

# Global Airbag Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Airbags are critical safety components in vehicles designed to protect occupants during collisions by inflating rapidly upon impact. The global airbag market size in 2023 stood at approximately \$20.5 billion. With a projected Compound Annual Growth Rate (CAGR) of 5.78% from 2024 to 2032, the market is expected to reach \$32.7 billion by the end of the forecast period.

Several factors are driving the growth of the airbag market. Firstly, stringent safety regulations mandating the installation of airbags in vehicles across regions have significantly boosted market demand. Additionally, increasing awareness among consumers regarding vehicle safety features and a rising number of road accidents globally have further propelled the market growth. Moreover, technological advancements such as the development of smart airbags with sensors for enhanced protection have also contributed to market expansion.

One prominent trend in the airbag market is the increasing adoption of advanced driver-assistance systems (ADAS) in vehicles. ADAS technologies work in conjunction with airbags to provide a comprehensive safety solution. For instance, the integration of sensors and cameras in vehicles enables airbags to deploy more effectively based on the severity of a collision, thereby reducing the risk of injuries. This trend underscores the growing focus on enhancing overall vehicle safety through integrated systems.

Another notable trend is the rising demand for side-impact airbags in vehicles. Side-impact airbags offer protection to occupants in the event of a side collision, reducing the risk of injuries to the head, chest, and abdomen. As consumers prioritize safety features

when purchasing vehicles, the demand for side-impact airbags is expected to surge, further driving market growth.

In terms of regional market distribution, North America and Europe currently lead the global airbag market. The dominance of these regions can be attributed to stringent safety regulations, high consumer awareness regarding vehicle safety, and the presence of key automotive manufacturers focusing on integrating advanced safety features. In contrast, the Asia-Pacific region is witnessing significant market growth due to the increasing production and sales of vehicles, coupled with improving safety standards.

Despite the positive market outlook, the airbag industry faces challenges such as the high cost of advanced airbag systems, particularly in developing regions where cost-sensitive consumers may opt for vehicles without additional safety features. Moreover, supply chain disruptions and semiconductor shortages have impacted the production of vehicles, affecting the installation of airbags and other safety components.

In conclusion, the global airbag market is poised for steady growth driven by regulatory mandates, technological advancements, and increasing safety awareness among consumers. As the market continues to evolve, manufacturers should focus on developing cost-effective solutions and enhancing collaboration with automotive companies to address key challenges and capitalize on emerging opportunities.

This report provides a deep insight into the global Airbag market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Airbag Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are

planning to foray into the Airbag market in any manner.

## Global Airbag Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Autoliv

Joyson Safety Systems

ZF-TRW

Toyota Gosei

Hyundai Mobis

Nihon Plast

Ashimori

Jin Heng

### Market Segmentation (by Type)

Frontal Airbags

Side Airbags

Curtain Airbags

Knee Airbags

Others

Market Segmentation (by Application)

Sedan

SUV

Pickup Truck

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Airbag Market

Overview of the regional outlook of the Airbag Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning

recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Airbag Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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