

# **Middle East & Africa Automotive Seat Market Forecast to 2030 - Regional Analysis - by Technology (Heated, Heated-Ventilated, Ventilated, With Massage Functions, and Others), Adjustment Type (Electrically Adjusted, Memory Type, 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 Middle East & Africa automotive seat market is expected to grow from US\$ 1,821.32 million in 2022 to US\$ 2,224.91 million by 2030. It is estimated to grow at a CAGR of 2.5% from 2022 to 2030.

### **Adoption of ABTS Drive Middle East & Africa Automotive Seat Market**

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. 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 Middle East & Africa automotive seat market growth during the forecast period.

## Middle East & Africa Automotive Seat Market Overview

The Middle East & Africa automotive seat market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The growing automotive industry in the Middle East & Africa propels the demand for automotive seats in the region for the drivers and passengers' seating comfort. In March 2022, the Managing Director of Nissan Middle East stated that Nissan Middle East reported a 9.9% sales increase across the Gulf in the first three quarters of 2021 compared to 2020. In addition, as per the International Organization of Motor Vehicle Manufacturers, the sale of vehicles increased from 1,069,175 units in 2020 to 1,310,053 units in 2021 in countries in the Middle East & Africa, which includes Kuwait, Saudi Arabia, the UAE, and South Africa. In addition, the adoption of electric cars is projected to grow faster in the Gulf countries owing to tech-savvy urban hubs such as Dubai. In January 2018, Saudi Electricity Company signed an agreement with Takaoka Tokyo, Nissan Motor, and Tokyo Electric Power Company to develop the first EV pilot project in Saudi Arabia. The UAE government is planning to launch 42,000 electric cars, which will be on the roads by 2030. Supportive government policies and incentives offer lucrative opportunities to major players to promote the adoption of electric vehicles in the region. For instance, the UAE planned green mobility solutions, and a part of its plan is to convert 25% of the trips in the UAE into driverless journeys by 2030. Such initiatives for adopting electric vehicles are propelling the demand for seat installation in newly built vehicles, fueling the growth of the Middle East & Africa automotive seat market. The Middle East & Africa has the hottest temperature, which leads to the adoption of advanced cooling solutions, such as advanced ventilated seat solutions, in vehicles. This is anticipated to boost the Middle East & Africa automotive seat market growth. Moreover, the presence of market players such as MBS Automotive and Toyota Boshoku Corp caters to the growing demand for ventilated seats.

## Middle East & Africa Automotive Seat Market Revenue and Forecast to 2030 (US\$ Million)

### Middle East & Africa Automotive Seat Market Segmentation

The Middle East & Africa automotive seat market is segmented into technology, adjustment type, vehicle type, seat type, and country.

Based on technology, the Middle East & Africa automotive seat market is segmented into heated, heated-ventilated, ventilated, with massage functions, and others. In 2022, the ventilated segment registered the largest share in the Middle East & Africa automotive seat market.

Based on adjustment type, the Middle East & Africa automotive seat market is segmented into electrically adjusted, memory type, and manual. In 2022, the manual segment registered the largest share in the Middle East & Africa automotive seat market. The electrically adjusted segment is further segmented into 4 ways, 6 ways, 8 ways, 12 ways, and others. The memory type segment is further segmented into with memory function and without memory function.

Based on vehicle type, the Middle East & Africa automotive seat market is segmented into passenger vehicle, light commercial vehicle, and heavy commercial vehicle. In 2022, the passenger vehicle segment registered the largest share in the Middle East & Africa automotive seat market.

Based on seat type, the Middle East & Africa automotive seat market is segmented into front row, second row, and third row. In 2022, the front row segment registered the largest share in the Middle East & Africa automotive seat market. The front row segment is further segmented into regular, bucket, and sports. The second-row segment is further segmented into bench and captain. The third-row segment is further segmented into bench and captain.

Based on country, the Middle East & Africa automotive seat market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. In 2022, the Rest of Middle East & Africa segment registered the largest share in the Middle East & Africa automotive seat market.

Lear Corp, Adient Plc, Magna International Inc, Forvia, and Toyota Boshoku Corp are some of the leading companies operating in the Middle East & Africa automotive seat market.

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