
Description: The global automotive seat industry is expected to reach an estimated US $76.4 billion in 2019 with a CAGR of 4.3% over the forecast period. Growth in BRIC nations is anticipated to drive the industry during the forecast period 2014-2019. The major drivers of automotive seat industry are recovery in vehicle production, demand for vehicle safety features, and growth of small and medium vehicle segments in the emerging markets.

Changes in Environmental Protection Agency and National Traffic Safety Administration regulations regarding greenhouse gas emissions and improvement in the fuel efficiency will result in increasing demand for lighter weight seats during 2014-2019. Current initiatives include weight saving technologies, operator safety, and comfort features which will boost the industry.

This report provides an analysis of the global automotive seat industry including the industry trends, cost structures, growth opportunities, key drivers, and emerging trends of the industry. The study also includes global automotive seat industry trends and forecasts through 2019, segmented by regions as follows:

Global Automotive Seat Industry by Regions:
- North America
- Europe
- Asia Pacific
- Rest of World

On the basis of its comprehensive research, the author forecasts that majority of the regions for seat industry will grow moderately during 2014-2019. Growing demand of automotive seat from emerging economies such as China, India, and the Middle East countries is anticipated to boost the industry. Johnson Controls Inc., Lear Corporation and Toyota Boshoku Corporation are among the major suppliers of global automotive seat industry. Industry players are focusing on research and development activities so as to meet constantly changing market demands of their end users.

This comprehensive guide provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global agrochemical industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

Features and Scope of this Report:
- Analysis of competitive intensity of the industry based on Porter's Five Forces model which helps to understand the competitive position of industry players.
- Global Automotive Seat Market intelligence with special emphasis on regional market.
- Industry size in terms of value, industry size trend (2008-2013) and forecast (2014-2019) for key industry segments to make major investment decisions.
- Regional Analysis provides automotive seat industry breakdown by region among North America, Europe, APAC and ROW.
- Competitor analysis: Market share analysis, market drivers and challenges, growth opportunity analysis by regional market that helps to ascertain a sound investment decision.
Industry strategic assessment, emerging trend, innovations and new product launches, mergers and acquisitions by the industry players are studied in the report.

The report is in power point presentation format and has hundreds of critical data and market insights that will help in effective decision making.

Benefits of Report:
The core competency is in market research and management consulting. In last 15 years, the author has worked on hundreds of market & economic research studies. These market reports offer the following benefits:

- Enhance your growth strategy with the information of key market segments and growth applications.
- Fine tune your business expansion with analysis of trend and forecast and key emerging trends in the industry.
- Explore business opportunities and ascertain new market entry with analysis of emerging geographies
- Know the business environment with the competitive intensity of the industry, new developments and merger and acquisition deals.

Who Can Benefit From This Report?
This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

- Business development
- Strategic planning
- Business presentation
- Determination of market size and trend
- Competitive analysis
- Resource and inventory management
- Budgeting
- Investment decisions

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