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.

Contents:

1 Introduction
1.1 Objectives of The Study
1.2 Market Definition
1.3 Market Scope
1.4 Markets Covered
1.4.1 Global Automotive Seats Market
1.4.2 Years Considered For The Study
1.5 Currency
1.6 Limitation
1.7 Stakeholders

2 Research Methodology
2.1 Research Data
2.2 Secondary Data
2.2.1 Key Secondary Sources
2.2.2 Key Data From Secondary Sources
2.3 Primary Data
2.3.1 Sampling Techniques & Data Collection Methods
2.3.2 Primary Participants
2.4 Factor Analysis
2.4.1 Introduction
2.4.2 Demand Side Analysis
2.4.2.1 Impact of GDP On Commercial Vehicle Sales
2.4.2.2 Vehicle Production Increasing in Developing Countries
2.4.2.3 Urbanization Vs. Passenger Cars Per 1,000 People
2.4.2.4 Infrastructure: Roadways
2.4.3 Supply Side Analysis
2.4.3.1 Technological Advancements
2.4.3.2 Influence of Other Factors
2.5 Market Estimation
2.5.1 Bottom-Up Approach
2.5.2 Data Triangulation
2.5.3 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Market Opportunities
4.2 Seats Market, By Country
4.3 Split Bench/Bench Market Size
4.4 Seat Cover Material Market Size
4.5 Seat Market Size By Technology
4.6 Life Cycle Analysis
4.7 Who Supplies To Whom

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 By Type
5.2.2 By Technology
5.2.3 By Seat Cover Material
5.2.4 By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Vehicle Weight Reduction For Optimized Efficiency
5.3.1.2 Increased Demand For Comfort and Luxury
5.3.2 Restraints
5.3.2.1 Short Technology Life Cycle
5.3.2.2 Lack of Standardization of Seating Systems
5.3.3 Opportunities
5.3.3.1 Substituting Conventional Raw Materials With Lightweight Ones
5.3.4 Challenges
5.3.4.1 Increasingly Stringent Passenger Safety Regulations
5.3.4.2 Balance Between Low Production Costs and Customer Perceived Value
5.4 Burning Issue
5.4.1 Profitability and Sustainability Within The Regulatory Framework
5.5 Porter'S Five Forces Analysis
5.5.1 Threat of New Entrants
5.5.2 Threat of Substitutes
5.5.3 Bargaining Power of Buyers
5.5.4 Bargaining Power of Suppliers
5.5.5 Intensity of Competitive Rivalry
5.6 Value Chain Analysis
5.7 Future Automotive Seat Technologies
5.7.1 Lightweight Seat Frames
5.7.2 Self-Adjusting and Connected Seats
5.7.3 Massage Seats
5.7.4 Comfort Thin Seats (By Johnson Controls)
5.7.5 Active Wellness Seat (By Faurecia)
5.7.6 E-Folding Seats (Rear)
5.7.7 Greener Seating Material
5.7.8 Automotive Seat Fabrication

6 Automotive Seats Market, By Seat Cover Material
6.1 Introduction
6.2 Genuine Leather Market
6.3 Synthetic Leather Market
6.4 Fabric Market

7 Automotive Seats Market, By Technology
7.1 Introduction
7.2 Automotive Powered Seats Market
7.3 Automotive Heated Seats Market
7.4 Automotive Powered & Heated Seats Market
7.5 Automotive Standard Seats Market

8 Automotive Seats Market, By Region
8.1 Introduction
8.2 Split Bench/Bench Type Automotive Seats Market
8.3 Bucket Type Automotive Seat Market
8.4 Asia-Oceania
8.4.1.1 China
8.4.1.2 Japan
8.4.1.3 India
8.4.1.4 South Korea
8.4.1.5 Rest of Asia-Oceania
8.4.1.6 Pest Analysis
8.4.1.6.1 Political Factors
8.4.1.6.2 Economic Factors
8.4.1.6.3 Social Factors
8.4.1.6.4 Technological Factors
8.5 Europe
8.5.1.1 Germany
8.5.1.2 France
8.5.1.3 U.K.
8.5.1.4 Rest of Europe
8.5.1.5 Pest Analysis
8.5.1.5.1 Political Factors
8.5.1.5.2 Economic Factors
8.5.1.5.3 Social Factors
8.5.1.5.4 Technological Factors
8.6 North America
8.6.1.1 U.S.
8.6.1.2 Canada
8.6.1.3 Mexico
8.6.1.4 Pest Analysis
8.6.1.4.1 Political Factors
8.6.1.4.2 Economic Factors
8.6.1.4.3 Social Factors
8.6.1.4.4 Technological Factors
8.7 ROW
8.7.1.1 Brazil
8.7.1.2 Russia
8.7.1.3 Others of ROW
8.7.1.4 Pest Analysis
8.7.1.4.1 Political Factors
8.7.1.4.2 Economic Factors
8.7.1.4.3 Social Factors
8.7.1.4.4 Technological Factors
9 Competitive Landscape
9.1 Introduction
9.2 Market Share Analysis, Automotive Seats Market
9.3 Competitive Situation and Trends
9.4 Expansions
9.5 Agreements/Joint Ventures/Partnerships
9.6 New Product Launches
9.7 Mergers & Acquisitions and Other Developments

10 Company Profiles
(Overview, Financial*, Products & Services, Strategy, and Developments)
10.1 Introduction
10.2 Johnson Controls
10.3 Faurecia
10.4 Lear Corporation
10.5 Toyota Boshoku Corporation
10.6 Ts Tech Co., Ltd.
10.7 Magna International Inc.
10.8 Aisin Seiki Co. Ltd.
10.9 Tachi-S Co., Ltd.
10.10 Nhk Springs Co., Ltd
10.11 Gentherm
*Details Might not be Captured in Case of Unlisted Companies

11 Appendix
11.1 Insights of Industry Experts
11.2 Discussion Guide
11.3 Introducing RT: Real Time Market Intelligence
11.4 Available Customizations
11.4.1 Automotive Seats Market, By Vehicle Type
11.4.1.1 Off-Road Vehicles
11.4.2 Automotive Seats Market, By Components
11.4.2.1 Seat Recliner
11.4.2.2 Seat Frame
11.4.2.3 Seat Adjuster
11.5 Related Reports

List Of Tables:
Table 1 Micro And Macro Factor Analysis
Table 2 Weight Savings Per Seat
Table 3 Use Of Plastics In Automotive
Table 4 Asp Analysis Of Seat By Type, 2014 (Usd)
Table 5 Asp Analysis Of Seat By Technology, 2014 (Usd)
Table 6 Asp Analysis Of Seat By Seat Cover Material, 2014 (Usd)
Table 7 Automotive Seat Market Size, By Seat Cover Material, 2013-2020 ('000 Units)
Table 8 Automotive Seat Market Size, By Seat Cover Material, 2013-2020 (USD Million)
Table 9 Genuine Leather Seat Cover Market Size, By Region, 2013-2020 ('000 Units)
Table 10 Genuine Leather Seat Cover Market Size, By Region, 2013-2020 (USD Million)
Table 11 Synthetic Leather Seat Cover Market Size, By Region, 2013-2020 ('000 Units)
Table 12 Synthetic Leather Seat Cover Market Size, By Region, 2013-2020 (USD Million)
Table 13 Fabric Seat Cover Market Size, By Region, 2013-2020 ('000 Units)
Table 14 Fabric Seat Cover Market Size, By Region, 2013-2020 (USD Million)
Table 15 Automotive Seats Market Size, By Region, 2013-2020 ('000 Units)
Table 16 Automotive Seats Market Size, By Region, 2013-2020 (USD Million)
Table 17 Powered Seats Market Size, By Region, 2013-2020 ('000 Units)
Table 18 Powered Seats Market Size, By Region, 2013-2020 (USD Million)
Table 19 Heated Seats Market Size, By Region, 2013-2020 ('000 Units)
Table 20 Heated Seats Market Size, By Region, 2013-2020 (USD Million)
Table 21 Powered & Heated Seats Market Size, By Region, 2013-2020 ('000 Units)
Table 22 Powered & Heated Seats Market Size, By Region, 2013-2020 (USD Million)
Table 23 Standard Seats Market Size, By Region, 2013-2020 ('000 Units)
Table 24 Standard Seats Market Size, By Region, 2013-2020 (USD Million)
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Automotive Seat Market by Vehicle Type, Type, Technology, Cover Material, & by Region - Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3387698/
Office Code: SCH37SKX

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: ___________________________________________ Last Name: _________________________________
Email Address: * ___________________________________________
Job Title: ___________________________________________
Organisation: ___________________________________________
Address: ___________________________________________
City: ___________________________________________
Postal / Zip Code: ___________________________________________
Country: ___________________________________________
Phone Number: ___________________________________________
Fax Number: ___________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp