

Global Automotive Seat Heater Market Size was \$601.00 Mn USD in 2021 and Will Reach \$754.36 Mn USD in 2029

The Global Automotive Seat Heater Market was \$601.00 Mn USD in 2021 and is growing at a CAGR of 3.25% year on year, it will reach \$754.36 Mn USD in 2029.

LOS ANGELES, CALIFORNIA, USA , March 17, 2023 /EINPresswire.com/ --



Everything starts with the customer."

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Global Automatic Seat Heater market Overview

Devices called automotive seat heaters to keep you toasty while you're driving. They are available in a wide range of sizes and forms, and there are numerous brands. Others

feature built-in batteries that can be recharged with a cable. The need for automotive seat heaters will rise as more and more people migrate to electric vehicles. The technology is an excellent option for automotive applications because it also has additional benefits.

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In cooler weather, individuals may stay warm in their cars thanks to seat heaters. When the outdoor temperature is below freezing in the winter, they are extremely helpful. The seat warmer heats both the seat and the occupant when it is activated. After the heater is turned off, the warmth continues for a few hours.

Market Segment and Regional Analysis

Automotive seat heaters come in two varieties: carbon fibre and composite metal. A metal structure covered in plastic or fibreglass makes up composite metal seat heaters. The heater is positioned inside the cover, and the metal frame aids in evenly dispersing the heat. Unlike composite metal seat heaters, which have a metal frame, carbon fibre seat heaters feature a carbon fibre cover. Despite being more expensive than composite metal or plastic seat heaters, this kind of heater has a number of benefits.

Both universal and custom-fit variants of automotive seat heaters are offered. All sorts of automobiles can employ universal automotive seat heaters. They come with mounting clips that

make quick work of installation. Automotive seat heaters that are created to order are designed individually for a specific make or model of vehicle.

In areas like Asia Pacific, Europe, North America, South America, The Middle East, and Africa, the automotive seat heater market is expanding. This expansion can be attributed to rising temperatures and rising automobile usage. The use of car seat heaters has grown in places like the Asia Pacific, where the weather is hot and muggy. Due to the pleasant warmth they provide, many individuals choose to use seat heaters in the summer. People in Europe use seat heaters to keep their seats warm during lengthy rides, especially in colder climates. Similarly to this, during the colder months, individuals in North America use them to keep their seats warm. Due to the hot and humid climate, seat heaters are also common throughout South America.

Prominent Key Market Players of the Automatic Seat Heater

This growth can be attributed to the increasing demand for comfortable seating in passenger cars and SUVs, as well as the growing popularity of air-conditioning in these vehicles. Some key players in the automotive seat heater market are Gentherm, Kongsberg, I.G.Bauerhin, Panasonic, ACTIVline, Check, Champion, Seat Comfort Systems, Tachibana, Golden Time, Hxbest, SET Electronics, Hengfei Electronic, Firsten, Sincer, Langech. These companies are focusing on developing innovative products that address various customer needs.

Because people are increasingly looking for ways to keep their automobiles warm during cold weather conditions, the market for automotive seat heaters is expanding quickly. But if this product category is to keep expanding, there are significant commercial constraints that must be overcome. The lack of a universal design that can be used in all sorts of cars is one of the biggest obstacles.

Analysis of the impact of COVID-19

The market for car seat heaters is anticipated to be significantly impacted by the Covid-19 epidemic. People have switched to more fuel-efficient vehicles out of concern about the disease's spread. The need for car seat heaters has increased as a result of this. The toxicity and pollution levels of some car seat heaters are also a source of worry. Due to the Covid-19 epidemic, there will probably be an upsurge in demand for these products.

Key Market Segments: Global Automotive Seat Heater Market

Global Automotive Seat Heater Market By Type (Historical Data and Future Forecast):

- Composite Metal Heater
- Carbon Fiber Heater

Global Automotive Seat Heater Market By Application (Historical Data and Future Forecast):

- Normal Car
- SUV
- MPV

Global Automotive Seat Heater Market By Region (Historical Data and Future Forecast):

- Asia Pacific
- Europe
- North America
- South America
- Middle East And Africa

Global Automotive Seat Heater Market Key Players (Historical Data and Future Forecast):

- Gentherm
- Kongsberg
- I.G.Bauerhin
- Panasonic
- ACTIVline
- Check
- Champion
- Seat Comfort Systems
- Tachibana
- Golden Time
- Hxbest
- SET Electronics
- Hengfei Electronic
- Firsten
- Sincer
- Langech

Key Barriers and Drivers of Automotive Seat Heater Market

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- Although automotive seat heaters offer a great experience to the occupants, they have some drawbacks too.
- These seat heaters could get very hot and can cause health-related issues.
- Such downsides of seat heaters can hamper the growth of the automotive seat heater market in upcoming years.

Key Benefits of stakeholders and Market Participants

- The automotive seat warmer market has a significant potential for future market expansion, according to an industry analysis. Such amenities for persons and sufferers are being updated by many industry participants. Even many nations are implementing these technologies to boost market expansion.
- The primary driver behind the expansion of the automobile seat warmer market worldwide is rising vehicle sales.
- Leading manufacturers are focused on expanding sales and distribution network acquisition, along with launching different innovative products to comply with customer demands.

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Following is the list of TOC for the Automatic Seat Heater Market:

- Report Overview
- Study Scope
- Market Analysis By Type
- Market By Application
- Study Objectives
- Years Considered
- Global Growth Trends
- Automatic Seat Heater Market Dynamics
- Competition Landscape By Key Players
- Automatic Seat Heater Breakdown Data By Type
- Automatic Seat Heater Breakdown Data By Application
- Automatic Seat Heater Breakdown Data By Key Market Players
- Automatic Seat Heater Breakdown Data By Regions
- Companies Covered (Company Details, Revenue and Sales Figures, Recent Development, Mergers & Acquisition)

Why is the Automatic Seat Heater Clock Research Report important?

- Increasing focus on strategic expansion by capacity expansion and acquisitions undertaken by leading players expected to shape the market in the coming years. The emergence of new players especially in China is also expected to impact the market dynamics.
- The automotive seat heater market has a high potential for future growth of the market. Many market players are updating such comforts for people and patients.
- Even many countries are adopting these technologies for better growth in the market.

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