Automotive Seat Market by Vehicle Type, Type, Technology, Cover Material, & by Region - Forecast to 2020

Description: "Automotive Seat Market by Vehicle Type (Hatchback, Sedan, SUV/MUV, LCV, Truck, bus), Type (Split Bench/Bench, Bucket), Technology (Powered, Heated, Powered & Heated, Standard), Cover Material (Genuine Leather, Synthetic Leather, Fabric), & by Region - Forecast to 2020"

"The automotive seats market is undergoing change on two fronts: a shift in the industry landscape (including developing seat markets and increasingly stringent environment regulations) and changing consumer behavior and demand patterns. To remain competitive, seat manufacturers require insights that provide clear direction with regard to the growth of today's markets and future consumer demands.

The automotive seats market is expected to witness considerable growth in countries such as China, India, the U.S., and Mexico. Asia-Oceania is estimated to grow at the highest CAGR, by value, of 5.59% from 2015 to 2020. The depletion of energy resources and issues related to global warming are compelling automobile manufacturers to explore new materials and develop new products and technologies for the automotive industry. Automotive seats can consume up to 8.3% of plastics; this has prompted major market players to develop natural fiber composites that will likely replace plastics in coming years.

Factors driving the market for automotive seats include the growing demand for fuel-efficient vehicles, increasingly stringent passenger safety regulations, the need to develop raw materials that reduce cost and improve efficiency, and the increasing demand for comfort and luxury.

This report segments the automotive seats market as follows: by vehicle type (hatchback, sedan, SUV/MUV, LCV, truck, and bus), by region (North America, Asia-Oceania, Europe, and RoW), by type (split bench/bench and bucket), by technology (powered, heated, powered and heated, and standard), and by seat cover material (genuine leather, synthetic leather, and fabric). The key players in the market have also been identified and profiled.

The report classifies and defines the global automotive seats market, in terms of volume and value. Market size, in terms of volume, is provided in thousand units from 2013 to 2020, while the market size, by value, is provided in terms of USD million.

The report also provides a comprehensive review of market drivers, restraints, opportunities, challenges, and key issues in the global automotive seats market. Apart from the quantitative aspects of these markets, the report also covers qualitative aspects, such as a value chain analysis, and Porter's Five Forces analysis of the automotive seats market.

The automotive seats market is dominated by a few major players, such as Johnson Controls (U.S.), Faurecia (France), Lear Corporation (U.S.), Toyota Boshoku Corporation (Japan), and TS Tech Co., Ltd. (Japan). The key strategies adopted by these market players are expansion, mergers & acquisitions, and new product development.
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