

South & Central America 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 South & Central America automotive seat market is expected to grow from US\$ 1,709.18 million in 2022 to US\$ 1,972.01 million by 2030. It is estimated to grow at a CAGR of 1.8% from 2022 to 2030.

Penetration of Heated/Ventilated Technology in Low Segment Cars Drive South & Central America Automotive Seat Market

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 South & Central America automotive seat market during the forecast period.

South & Central America Automotive Seat Market Overview

The automotive industry in South & Central America is going through a transitional shift toward electric vehicle mobility. The government has played a substantial role in developing the automotive industry. The increase in commercial and passenger vehicle sales in Brazil over the past decade was primarily driven by national economic growth, favorable consumer credit policies, and fiscal incentives offered by the government. The growing production capabilities of electric vehicles from leading players are creating potential opportunities for market growth. For instance, Daimler Truck Holding AG, a German automotive manufacturer, started manufacturing its first Mercedes-Benz electric bus in Brazil between November and December 2022. The company projected that the demand for electric buses in Brazil would reach 1,000 buses in 2023 and 3,000 buses by 2024. As per a report by the Automotive Association of Peru (AAP), in 2021, the sales of hybrid and electric vehicles in Peru exceeded the sales in 2020 by 151.7%, the highest level yet recorded. Thus, the increase in the production of EVs in SAM is leveraging the demand for automotive seats, driving the South & Central America automotive seat market.

South & Central America Automotive Seat Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Automotive Seat Market Segmentation

The South & Central America automotive seat market is segmented into technology, adjustment type, vehicle type, seat type, and country.

Based on technology, the South & Central America 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 South & Central America automotive seat market.

Based on adjustment type, the South & Central America automotive seat market is

segmented into electrically adjusted, memory type, and manual. In 2022, the manual segment registered the largest share in the South & Central America 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 South & Central America 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 South & Central America automotive seat market.

Based on seat type, the South & Central America 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 South & Central America 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 South & Central America automotive seat market is segmented into Brazil, Argentina, and the Rest of South & Central America. In 2022, Brazil registered the largest share in the South & Central America automotive seat market.

Adient Plc, Forvia, Lear Corp, Magna International Inc, NHK Spring Co Ltd, Tachi-S Engineering USA Inc, Toyota Boshoku Corp, and TS Tech Co Ltd are some of the leading companies operating in the South & Central America automotive seat market.

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