclusion of heated/ventilated seats in low segment cars, significant fuel cost can be saved. Therefore, the penetration of

heated/ventilated technology in low segment cars is anticipated to provide lucrative opportunities for the automotive seat market during the forecast period.

Automotive seat market players are launching vehicles with various features to cater to the growing demand from consumers for SUVs and MPVs. In August 2021, Toyota Motor Corporation (Toyota) launched a new Land Cruiser with rearward front seats and revised second and third row seats. The third-row seats can be retracted to make luggage loading and unloading easier; seats also feature motorized stowing to generously increase legroom and boot space. Thus, such vehicles are driving the demand for automotive seats.

All-Belts-to-Seat (ABTS) are seatbelts that can be cab mounted or built into the seat itself. According to SAE International, ABTS seatbelts have enhanced performance and retention in rear impacts than conventional seats without ABTS. It offers a supreme space-saving seating solution while maintaining optimal comfort and versatility. Such benefits of the ABTS are encouraging its adoption in the automotive sector.

The focus on safety of the driver and passengers has led to the introduction of a few stringent government regulations. In February 2022, the Indian government mandated all automakers to equip a three-point seat belt system for front-facing passenger car seats. The three-point seat belt is also mandatory for the middle seat in the rear row of the car. The government focuses on including an advanced seat belt system, resulting in the adoption of several technologies. The market players such as Knocedler Manufacturers and H.O. Bostrom provide ABTS solutions to fuel their company's organic or inorganic growth and strengthen their foothold. According to Fire Apparatus Manufacturers' Association, certain manufacturers offer ABTS dual-retractor seat belts as an additional safety feature to provide stronger, faster retraction, preventing snagging on equipment and harm to the belts from apparatus doors. These dual-retractor systems help accommodate larger occupants and/or bulky occupant-worn gear. Thus, the increasing adoption of ABTS is anticipated to fuel the automotive seat market growth during the forecast period.

The automotive seat market is segmented into technology, adjustment type, vehicle type, seat type, and geography. Based on technology, the automotive seat market is segmented into heated, heated-ventilated, ventilated, and with massage functions. Based on adjustment type, the automotive seat market is bifurcated into electrically adjusted and manual. In terms of vehicle type, the automotive seat market is segmented into passenger vehicle, light commercial vehicle, and heavy commercial vehicle. By seat type, the automotive seat market is segmented into front row, second row, and third

row. Geographically, the automotive seat market is segmented into North America, Europe, Asia Pacific, Middle East & Africa, and South America.

Lear Corp, TS Tech Co Ltd, Adient Plc, Summit Auto Body Industry Co Ltd, NHK Spring Co Ltd, Magna International Inc, Bharat Seats Ltd, RECARO Aircraft Seating GmbH & Co KG, Forvia, Toyota Boshoku Corp, and Tachi-S Engineering USA Inc are among the key players profiled during this market study. In addition to these players, several other important market players were studied and analyzed during the course of the market research study to get a holistic view of the automotive seat market and its ecosystem.

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