Automotive Seat Market Information Report by Type (Bench, Bucket, Folding, and Others), Technology (Powered, Heated, Powered & Heated, Standard), Material (Genuine Leather, Synthetic Leather, and Fabric), Vehicle Type (Passenger Car and Commercial Vehicle), and region.

Market Scenario:
Automotive Seat are used in vehicles to provide comfort to the passenger and driver. The seats are made with durable materials, due to which the prices are much higher. The mostly used material in vehicle seats is polyester. There are various types of seats that can be fitted in the vehicle. The different types include bench seat, bucket seat, and folding seat. The driver seat is an integral part of the vehicle because it provides access to the controls and comfort to the driver. A bucket seat is a type of separate seat that is designed to accommodate only one person. A bench seat is quite different from the bucket seat because it has a flat platform designed to accommodate more than two persons. It is installed at the rear of the vehicles to accommodate more people in a car. The various technologies that are used in the seat to provide comforts to the ride, are powered, heated, powered & heated, and standard. The automotive OEMs of seats are majorly focusing on developing lightweight seats to reduce the overall weight of the vehicle, and improve the fuel efficiency of the vehicle. The manufacturing of seats, is very expensive, which has stood in the way of the manufacturers to reduce their cost, resulting in a restraint in the market. According to Faurecia, seats account for about 5% of the total cost incurred in the vehicle.

The factors that are responsible for the growth of automotive seat market are the growing development in the technology, manufacturers focusing on lightweight seats, growth in the automotive industry, increasing comfort to the rider, and others. The auto manufacturers are moving towards innovation of their products. The primary focus is on smart seats for smart cars that will enhance the comfort provided by the seat. The innovation made in the vehicle seats, will result in the growth of the market during the forecast period. The automotive manufacturers in emerging nations are focusing on the development of the lightweight interior parts, to improve the fuel efficiency, which will result in the growth of the market during the forecast period.

The automotive seat market is segmented based on type, material, technology, and vehicle type. By type, the market is segmented as bench, bucket, folding, and others. The bench seat segment is expected to dominate the market during the forecast period because it can accommodate more than two persons. This will result in the increased use of bench seat in all types of vehicles, including passenger cars and commercial vehicles. This will lead to the growth of the market during the forecast period. By technology, the market has been segmented as powered, heated, powered & heated, and standard. The powered & heated segment in automotive seat market is expected to dominate the market during the forecast period because it provides both power capability and temperature control capability. The heated seats are mainly installed in the high-end cars, which will result in the growth of the market during the forecast period.
On the basis of region, the market has been segmented as North America, Asia Pacific, Europe, and Rest of the World. Asia Pacific region is expected to dominate the automotive seat market during the forecast period due to the growing demand of hybrid and electric vehicles in emerging nation such as India, China, and Japan. Asia Pacific has witnessed the highest production of passenger and commercial vehicle, due to which, the demand for installation of seats with latest technology, will increase. This will drive the market in Asia Pacific. Europe is expected to be the second largest market; and is expected to dominate due to increase demand of high-end cars in Europe. The high-end cars will require latest technology to be installed in the vehicles, which will result in increased use of seats in the vehicles.

Key Players

The key players in automotive seat market are Johnson Controls (U.S.), Lear Corporation (U.S.), Faurecia (France), Toyota Boshoku Corporation (Japan), TS Tech Co. Ltd (Japan), IFB Automotive (India), Magna International Inc. (Canada), DURA Automotive Systems (U.S.), Aktis Engineering Solutions (India), Fisher and Company (Austria), Tata Autocomp Systems Limited (India), Marter Automotive Seating Systems (Turkey), Grammer Seating Systems (Germany), TM Autoveicolo Seating Systems Private Limited (India), and RECARO Automotive (Germany).

The report for Global Automotive Seat Market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different market segments and regions.

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