

# Global Automotive Active Seat Head Rest Market Research Report 2025(Status and Outlook)

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## Abstracts

### Report Overview

The global Automotive Active Seat Head Rest market size was estimated at USD 1580.42 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 7.85% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Automotive Active Seat Head Rest market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Automotive Active Seat Head Rest market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Automotive Active Seat Head Rest

market

## **Global Automotive Active Seat Head Rest Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Johnson Controls  
Toyota Boshoku  
Lear Corporation  
Grammer AG  
DYMOS  
TS TECH  
DEPRAG  
Yanfeng Johnson

### **Market Segmentation (by Type)**

Headrest Activation  
Seat Back Activation

### **Market Segmentation (by Application)**

Passenger Vehicles  
Commercial Vehicles

### **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 Automotive Active Seat Head Rest Market

Overview of the regional outlook of the Automotive Active Seat Head Rest Market.

### **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 Automotive Active Seat Head Rest 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 shares the main producing countries of Automotive Active Seat Head Rest, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **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 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.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Automotive Active Seat Head Rest

#### 1.2 Key Market Segments

##### 1.2.1 Automotive Active Seat Head Rest Segment by Type

##### 1.2.2 Automotive Active Seat Head Rest Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 AUTOMOTIVE ACTIVE SEAT HEAD REST MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Automotive Active Seat Head Rest Market Size (M USD) Estimates and Forecasts (2020-2033)

##### 2.1.2 Global Automotive Active Seat Head Rest Sales Estimates and Forecasts (2020-2033)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 AUTOMOTIVE ACTIVE SEAT HEAD REST MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Company Assessment Quadrant

#### 3.2 Global Automotive Active Seat Head Rest Product Life Cycle

#### 3.3 Global Automotive Active Seat Head Rest Sales by Manufacturers (2020-2025)

#### 3.4 Global Automotive Active Seat Head Rest Revenue Market Share by Manufacturers (2020-2025)

#### 3.5 Automotive Active Seat Head Rest Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.6 Global Automotive Active Seat Head Rest Average Price by Manufacturers (2020-2025)

#### 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

#### 3.8 Automotive Active Seat Head Rest Market Competitive Situation and Trends

##### 3.8.1 Automotive Active Seat Head Rest Market Concentration Rate

3.8.2 Global 5 and 10 Largest Automotive Active Seat Head Rest Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

## **4 AUTOMOTIVE ACTIVE SEAT HEAD REST INDUSTRY CHAIN ANALYSIS**

4.1 Automotive Active Seat Head Rest Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF AUTOMOTIVE ACTIVE SEAT HEAD REST MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Automotive Active Seat Head Rest Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Automotive Active Seat Head Rest Market

5.7 ESG Ratings of Leading Companies

## **6 AUTOMOTIVE ACTIVE SEAT HEAD REST MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Automotive Active Seat Head Rest Sales Market Share by Type (2020-2025)

6.3 Global Automotive Active Seat Head Rest Market Size Market Share by Type

(2020-2025)

6.4 Global Automotive Active Seat Head Rest Price by Type (2020-2025)

## **7 AUTOMOTIVE ACTIVE SEAT HEAD REST MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Automotive Active Seat Head Rest Market Sales by Application (2020-2025)

7.3 Global Automotive Active Seat Head Rest Market Size (M USD) by Application (2020-2025)

7.4 Global Automotive Active Seat Head Rest Sales Growth Rate by Application (2020-2025)

## **8 AUTOMOTIVE ACTIVE SEAT HEAD REST MARKET SALES BY REGION**

8.1 Global Automotive Active Seat Head Rest Sales by Region

8.1.1 Global Automotive Active Seat Head Rest Sales by Region

8.1.2 Global Automotive Active Seat Head Rest Sales Market Share by Region

8.2 Global Automotive Active Seat Head Rest Market Size by Region

8.2.1 Global Automotive Active Seat Head Rest Market Size by Region

8.2.2 Global Automotive Active Seat Head Rest Market Size Market Share by Region

8.3 North America

8.3.1 North America Automotive Active Seat Head Rest Sales by Country

8.3.2 North America Automotive Active Seat Head Rest Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Automotive Active Seat Head Rest Sales by Country

8.4.2 Europe Automotive Active Seat Head Rest Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Automotive Active Seat Head Rest Sales by Region

8.5.2 Asia Pacific Automotive Active Seat Head Rest Market Size by Region

8.5.3 China Market Overview

- 8.5.4 Japan Market Overview
- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview
- 8.6 South America
  - 8.6.1 South America Automotive Active Seat Head Rest Sales by Country
  - 8.6.2 South America Automotive Active Seat Head Rest Market Size by Country
  - 8.6.3 Brazil Market Overview
  - 8.6.4 Argentina Market Overview
  - 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
  - 8.7.1 Middle East and Africa Automotive Active Seat Head Rest Sales by Region
  - 8.7.2 Middle East and Africa Automotive Active Seat Head Rest Market Size by Region
  - 8.7.3 Saudi Arabia Market Overview
  - 8.7.4 UAE Market Overview
  - 8.7.5 Egypt Market Overview
  - 8.7.6 Nigeria Market Overview
  - 8.7.7 South Africa Market Overview

## **9 AUTOMOTIVE ACTIVE SEAT HEAD REST MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Automotive Active Seat Head Rest by Region(2020-2025)
- 9.2 Global Automotive Active Seat Head Rest Revenue Market Share by Region (2020-2025)
- 9.3 Global Automotive Active Seat Head Rest Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Automotive Active Seat Head Rest Production
  - 9.4.1 North America Automotive Active Seat Head Rest Production Growth Rate (2020-2025)
  - 9.4.2 North America Automotive Active Seat Head Rest Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Automotive Active Seat Head Rest Production
  - 9.5.1 Europe Automotive Active Seat Head Rest Production Growth Rate (2020-2025)
  - 9.5.2 Europe Automotive Active Seat Head Rest Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Automotive Active Seat Head Rest Production (2020-2025)
  - 9.6.1 Japan Automotive Active Seat Head Rest Production Growth Rate (2020-2025)
  - 9.6.2 Japan Automotive Active Seat Head Rest Production, Revenue, Price and Gross

Margin (2020-2025)

9.7 China Automotive Active Seat Head Rest Production (2020-2025)

9.7.1 China Automotive Active Seat Head Rest Production Growth Rate (2020-2025)

9.7.2 China Automotive Active Seat Head Rest Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

10.1 Johnson Controls

10.1.1 Johnson Controls Basic Information

10.1.2 Johnson Controls Automotive Active Seat Head Rest Product Overview

10.1.3 Johnson Controls Automotive Active Seat Head Rest Product Market

Performance

10.1.4 Johnson Controls Business Overview

10.1.5 Johnson Controls SWOT Analysis

10.1.6 Johnson Controls Recent Developments

10.2 Toyota Boshoku

10.2.1 Toyota Boshoku Basic Information

10.2.2 Toyota Boshoku Automotive Active Seat Head Rest Product Overview

10.2.3 Toyota Boshoku Automotive Active Seat Head Rest Product Market

Performance

10.2.4 Toyota Boshoku Business Overview

10.2.5 Toyota Boshoku SWOT Analysis

10.2.6 Toyota Boshoku Recent Developments

10.3 Lear Corporation

10.3.1 Lear Corporation Basic Information

10.3.2 Lear Corporation Automotive Active Seat Head Rest Product Overview

10.3.3 Lear Corporation Automotive Active Seat Head Rest Product Market

Performance

10.3.4 Lear Corporation Business Overview

10.3.5 Lear Corporation SWOT Analysis

10.3.6 Lear Corporation Recent Developments

10.4 Grammer AG

10.4.1 Grammer AG Basic Information

10.4.2 Grammer AG Automotive Active Seat Head Rest Product Overview

10.4.3 Grammer AG Automotive Active Seat Head Rest Product Market Performance

10.4.4 Grammer AG Business Overview

10.4.5 Grammer AG Recent Developments

10.5 DYMOS

- 10.5.1 DYMOS Basic Information
- 10.5.2 DYMOS Automotive Active Seat Head Rest Product Overview
- 10.5.3 DYMOS Automotive Active Seat Head Rest Product Market Performance
- 10.5.4 DYMOS Business Overview
- 10.5.5 DYMOS Recent Developments
- 10.6 TS TECH
  - 10.6.1 TS TECH Basic Information
  - 10.6.2 TS TECH Automotive Active Seat Head Rest Product Overview
  - 10.6.3 TS TECH Automotive Active Seat Head Rest Product Market Performance
  - 10.6.4 TS TECH Business Overview
  - 10.6.5 TS TECH Recent Developments
- 10.7 DEPRAG
  - 10.7.1 DEPRAG Basic Information
  - 10.7.2 DEPRAG Automotive Active Seat Head Rest Product Overview
  - 10.7.3 DEPRAG Automotive Active Seat Head Rest Product Market Performance
  - 10.7.4 DEPRAG Business Overview
  - 10.7.5 DEPRAG Recent Developments
- 10.8 Yanfeng Johnson
  - 10.8.1 Yanfeng Johnson Basic Information
  - 10.8.2 Yanfeng Johnson Automotive Active Seat Head Rest Product Overview
  - 10.8.3 Yanfeng Johnson Automotive Active Seat Head Rest Product Market Performance
  - 10.8.4 Yanfeng Johnson Business Overview
  - 10.8.5 Yanfeng Johnson Recent Developments

## **11 AUTOMOTIVE ACTIVE SEAT HEAD REST MARKET FORECAST BY REGION**

- 11.1 Global Automotive Active Seat Head Rest Market Size Forecast
- 11.2 Global Automotive Active Seat Head Rest Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Automotive Active Seat Head Rest Market Size Forecast by Country
  - 11.2.3 Asia Pacific Automotive Active Seat Head Rest Market Size Forecast by Region
  - 11.2.4 South America Automotive Active Seat Head Rest Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Automotive Active Seat Head Rest by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

## 12.1 Global Automotive Active Seat Head Rest Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Automotive Active Seat Head Rest by Type (2026-2033)

12.1.2 Global Automotive Active Seat Head Rest Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Automotive Active Seat Head Rest by Type (2026-2033)

## 12.2 Global Automotive Active Seat Head Rest Market Forecast by Application (2026-2033)

12.2.1 Global Automotive Active Seat Head Rest Sales (K Units) Forecast by Application

12.2.2 Global Automotive Active Seat Head Rest Market Size (M USD) Forecast by Application (2026-2033)

## 13 CONCLUSION AND KEY FINDINGS

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Automotive Active Seat Head Rest Market Size Comparison by Region (M USD)

Table 5. Global Automotive Active Seat Head Rest Sales (K Units) by Manufacturers (2020-2025)

Table 6. Global Automotive Active Seat Head Rest Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Automotive Active Seat Head Rest Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Automotive Active Seat Head Rest Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Automotive Active Seat Head Rest as of 2024)

Table 10. Global Market Automotive Active Seat Head Rest Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Automotive Active Seat Head Rest Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Automotive Active Seat Head Rest Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 25. Global Automotive Active Seat Head Rest Sales by Type (K Units)

Table 26. Global Automotive Active Seat Head Rest Market Size by Type (M USD)

|                                                                                                       |
|-------------------------------------------------------------------------------------------------------|
| Table 27. Global Automotive Active Seat Head Rest Sales (K Units) by Type (2020-2025)                 |
| Table 28. Global Automotive Active Seat Head Rest Sales Market Share by Type (2020-2025)              |
| Table 29. Global Automotive Active Seat Head Rest Market Size (M USD) by Type (2020-2025)             |
| Table 30. Global Automotive Active Seat Head Rest Market Size Share by Type (2020-2025)               |
| Table 31. Global Automotive Active Seat Head Rest Price (USD/Unit) by Type (2020-2025)                |
| Table 32. Global Automotive Active Seat Head Rest Sales (K Units) by Application                      |
| Table 33. Global Automotive Active Seat Head Rest Market Size by Application                          |
| Table 34. Global Automotive Active Seat Head Rest Sales by Application (2020-2025) & (K Units)        |
| Table 35. Global Automotive Active Seat Head Rest Sales Market Share by Application (2020-2025)       |
| Table 36. Global Automotive Active Seat Head Rest Market Size by Application (2020-2025) & (M USD)    |
| Table 37. Global Automotive Active Seat Head Rest Market Share by Application (2020-2025)             |
| Table 38. Global Automotive Active Seat Head Rest Sales Growth Rate by Application (2020-2025)        |
| Table 39. Global Automotive Active Seat Head Rest Sales by Region (2020-2025) & (K Units)             |
| Table 40. Global Automotive Active Seat Head Rest Sales Market Share by Region (2020-2025)            |
| Table 41. Global Automotive Active Seat Head Rest Market Size by Region (2020-2025) & (M USD)         |
| Table 42. Global Automotive Active Seat Head Rest Market Size Market Share by Region (2020-2025)      |
| Table 43. North America Automotive Active Seat Head Rest Sales by Country (2020-2025) & (K Units)     |
| Table 44. North America Automotive Active Seat Head Rest Market Size by Country (2020-2025) & (M USD) |
| Table 45. Europe Automotive Active Seat Head Rest Sales by Country (2020-2025) & (K Units)            |
| Table 46. Europe Automotive Active Seat Head Rest Market Size by Country (2020-2025) & (M USD)        |
| Table 47. Asia Pacific Automotive Active Seat Head Rest Sales by Region (2020-2025)                   |

& (K Units)

Table 48. Asia Pacific Automotive Active Seat Head Rest Market Size by Region (2020-2025) & (M USD)

Table 49. South America Automotive Active Seat Head Rest Sales by Country (2020-2025) & (K Units)

Table 50. South America Automotive Active Seat Head Rest Market Size by Country (2020-2025) & (M USD)

Table 51. Middle East and Africa Automotive Active Seat Head Rest Sales by Region (2020-2025) & (K Units)

Table 52. Middle East and Africa Automotive Active Seat Head Rest Market Size by Region (2020-2025) & (M USD)

Table 53. Global Automotive Active Seat Head Rest Production (K Units) by Region(2020-2025)

Table 54. Global Automotive Active Seat Head Rest Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global Automotive Active Seat Head Rest Revenue Market Share by Region (2020-2025)

Table 56. Global Automotive Active Seat Head Rest Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 57. North America Automotive Active Seat Head Rest Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Europe Automotive Active Seat Head Rest Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Japan Automotive Active Seat Head Rest Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. China Automotive Active Seat Head Rest Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. Johnson Controls Basic Information

Table 62. Johnson Controls Automotive Active Seat Head Rest Product Overview

Table 63. Johnson Controls Automotive Active Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. Johnson Controls Business Overview

Table 65. Johnson Controls SWOT Analysis

Table 66. Johnson Controls Recent Developments

Table 67. Toyota Boshoku Basic Information

Table 68. Toyota Boshoku Automotive Active Seat Head Rest Product Overview

Table 69. Toyota Boshoku Automotive Active Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. Toyota Boshoku Business Overview

|                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------|
| Table 71. Toyota Boshoku SWOT Analysis                                                                                                      |
| Table 72. Toyota Boshoku Recent Developments                                                                                                |
| Table 73. Lear Corporation Basic Information                                                                                                |
| Table 74. Lear Corporation Automotive Active Seat Head Rest Product Overview                                                                |
| Table 75. Lear Corporation Automotive Active Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025) |
| Table 76. Lear Corporation Business Overview                                                                                                |
| Table 77. Lear Corporation SWOT Analysis                                                                                                    |
| Table 78. Lear Corporation Recent Developments                                                                                              |
| Table 79. Grammer AG Basic Information                                                                                                      |
| Table 80. Grammer AG Automotive Active Seat Head Rest Product Overview                                                                      |
| Table 81. Grammer AG Automotive Active Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)       |
| Table 82. Grammer AG Business Overview                                                                                                      |
| Table 83. Grammer AG Recent Developments                                                                                                    |
| Table 84. DYMOS Basic Information                                                                                                           |
| Table 85. DYMOS Automotive Active Seat Head Rest Product Overview                                                                           |
| Table 86. DYMOS Automotive Active Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)            |
| Table 87. DYMOS Business Overview                                                                                                           |
| Table 88. DYMOS Recent Developments                                                                                                         |
| Table 89. TS TECH Basic Information                                                                                                         |
| Table 90. TS TECH Automotive Active Seat Head Rest Product Overview                                                                         |
| Table 91. TS TECH Automotive Active Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)          |
| Table 92. TS TECH Business Overview                                                                                                         |
| Table 93. TS TECH Recent Developments                                                                                                       |
| Table 94. DEPRAG Basic Information                                                                                                          |
| Table 95. DEPRAG Automotive Active Seat Head Rest Product Overview                                                                          |
| Table 96. DEPRAG Automotive Active Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)           |
| Table 97. DEPRAG Business Overview                                                                                                          |
| Table 98. DEPRAG Recent Developments                                                                                                        |
| Table 99. Yanfeng Johnson Basic Information                                                                                                 |
| Table 100. Yanfeng Johnson Automotive Active Seat Head Rest Product Overview                                                                |
| Table 101. Yanfeng Johnson Automotive Active Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025) |
| Table 102. Yanfeng Johnson Business Overview                                                                                                |
| Table 103. Yanfeng Johnson Recent Developments                                                                                              |

Table 104. Global Automotive Active Seat Head Rest Sales Forecast by Region (2026-2033) & (K Units)

Table 105. Global Automotive Active Seat Head Rest Market Size Forecast by Region (2026-2033) & (M USD)

Table 106. North America Automotive Active Seat Head Rest Sales Forecast by Country (2026-2033) & (K Units)

Table 107. North America Automotive Active Seat Head Rest Market Size Forecast by Country (2026-2033) & (M USD)

Table 108. Europe Automotive Active Seat Head Rest Sales Forecast by Country (2026-2033) & (K Units)

Table 109. Europe Automotive Active Seat Head Rest Market Size Forecast by Country (2026-2033) & (M USD)

Table 110. Asia Pacific Automotive Active Seat Head Rest Sales Forecast by Region (2026-2033) & (K Units)

Table 111. Asia Pacific Automotive Active Seat Head Rest Market Size Forecast by Region (2026-2033) & (M USD)

Table 112. South America Automotive Active Seat Head Rest Sales Forecast by Country (2026-2033) & (K Units)

Table 113. South America Automotive Active Seat Head Rest Market Size Forecast by Country (2026-2033) & (M USD)

Table 114. Middle East and Africa Automotive Active Seat Head Rest Sales Forecast by Country (2026-2033) & (Units)

Table 115. Middle East and Africa Automotive Active Seat Head Rest Market Size Forecast by Country (2026-2033) & (M USD)

Table 116. Global Automotive Active Seat Head Rest Sales Forecast by Type (2026-2033) & (K Units)

Table 117. Global Automotive Active Seat Head Rest Market Size Forecast by Type (2026-2033) & (M USD)

Table 118. Global Automotive Active Seat Head Rest Price Forecast by Type (2026-2033) & (USD/Unit)

Table 119. Global Automotive Active Seat Head Rest Sales (K Units) Forecast by Application (2026-2033)

Table 120. Global Automotive Active Seat Head Rest Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Product Picture of Automotive Active Seat Head Rest

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Automotive Active Seat Head Rest Market Size (M USD), 2024-2033

Figure 5. Global Automotive Active Seat Head Rest Market Size (M USD) (2020-2033)

Figure 6. Global Automotive Active Seat Head Rest Sales (K Units) & (2020-2033)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Automotive Active Seat Head Rest Market Size by Country (M USD)

Figure 11. Company Assessment Quadrant

Figure 12. Global Automotive Active Seat Head Rest Product Life Cycle

Figure 13. Automotive Active Seat Head Rest Sales Share by Manufacturers in 2024

Figure 14. Global Automotive Active Seat Head Rest Revenue Share by Manufacturers in 2024

Figure 15. Automotive Active Seat Head Rest Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 16. Global Market Automotive Active Seat Head Rest Average Price (USD/Unit) of Key Manufacturers in 2024

Figure 17. The Global 5 and 10 Largest Players: Market Share by Automotive Active Seat Head Rest Revenue in 2024

Figure 18. Industry Chain Map of Automotive Active Seat Head Rest

Figure 19. Global Automotive Active Seat Head Rest Market PEST Analysis

Figure 20. Global Automotive Active Seat Head Rest Market Porter's Five Forces Analysis

Figure 21. Global Merchandise Trade as a Percentage Of GDP

Figure 22. US - Imports of Goods by Country

Figure 23. China Exports by Country

Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers

Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 26. Global Automotive Active Seat Head Rest Market Share by Type

Figure 27. Sales Market Share of Automotive Active Seat Head Rest by Type (2020-2025)

Figure 28. Sales Market Share of Automotive Active Seat Head Rest by Type in 2024

Figure 29. Market Size Share of Automotive Active Seat Head Rest by Type

(2020-2025)

Figure 30. Market Size Share of Automotive Active Seat Head Rest by Type in 2024

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Automotive Active Seat Head Rest Market Share by Application

Figure 33. Global Automotive Active Seat Head Rest Sales Market Share by Application (2020-2025)

Figure 34. Global Automotive Active Seat Head Rest Sales Market Share by Application in 2024

Figure 35. Global Automotive Active Seat Head Rest Market Share by Application (2020-2025)

Figure 36. Global Automotive Active Seat Head Rest Market Share by Application in 2024

Figure 37. Global Automotive Active Seat Head Rest Sales Growth Rate by Application (2020-2025)

Figure 38. Global Automotive Active Seat Head Rest Sales Market Share by Region (2020-2025)

Figure 39. Global Automotive Active Seat Head Rest Market Size Market Share by Region (2020-2025)

Figure 40. North America Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Automotive Active Seat Head Rest Sales Market Share by Country in 2024

Figure 43. North America Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Automotive Active Seat Head Rest Market Size Market Share by Country in 2024

Figure 45. U.S. Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Automotive Active Seat Head Rest Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Automotive Active Seat Head Rest Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Automotive Active Seat Head Rest Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Automotive Active Seat Head Rest Market Size (Units) and Growth

Rate (2020-2025)

Figure 51. Europe Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Automotive Active Seat Head Rest Sales Market Share by Country in 2024

Figure 53. Europe Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Automotive Active Seat Head Rest Market Size Market Share by Country in 2024

Figure 55. Germany Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Automotive Active Seat Head Rest Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Automotive Active Seat Head Rest Sales Market Share by Region in 2024

Figure 67. Asia Pacific Automotive Active Seat Head Rest Market Size Market Share by Region in 2024

Figure 68. China Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 70. Japan Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 73. South Korea Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 75. India Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 77. Southeast Asia Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Automotive Active Seat Head Rest Sales and Growth Rate (K Units)
- Figure 79. South America Automotive Active Seat Head Rest Sales Market Share by Country in 2024
- Figure 80. South America Automotive Active Seat Head Rest Market Size and Growth Rate (M USD)
- Figure 81. South America Automotive Active Seat Head Rest Market Size Market Share by Country in 2024
- Figure 82. Brazil Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 83. Brazil Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 85. Argentina Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 87. Columbia Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Automotive Active Seat Head Rest Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa Automotive Active Seat Head Rest Sales Market

Share by Region in 2024

Figure 90. Middle East and Africa Automotive Active Seat Head Rest Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Automotive Active Seat Head Rest Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Automotive Active Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Automotive Active Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Automotive Active Seat Head Rest Production Market Share by Region (2020-2025)

Figure 103. North America Automotive Active Seat Head Rest Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Automotive Active Seat Head Rest Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Automotive Active Seat Head Rest Production (K Units) Growth Rate (2020-2025)

Figure 106. China Automotive Active Seat Head Rest Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Automotive Active Seat Head Rest Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Automotive Active Seat Head Rest Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Automotive Active Seat Head Rest Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Automotive Active Seat Head Rest Market Share Forecast by Type (2026-2033)

Figure 111. Global Automotive Active Seat Head Rest Sales Forecast by Application (2026-2033)

Figure 112. Global Automotive Active Seat Head Rest Market Share Forecast by Application (2026-2033)

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