

# **Automotive Seating Systems Market Size, Trends, Analysis, and Outlook by Technology (Powered, Heated, Standard), Material (Genuine leather, Synthetic leather, Fabric material), Vehicle (Compact cars, Mid-size cars, SUVs, Crossovers, MPVs, Pickups, Heavy commercial vehicles, Others), Distribution Channel (OEM, Aftermarket), by Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/AD2161FBD292EN.html>

Date: April 2024

Pages: 193

Price: US\$ 3,980.00 (Single User License)

ID: AD2161FBD292EN

## **Abstracts**

The global Automotive Sun Visor market size is poised to register 4.46% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The study analyzes the global Automotive Sun Visor market by Type (Conventional Type, LCD Sun Visor), Material (Fabric, Vinyl), Vehicle (Passenger Vehicle, Commercial Vehicle, Electric Vehicle), Sales Channel (OEM, Aftermarket). The Automotive Sun Visor Market is set for notable evolution, driven by the growing focus on driver and passenger safety, coupled with stringent regulations, is propelling the demand for advanced sun visor technologies that offer enhanced glare reduction, UV protection, and visibility optimization. This trend is further accentuated by the increasing adoption of smart sun visor systems equipped with sensors and adaptive features to automatically adjust the visor position based on sunlight intensity and driver preferences, thereby enhancing driving comfort and safety. Secondly, advancements in material science and design engineering are facilitating the development of lightweight, durable, and aesthetically pleasing sun visors that offer improved functionality and aesthetics while meeting regulatory requirements. Further, the expansion of the global automotive market, particularly in emerging economies, presents opportunities for sun visor manufacturers to cater to the growing demand for vehicles equipped with

advanced sun protection solutions tailored to regional climates and driving conditions. In addition, the rising popularity of electric and autonomous vehicles is reshaping the automotive sun visor market, with a focus on visor designs optimized for electric drivetrains and autonomous driving systems, ensuring compatibility with advanced vehicle architectures and sensor configurations. Furthermore, the growing trend toward vehicle connectivity and infotainment integration is driving innovation in sun visor features, with a focus on integrating displays, touch controls, and augmented reality functionalities to enhance driver information and entertainment options while minimizing distractions. .

**Automotive Sun Visor Market Drivers, Trends, Opportunities, and Growth Opportunities**  
This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Automotive Sun Visor market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Automotive Sun Visor survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Automotive Sun Visor industry.

**Key market trends defining the global Automotive Sun Visor demand in 2024 and Beyond**

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

**Automotive Sun Visor Market Segmentation- Industry Share, Market Size, and Outlook to 2030**

The Automotive Sun Visor industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Automotive Sun Visor companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

**Key strategies adopted by companies within the Automotive Sun Visor industry**  
Leading Automotive Sun Visor companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging

demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Automotive Sun Visor companies.

#### Automotive Sun Visor Market Study- Strategic Analysis Review

The Automotive Sun Visor market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis.

Explore potential market disruptions, technology advancements, and economic changes.

#### Automotive Sun Visor Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Automotive Sun Visor industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

#### Automotive Sun Visor Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

#### North America Automotive Sun Visor Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Automotive Sun Visor market segments. Similarly, Strong end-user demand is encouraging Canadian Automotive Sun Visor companies to invest in niche segments. Further, as Mexico continues to strengthen its

trade relations and invest in technological advancements, the Mexico Automotive Sun Visor market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

**Europe Automotive Sun Visor Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities**

The German industry remains the major market for companies in the European Automotive Sun Visor industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Automotive Sun Visor market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

**Asia Pacific Automotive Sun Visor Market Size Outlook- an attractive hub for opportunities for both local and global companies**

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Automotive Sun Visor in Asia Pacific. In particular, China, India, and South East Asian Automotive Sun Visor markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Automotive Sun Visor Market Size Outlook- Continued urbanization and rising income levels**

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Automotive Sun Visor Market Size Outlook- continues its upward trajectory across segments**

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar,

Kuwait, and other GCC countries supports the overall Middle East Automotive Sun Visor market potential. Fueled by increasing consumption expenditure, growing population, and high demand across a few markets drives the demand for Automotive Sun Visor.

#### Automotive Sun Visor Market Company Profiles

The global Automotive Sun Visor market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Atlas Holdings LLC, Brace Automotive, Bursa Ototrim Panel Sanayi ve Ticaret A.?, GriOS s.r.o., Grupo Antolin, Gumotex Automotive, Howa Textile Industry Co. Ltd, Irvin Automotive Products Inc, Kasai Kogyo Co. Ltd, K?bo GmbH & Co. KG.

#### Recent Automotive Sun Visor Market Developments

The global Automotive Sun Visor market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

#### Automotive Sun Visor Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

#### Market Segmentation:

Type

Conventional Type

LCD Sun Visor

Material

Fabric

Vinyl

Vehicle

Passenger Vehicle

Commercial Vehicle

Electric Vehicle

Sales Channel

OEM

Aftermarket

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Atlas Holdings LLC

Brace Automotive

Bursa Ototrim Panel Sanayi ve Ticaret A.?.

GriOS s.r.o.

Grupo Antolin

Gumotex Automotive

Howa Textile Industry Co. Ltd

Irvin Automotive Products Inc

Kasai Kogyo Co. Ltd

K?bo GmbH & Co. KG.

Formats Available: Excel, PDF, and PPT

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Automotive Seating Systems Market Overview and Key Findings, 2024
- 1.2 Automotive Seating Systems Market Size and Growth Outlook, 2021- 2030
- 1.3 Automotive Seating Systems Market Growth Opportunities to 2030
- 1.4 Key Automotive Seating Systems Market Trends and Challenges
  - 1.4.1 Automotive Seating Systems Market Drivers and Trends
  - 1.4.2 Automotive Seating Systems Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Automotive Seating Systems Companies

### 2. AUTOMOTIVE SEATING SYSTEMS MARKET SIZE OUTLOOK TO 2030

- 2.1 Automotive Seating Systems Market Size Outlook, USD Million, 2021- 2030
- 2.2 Automotive Seating Systems Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. AUTOMOTIVE SEATING SYSTEMS MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. AUTOMOTIVE SEATING SYSTEMS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - Technology
  - Powered
  - Heated

Standard

Material

Genuine leather

Synthetic leather

Fabric material

Vehicle

Compact cars

Mid-size cars

SUVs

Crossovers

MPVs

Pickups

Heavy commercial vehicles

Others

Distribution Channel

OEM

Aftermarket

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Automotive Seating Systems Market, 2025

5.2 Asia Pacific Automotive Seating Systems Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Automotive Seating Systems Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Automotive Seating Systems Market, 2025

5.5 Europe Automotive Seating Systems Market Size Outlook by Type, 2021- 2030

5.6 Europe Automotive Seating Systems Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Automotive Seating Systems Market, 2025

5.8 North America Automotive Seating Systems Market Size Outlook by Type, 2021- 2030

5.9 North America Automotive Seating Systems Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Automotive Seating Systems Market, 2025

5.11 South America Pacific Automotive Seating Systems Market Size Outlook by Type, 2021- 2030

5.12 South America Automotive Seating Systems Market Size Outlook by Application,



2021- 2030

5.13 Key Findings for Middle East and Africa Automotive Seating Systems Market, 2025

5.14 Middle East Africa Automotive Seating Systems Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Automotive Seating Systems Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Automotive Seating Systems Market Size Outlook and Revenue Growth Forecasts

6.2 US Automotive Seating Systems Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Automotive Seating Systems Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Automotive Seating Systems Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Automotive Seating Systems Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Automotive Seating Systems Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Automotive Seating Systems Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Automotive Seating Systems Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Automotive Seating Systems Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Automotive Seating Systems Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Automotive Seating Systems Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Automotive Seating Systems Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts

6.24 Japan Automotive Seating Systems Industry Drivers and Opportunities

6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

6.26 South Korea Automotive Seating Systems Industry Drivers and Opportunities

6.27 Australia Market Size Outlook and Revenue Growth Forecasts

6.28 Australia Automotive Seating Systems Industry Drivers and Opportunities

6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts

- 6.30 South East Asia Automotive Seating Systems Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Automotive Seating Systems Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Automotive Seating Systems Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Automotive Seating Systems Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Automotive Seating Systems Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Automotive Seating Systems Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Automotive Seating Systems Industry Drivers and Opportunities

## **7. AUTOMOTIVE SEATING SYSTEMS MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

## **8. AUTOMOTIVE SEATING SYSTEMS COMPANY PROFILES**

- 8.1 Profiles of Leading Automotive Seating Systems Companies in the Market
  - 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
  - 8.3 Financial Performance and Key Metrics
- Adient plc
- Aisin Seiki Co. Ltd
- Alfmeier Praezision SE
- Brose Fahrzeugteile GmbH & Co. KG
- Faurecia S.A.
- Gentherm Inc
- IFB Automotive Private Ltd
- Lear Corp
- Magna International Inc
- Marter Automotive Seating Systems Pvt. Ltd
- NHK Spring Co. Ltd
- Tachi-S Co. Ltd

Toyota Boshoku Corp  
TS Tech Co. Ltd

## **9. APPENDIX**

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

## I would like to order

Product name: Automotive Seating Systems Market Size, Trends, Analysis, and Outlook by Technology (Powered, Heated, Standard), Material (Genuine leather, Synthetic leather, Fabric material), Vehicle (Compact cars, Mid-size cars, SUVs, Crossovers, MPVs, Pickups, Heavy commercial vehicles, Others), Distribution Channel (OEM, Aftermarket), by Country, Segment, and Companies, 2024-2030

Product link: <https://marketpublishers.com/r/AD2161FBD292EN.html>

Price: US\$ 3,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD2161FBD292EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970