

Automotive seat heater Market By Type (Carbon Heater, Composite Heater) , By Vehicle Type (Passenger Cars, Commercial Vehicles) By Sales Channel (OEM, Aftermarket) : Global Opportunity Analysis and Industry Forecast, 2024-2033

Market Report | 2024-07-01 | 324 pages | Allied Market Research

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Report description:

The automotive seat heater market was valued at \$3.1 billion in 2023, and is projected to reach \$5.5 billion by 2033, growing at a CAGR of 6% from 2024 to 2033.

Automotive seat heater is a feature integrated into vehicle seats to provide added comfort and warmth to passengers during cold weather conditions. These systems use heating elements embedded within the seat cushions and backs, which can be activated to generate heat. Heated seats are used in conjunction with climate-controlled ventilation, which eliminates the condensing moisture from the seat.

The growth of the global automotive seat heater market is majorly driven by continuous expansion of the automotive industry, with increasing vehicle production and sales. This is attributed to the fact that automotive seat heaters have become a popular comfort and convenience feature in modern vehicles, ranging from luxury models to more affordable cars. Moreover, surge in adoption of electric vehicles significantly contributes toward the growth of the global market, as seat heaters are being increasingly integrated in electric vehicles, where they provide an efficient way to warm passengers without heavily taxing the vehicle's main battery system. According to the International Energy Agency, a Paris-based autonomous intergovernmental organization, over 3 million electric vehicles were sold in the first quarter of 2024, around 25% higher as compared to 2023. This number is estimated to reach 17 million by the end of 2024, exhibiting a 20% year-on-year increase. Furthermore, shift in consumer preference for comfort and convenience features in vehicles and increase in awareness of the health benefits of seat heaters, such as improved circulation and relief from muscle discomfort during long drives, act as the key driving forces of the global market. Moreover, higher demand for seat heaters in regions with cold climates significantly fosters the market growth. However, high cost associated with the integration of seat heaters increases the overall price of the vehicle, which acts as a key deterrent factor of the market. Moreover, increase in popularity of alternative heating technologies, such as heated seat covers or portable seat heaters, offer more flexible and cost-effective solutions, thus restraining the market growth. The demand for seat

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heaters is highly seasonal, with higher sales in colder months and regions, further limiting their market penetration. On the contrary, the development of intelligent control systems that provide precise temperature regulation and enhanced safety features by analyzing the weather conditions and automatically adjusting the seat heaters to provide optimal comfort levels is expected to offer lucrative opportunities for the growth of the market during the forecast period.

The global automotive seat heaters market is segmented into type, vehicle type, sales channel, and region. On the basis of type, the market is divided into carbon heater and composite heater. Depending on vehicle type, it is segregated into passenger cars and vehicle type. By sale channel, it is bifurcated into OEM and aftermarket. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the carbon heater segment is anticipated to experience notable growth by 2033.

Depending on vehicle type, the passenger car segment is expected to dominate the automotive seat heater market in the coming years.

By sale channel, aftermarket is projected to emerge as a leading segment in the near future.

Region wise, Europe is expected to exhibit highest growth in the automotive heat seater market during the forecast period.

Competition Analysis

Competitive analysis and profiles of the major players in the global automotive seat heater market include Continental AG, Panasonic Corporation, Gentherm Incorporated, Il-VI Incorporated, Roadwire LLC, Rostra Precision Controls Inc., Firsten Automotive Electronics Co., Ltd., Guangzhou Tachibana Electronic Co., Ltd., SINOMAS, and Champion Auto Systems. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and strengthen their foothold in the market.

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- Product Benchmarking / Product specification and applications
- New Product Development/ Product Matrix of Key Players
- Historic market data

Key Market Segments

By Type

- Carbon Heater
- Composite Heater

By Vehicle Type

- Passenger Cars

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- Commercial Vehicles

By Sales Channel

- OEM

- Aftermarket

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- UK

- Germany

- France

- Russia

- Rest of Europe

- Asia-Pacific

- China

- Japan

- India

- South Korea

- Australia

- Rest of Asia-Pacific

- Latin America

- Brazil

- Argentina

- Rest of Latin America

- Middle East and Africa

- Saudi Arabia

- UAE

- Israel

- Africa

- Rest of Middle East and Africa

- Key Market Players

- Continental AG

- Panasonic Corporation

- Gentherm Incorporated

- II-VI Incorporated

- Roadwire LLC

- Rostra Precision Controls Inc.

- Firsten Automotive Electronics Co., Ltd.

- Guangzhou Tachibana Electronic Co., Ltd.

- SINOMAS

- Champion Auto Systems

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