Global Automotive Heated Seats Market 2016-2020

Description: About Heated Seats

Heated seats are expensive and are considered a luxury feature in most regions. Hence, most often they are used in the luxury car segment of the passenger cars market. With the rapid development of road infrastructure, which encourages long distance traveling, there is an increased adoption of heated seats among the outreach segments such as the motorcycle, mid segment cars, and commercial vehicles. This widens the heated seats market. The high adoption of LCVs in North America and China is also fueling the heated seats market and it will remain a dominant category during the forecast period.

The analysts forecast the global automotive heated seats market to grow at a CAGR of 6.25% during the period 2016-2020.

Covered in this report
The report covers the present scenario and the growth prospects of the global automotive heated seats market for 2016-2020. To calculate the market size, the report considers the unit shipment of heated seats in vehicles across all regions.

The market is divided into the following segments based on geography:
- Americas
- APAC
- EMEA

The report, Global Automotive Heated Seats Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
- Gentherm
- Continental
- II-VI Incorporated
- Rostra Precision Controls
- Seat Comfort Systems

Other prominent vendors
- Altimate Automotive
- Automotive Concepts
- Heated Seat Kits
- I.G. Bauerhin
- Kongsberg Automotive
- Motormods
- Sargent Cycle Products

Market drivers
- Driving pleasure enhanced by warm seats
- For a full, detailed list, view the full report

Market challenges
- Reduced male fertility may lower the adoption of heated seats
- For a full, detailed list, view the full report

Market trends
- Adoption of heated seats in low cost electric car and electric bus segment
- For a full, detailed list, view the full report

Key questions answered in this report
What will the market size be in 2020 and what will the growth rate be?
What are the key market trends?
What is driving this market?
What are the challenges to market growth?
Who are the key vendors in this market space?
What are the market opportunities and threats faced by the key vendors?
What are the strengths and weaknesses of the key vendors?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

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