

Automotive Seat Control Module Market is reaching US\$ 15.0 Bn at a gracious rate of 5.3% by the year 2032 - PMR

With the growing demand for safety, aesthetics, OEMs are focusing on incorporating maximum automation in cars that could provide comfort along with safety.

NEW YORK, NEW YORK, UNITED STATES OF AMERICA, January 6, 2023

/EINPresswire.com/ -- According to the recent findings by Persistence Market Research, sales of automotive seat control modules are anticipated to reach a value of US\$ 8.95 Bn in 2022

with consistent long-term projections for the market. According to the report, the market will expand at 5.3% CAGR from 2022 to 2032. [Automotive seat control module Market](#) are seeing increasing sales as customers demand more comfortable seats and various automobile interior accessories.



Automotive Seat Control Module Market

Integrated systems that control seat functions are efficient and greatly improve driving efficiency. Consumer preference for luxury vehicles is expanding as a result of technology being integrated into automotive body parts. The market for automotive seat control modules is expected to grow as a result of factors such as fast-developing economies and rapid urbanization brought on by substantial investments in infrastructure such as roads and bridges.

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Key Takeaways from Market Study

By type, manual automotive seat control modules are anticipated to witness demand growth at 4.7% CAGR by volume during the forecast period of 2022 to 2032.

Among the applications, automotive seat control modules with seat adjustments are more widely demanded.

By region, East Asia and South Asia Pacific are anticipated to witness substantial growth in the market. Sales of automotive seat control modules in China, India, and Brazil are expected to increase at high CAGRs in terms of volume.

By vehicle type, SUVs and luxury vehicles, together, are estimated to hold a prominent volume share of 42.4% in 2022.

“The market for automotive seat control modules is being driven by increased popularity of premium automobile vehicles and high demand for relaxed and comfortable seating options,” says a Persistence Market Research analyst.

Competitive Landscape

Leading manufacturers of automotive seat control modules include

Continental AG
Infineon Technologies AG
Hyundai Mobis Co., Ltd.
HELLA GmbH & Co. KGaA
Lear Corp.
Magna Seating Inc
Bosch
ZF Friedrichshafen
Texas Instrument
STMicroelectronics
APTIV
NXP Semiconductors NV
Toyota Boshoku
Dorman Products Inc
Diodes, Inc.

Key market players are creating unique automotive seat control modules to gain a competitive edge in the market. To increase their global reach, market participants are also heavily investing in expansion, mergers, acquisitions, and strategic partnerships.

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For instance:

In May 2022, Lear Corporation acquired I.G.Bauerhin (IGB) to provide comfortable seating solutions and expand its market presence in Germany.

In October 2020, Infineon launched the Traveo II Body microcontroller with multiple applications including body control modules, seat control units, doors, windows, and a sunroof.

More Valuable Insights on Offer

Persistence Market Research, a research and consulting firm, has published a new market research report on the global automotive seat control module market that contains an industry analysis of 2017–2021 and an opportunity assessment for 2022–2032.

The report provides an in-depth analysis of the market through different segments, namely, product type, application, vehicle type, and region. The report also provides supply and demand trends along with an overview of the parent market.

Automotive Seat Control Module Industry Research by Category

Automotive Seat Control Module Market by Type:

- Manual Automotive Seat Control Modules
- Memory Automotive Seat Control Modules

Automotive Seat Control Module Market by Application:

- Climate-based Positioning
- Headrest Positioning
- Seat Adjustment
- Massage
- Others

Automotive Seat Control Module Market by Vehicle Type:

- Passenger Vehicles
- Compact Cars
- Mid-size Cars
- SUVs
- Luxury Vehicles
- Commercial Vehicles

Automotive Seat Control Module Market by Region:

- North America Automotive Seat Control Module Market
- Latin America Automotive Seat Control Module Market
- Europe Automotive Seat Control Module Market
- East Asia Automotive Seat Control Module Market
- South Asia Pacific Automotive Seat Control Module Market
- Middle East and Africa Automotive Seat Control Module Market

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The Automotive and Transportation division of Persistence Market Research provides exclusive coverage and actionable insights about automotive and transportation industry encompassing automotive, aviation, shipping and marine, and railway sector. Market findings and competition intelligence of OEM, aftermarket, services and technology landscape have helped numerous industry stakeholders' right from automakers, component manufacturers, channel partners and service providers in taking informed decisions and keeping them up-to-date with market behavior.

About us: –

Persistence Market Research is a U.S.-based full-service market intelligence firm specializing in syndicated research, custom research, and consulting services. Persistence Market Research boasts market research expertise across the Healthcare, Chemicals and Materials, Technology and Media, Energy and Mining, Food and Beverages, Semiconductor and Electronics, Consumer Goods, and Shipping and Transportation industries. The company draws from its multi-disciplinary capabilities and high-pedigree team of analysts to share data that precisely corresponds to clients' business needs.

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