

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

<https://marketpublishers.com/r/GDDFB0D26027EN.html>

Date: September 2025

Pages: 146

Price: US\$ 3,200.00 (Single User License)

ID: GDDFB0D26027EN

Abstracts

Head rests in automotive seats are critical safety components designed to limit the rearward movement of an occupant's head during a rear-end collision, thereby reducing the risk of whiplash and other cervical spine injuries. They are integrated into or attached to the top of vehicle seats and may feature adjustable height, angle, and sometimes lumbar or comfort-enhancing elements such as integrated speakers or massage functions. Modern head rests are subject to stringent global safety regulations and testing standards, and their design must balance ergonomic comfort, aesthetic integration with the vehicle interior, and crash performance.

The global Automotive Seat Head Rest market size was estimated at USD 6500.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 6.25% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Automotive 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 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 Seat Head Rest market.

Global Automotive 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

Grammer
Adient
Lear Corporation
Toyota Boshoku Corporation
TS TECH CO. LTD
Daimay Automotive Interior Co.Ltd
Yanfeng Automotive Interiors
Ningbo Jifeng Auto Parts Co.Ltd
JR ManufacturingInc.
Hyundai Transys
DEPRAG

Market Segmentation (by Type)

Integral
Adjustable

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

1.2 Key Market Segments

1.2.1 Automotive Seat Head Rest Segment by Type

1.2.2 Automotive 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 SEAT HEAD REST MARKET OVERVIEW

2.1 Global Market Overview

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

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

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 AUTOMOTIVE SEAT HEAD REST MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Automotive Seat Head Rest Product Life Cycle

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

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

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

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

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

3.8 Automotive Seat Head Rest Market Competitive Situation and Trends

3.8.1 Automotive Seat Head Rest Market Concentration Rate

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

3.8.3 Mergers & Acquisitions, Expansion

4 AUTOMOTIVE SEAT HEAD REST INDUSTRY CHAIN ANALYSIS

4.1 Automotive 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 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 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 Seat Head Rest Market

5.7 ESG Ratings of Leading Companies

6 AUTOMOTIVE SEAT HEAD REST MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

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

6.3 Global Automotive Seat Head Rest Market Size Market Share by Type (2020-2025)

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

7 AUTOMOTIVE SEAT HEAD REST MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Automotive Seat Head Rest Market Sales by Application (2020-2025)
- 7.3 Global Automotive Seat Head Rest Market Size (M USD) by Application (2020-2025)
- 7.4 Global Automotive Seat Head Rest Sales Growth Rate by Application (2020-2025)

8 AUTOMOTIVE SEAT HEAD REST MARKET SALES BY REGION

- 8.1 Global Automotive Seat Head Rest Sales by Region
 - 8.1.1 Global Automotive Seat Head Rest Sales by Region
 - 8.1.2 Global Automotive Seat Head Rest Sales Market Share by Region
- 8.2 Global Automotive Seat Head Rest Market Size by Region
 - 8.2.1 Global Automotive Seat Head Rest Market Size by Region
 - 8.2.2 Global Automotive Seat Head Rest Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Automotive Seat Head Rest Sales by Country
 - 8.3.2 North America Automotive 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 Seat Head Rest Sales by Country
 - 8.4.2 Europe Automotive 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 Seat Head Rest Sales by Region
 - 8.5.2 Asia Pacific Automotive 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 Seat Head Rest Sales by Country

8.6.2 South America Automotive 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 Seat Head Rest Sales by Region

8.7.2 Middle East and Africa Automotive 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 SEAT HEAD REST MARKET PRODUCTION BY REGION

9.1 Global Production of Automotive Seat Head Rest by Region(2020-2025)

9.2 Global Automotive Seat Head Rest Revenue Market Share by Region (2020-2025)

9.3 Global Automotive Seat Head Rest Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Automotive Seat Head Rest Production

9.4.1 North America Automotive Seat Head Rest Production Growth Rate (2020-2025)

9.4.2 North America Automotive Seat Head Rest Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Automotive Seat Head Rest Production

9.5.1 Europe Automotive Seat Head Rest Production Growth Rate (2020-2025)

9.5.2 Europe Automotive Seat Head Rest Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Automotive Seat Head Rest Production (2020-2025)

9.6.1 Japan Automotive Seat Head Rest Production Growth Rate (2020-2025)

9.6.2 Japan Automotive Seat Head Rest Production, Revenue, Price and Gross Margin (2020-2025)

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

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

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

10 KEY COMPANIES PROFILE

10.1 Grammer

- 10.1.1 Grammer Basic Information
- 10.1.2 Grammer Automotive Seat Head Rest Product Overview
- 10.1.3 Grammer Automotive Seat Head Rest Product Market Performance
- 10.1.4 Grammer Business Overview
- 10.1.5 Grammer SWOT Analysis
- 10.1.6 Grammer Recent Developments
- 10.2 Adient
 - 10.2.1 Adient Basic Information
 - 10.2.2 Adient Automotive Seat Head Rest Product Overview
 - 10.2.3 Adient Automotive Seat Head Rest Product Market Performance
 - 10.2.4 Adient Business Overview
 - 10.2.5 Adient SWOT Analysis
 - 10.2.6 Adient Recent Developments
- 10.3 Lear Corporation
 - 10.3.1 Lear Corporation Basic Information
 - 10.3.2 Lear Corporation Automotive Seat Head Rest Product Overview
 - 10.3.3 Lear Corporation Automotive 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 Toyota Boshoku Corporation
 - 10.4.1 Toyota Boshoku Corporation Basic Information
 - 10.4.2 Toyota Boshoku Corporation Automotive Seat Head Rest Product Overview
 - 10.4.3 Toyota Boshoku Corporation Automotive Seat Head Rest Product Market Performance
 - 10.4.4 Toyota Boshoku Corporation Business Overview
 - 10.4.5 Toyota Boshoku Corporation Recent Developments
- 10.5 TS TECH CO. LTD
 - 10.5.1 TS TECH CO. LTD Basic Information
 - 10.5.2 TS TECH CO. LTD Automotive Seat Head Rest Product Overview
 - 10.5.3 TS TECH CO. LTD Automotive Seat Head Rest Product Market Performance
 - 10.5.4 TS TECH CO. LTD Business Overview
 - 10.5.5 TS TECH CO. LTD Recent Developments
- 10.6 Daimay Automotive Interior Co.Ltd
 - 10.6.1 Daimay Automotive Interior Co.Ltd Basic Information
 - 10.6.2 Daimay Automotive Interior Co.Ltd Automotive Seat Head Rest Product Overview
 - 10.6.3 Daimay Automotive Interior Co.Ltd Automotive Seat Head Rest Product Market Performance

- 10.6.4 Daimay Automotive Interior Co.Ltd Business Overview
- 10.6.5 Daimay Automotive Interior Co.Ltd Recent Developments
- 10.7 Yanfeng Automotive Interiors
 - 10.7.1 Yanfeng Automotive Interiors Basic Information
 - 10.7.2 Yanfeng Automotive Interiors Automotive Seat Head Rest Product Overview
 - 10.7.3 Yanfeng Automotive Interiors Automotive Seat Head Rest Product Market Performance
 - 10.7.4 Yanfeng Automotive Interiors Business Overview
 - 10.7.5 Yanfeng Automotive Interiors Recent Developments
- 10.8 Ningbo Jifeng Auto Parts Co.Ltd
 - 10.8.1 Ningbo Jifeng Auto Parts Co.Ltd Basic Information
 - 10.8.2 Ningbo Jifeng Auto Parts Co.Ltd Automotive Seat Head Rest Product Overview
 - 10.8.3 Ningbo Jifeng Auto Parts Co.Ltd Automotive Seat Head Rest Product Market Performance
 - 10.8.4 Ningbo Jifeng Auto Parts Co.Ltd Business Overview
 - 10.8.5 Ningbo Jifeng Auto Parts Co.Ltd Recent Developments
- 10.9 JR ManufacturingInc.
 - 10.9.1 JR ManufacturingInc. Basic Information
 - 10.9.2 JR ManufacturingInc. Automotive Seat Head Rest Product Overview
 - 10.9.3 JR ManufacturingInc. Automotive Seat Head Rest Product Market Performance
 - 10.9.4 JR ManufacturingInc. Business Overview
 - 10.9.5 JR ManufacturingInc. Recent Developments
- 10.10 Hyundai Transys
 - 10.10.1 Hyundai Transys Basic Information
 - 10.10.2 Hyundai Transys Automotive Seat Head Rest Product Overview
 - 10.10.3 Hyundai Transys Automotive Seat Head Rest Product Market Performance
 - 10.10.4 Hyundai Transys Business Overview
 - 10.10.5 Hyundai Transys Recent Developments
- 10.11 DEPRAG
 - 10.11.1 DEPRAG Basic Information
 - 10.11.2 DEPRAG Automotive Seat Head Rest Product Overview
 - 10.11.3 DEPRAG Automotive Seat Head Rest Product Market Performance
 - 10.11.4 DEPRAG Business Overview
 - 10.11.5 DEPRAG Recent Developments

11 AUTOMOTIVE SEAT HEAD REST MARKET FORECAST BY REGION

- 11.1 Global Automotive Seat Head Rest Market Size Forecast
- 11.2 Global Automotive Seat Head Rest Market Forecast by Region

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

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

- 12.1 Global Automotive Seat Head Rest Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Automotive Seat Head Rest by Type (2026-2033)
 - 12.1.2 Global Automotive Seat Head Rest Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Automotive Seat Head Rest by Type (2026-2033)
- 12.2 Global Automotive Seat Head Rest Market Forecast by Application (2026-2033)
 - 12.2.1 Global Automotive Seat Head Rest Sales (K Units) Forecast by Application
 - 12.2.2 Global Automotive 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 Seat Head Rest Market Size Comparison by Region (M USD)

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

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

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

Table 8. Global Automotive 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 Seat Head Rest as of 2024)

Table 10. Global Market Automotive 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 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 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 Seat Head Rest Sales by Type (K Units)

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

Table 27. Global Automotive Seat Head Rest Sales (K Units) by Type (2020-2025)

Table 28. Global Automotive Seat Head Rest Sales Market Share by Type (2020-2025)

Table 29. Global Automotive Seat Head Rest Market Size (M USD) by Type (2020-2025)

Table 30. Global Automotive Seat Head Rest Market Size Share by Type (2020-2025)

Table 31. Global Automotive Seat Head Rest Price (USD/Unit) by Type (2020-2025)

Table 32. Global Automotive Seat Head Rest Sales (K Units) by Application

Table 33. Global Automotive Seat Head Rest Market Size by Application

Table 34. Global Automotive Seat Head Rest Sales by Application (2020-2025) & (K Units)

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

Table 36. Global Automotive Seat Head Rest Market Size by Application (2020-2025) & (M USD)

Table 37. Global Automotive Seat Head Rest Market Share by Application (2020-2025)

Table 38. Global Automotive Seat Head Rest Sales Growth Rate by Application (2020-2025)

Table 39. Global Automotive Seat Head Rest Sales by Region (2020-2025) & (K Units)

Table 40. Global Automotive Seat Head Rest Sales Market Share by Region (2020-2025)

Table 41. Global Automotive Seat Head Rest Market Size by Region (2020-2025) & (M USD)

Table 42. Global Automotive Seat Head Rest Market Size Market Share by Region (2020-2025)

Table 43. North America Automotive Seat Head Rest Sales by Country (2020-2025) & (K Units)

Table 44. North America Automotive Seat Head Rest Market Size by Country (2020-2025) & (M USD)

Table 45. Europe Automotive Seat Head Rest Sales by Country (2020-2025) & (K Units)

Table 46. Europe Automotive Seat Head Rest Market Size by Country (2020-2025) & (M USD)

Table 47. Asia Pacific Automotive Seat Head Rest Sales by Region (2020-2025) & (K Units)

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 61. Grammer Basic Information

Table 62. Grammer Automotive Seat Head Rest Product Overview

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

Table 64. Grammer Business Overview

Table 65. Grammer SWOT Analysis

Table 66. Grammer Recent Developments

Table 67. Adient Basic Information

Table 68. Adient Automotive Seat Head Rest Product Overview

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

Table 70. Adient Business Overview

Table 71. Adient SWOT Analysis

Table 72. Adient Recent Developments

Table 73. Lear Corporation Basic Information

Table 74. Lear Corporation Automotive Seat Head Rest Product Overview

Table 75. Lear Corporation Automotive 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. Toyota Boshoku Corporation Basic Information

Table 80. Toyota Boshoku Corporation Automotive Seat Head Rest Product Overview

Table 81. Toyota Boshoku Corporation Automotive Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 82. Toyota Boshoku Corporation Business Overview

Table 83. Toyota Boshoku Corporation Recent Developments

Table 84. TS TECH CO. LTD Basic Information

Table 85. TS TECH CO. LTD Automotive Seat Head Rest Product Overview

Table 86. TS TECH CO. LTD Automotive Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 87. TS TECH CO. LTD Business Overview

Table 88. TS TECH CO. LTD Recent Developments

Table 89. Daimay Automotive Interior Co.Ltd Basic Information

Table 90. Daimay Automotive Interior Co.Ltd Automotive Seat Head Rest Product Overview

Table 91. Daimay Automotive Interior Co.Ltd Automotive Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 92. Daimay Automotive Interior Co.Ltd Business Overview

Table 93. Daimay Automotive Interior Co.Ltd Recent Developments

Table 94. Yanfeng Automotive Interiors Basic Information

Table 95. Yanfeng Automotive Interiors Automotive Seat Head Rest Product Overview

Table 96. Yanfeng Automotive Interiors Automotive Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 97. Yanfeng Automotive Interiors Business Overview

Table 98. Yanfeng Automotive Interiors Recent Developments

Table 99. Ningbo Jifeng Auto Parts Co.Ltd Basic Information

Table 100. Ningbo Jifeng Auto Parts Co.Ltd Automotive Seat Head Rest Product Overview

Table 101. Ningbo Jifeng Auto Parts Co.Ltd Automotive Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 102. Ningbo Jifeng Auto Parts Co.Ltd Business Overview

Table 103. Ningbo Jifeng Auto Parts Co.Ltd Recent Developments

Table 104. JR ManufacturingInc. Basic Information

Table 105. JR ManufacturingInc. Automotive Seat Head Rest Product Overview

Table 106. JR ManufacturingInc. Automotive Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 107. JR ManufacturingInc. Business Overview

Table 108. JR Manufacturing Inc. Recent Developments
Table 109. Hyundai Transys Basic Information
Table 110. Hyundai Transys Automotive Seat Head Rest Product Overview
Table 111. Hyundai Transys Automotive Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 112. Hyundai Transys Business Overview
Table 113. Hyundai Transys Recent Developments
Table 114. DEPRAG Basic Information
Table 115. DEPRAG Automotive Seat Head Rest Product Overview
Table 116. DEPRAG Automotive Seat Head Rest Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 117. DEPRAG Business Overview
Table 118. DEPRAG Recent Developments
Table 119. Global Automotive Seat Head Rest Sales Forecast by Region (2026-2033) & (K Units)
Table 120. Global Automotive Seat Head Rest Market Size Forecast by Region (2026-2033) & (M USD)
Table 121. North America Automotive Seat Head Rest Sales Forecast by Country (2026-2033) & (K Units)
Table 122. North America Automotive Seat Head Rest Market Size Forecast by Country (2026-2033) & (M USD)
Table 123. Europe Automotive Seat Head Rest Sales Forecast by Country (2026-2033) & (K Units)
Table 124. Europe Automotive Seat Head Rest Market Size Forecast by Country (2026-2033) & (M USD)
Table 125. Asia Pacific Automotive Seat Head Rest Sales Forecast by Region (2026-2033) & (K Units)
Table 126. Asia Pacific Automotive Seat Head Rest Market Size Forecast by Region (2026-2033) & (M USD)
Table 127. South America Automotive Seat Head Rest Sales Forecast by Country (2026-2033) & (K Units)
Table 128. South America Automotive Seat Head Rest Market Size Forecast by Country (2026-2033) & (M USD)
Table 129. Middle East and Africa Automotive Seat Head Rest Sales Forecast by Country (2026-2033) & (Units)
Table 130. Middle East and Africa Automotive Seat Head Rest Market Size Forecast by Country (2026-2033) & (M USD)
Table 131. Global Automotive Seat Head Rest Sales Forecast by Type (2026-2033) & (K Units)

Table 132. Global Automotive Seat Head Rest Market Size Forecast by Type
(2026-2033) & (M USD)

Table 133. Global Automotive Seat Head Rest Price Forecast by Type (2026-2033) &
(USD/Unit)

Table 134. Global Automotive Seat Head Rest Sales (K Units) Forecast by Application
(2026-2033)

Table 135. Global Automotive Seat Head Rest Market Size Forecast by Application
(2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Automotive Seat Head Rest
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Automotive Seat Head Rest Market Size (M USD), 2024-2033
- Figure 5. Global Automotive Seat Head Rest Market Size (M USD) (2020-2033)
- Figure 6. Global Automotive 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 Seat Head Rest Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Automotive Seat Head Rest Product Life Cycle
- Figure 13. Automotive Seat Head Rest Sales Share by Manufacturers in 2024
- Figure 14. Global Automotive Seat Head Rest Revenue Share by Manufacturers in 2024
- Figure 15. Automotive Seat Head Rest Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Automotive 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 Seat Head Rest Revenue in 2024
- Figure 18. Industry Chain Map of Automotive Seat Head Rest
- Figure 19. Global Automotive Seat Head Rest Market PEST Analysis
- Figure 20. Global Automotive 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 Seat Head Rest Market Share by Type
- Figure 27. Sales Market Share of Automotive Seat Head Rest by Type (2020-2025)
- Figure 28. Sales Market Share of Automotive Seat Head Rest by Type in 2024
- Figure 29. Market Size Share of Automotive Seat Head Rest by Type (2020-2025)
- Figure 30. Market Size Share of Automotive Seat Head Rest by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

- Figure 32. Global Automotive Seat Head Rest Market Share by Application
- Figure 33. Global Automotive Seat Head Rest Sales Market Share by Application (2020-2025)
- Figure 34. Global Automotive Seat Head Rest Sales Market Share by Application in 2024
- Figure 35. Global Automotive Seat Head Rest Market Share by Application (2020-2025)
- Figure 36. Global Automotive Seat Head Rest Market Share by Application in 2024
- Figure 37. Global Automotive Seat Head Rest Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Automotive Seat Head Rest Sales Market Share by Region (2020-2025)
- Figure 39. Global Automotive Seat Head Rest Market Size Market Share by Region (2020-2025)
- Figure 40. North America Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Automotive Seat Head Rest Sales Market Share by Country in 2024
- Figure 43. North America Automotive Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Automotive Seat Head Rest Market Size Market Share by Country in 2024
- Figure 45. U.S. Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Automotive Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Automotive Seat Head Rest Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Automotive Seat Head Rest Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Automotive Seat Head Rest Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Automotive Seat Head Rest Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Automotive Seat Head Rest Sales Market Share by Country in 2024
- Figure 53. Europe Automotive Seat Head Rest Market Size and Growth Rate

(2020-2025) & (M USD)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 70. Japan Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Automotive Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Automotive Seat Head Rest Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 74. India Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Automotive Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Automotive Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Automotive Seat Head Rest Sales and Growth Rate (K Units)

Figure 79. South America Automotive Seat Head Rest Sales Market Share by Country in 2024

Figure 80. South America Automotive Seat Head Rest Market Size and Growth Rate (M USD)

Figure 81. South America Automotive Seat Head Rest Market Size Market Share by Country in 2024

Figure 82. Brazil Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Automotive Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Automotive Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Automotive Seat Head Rest Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Automotive Seat Head Rest Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Automotive Seat Head Rest Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Automotive Seat Head Rest Sales Market Share by Region in 2024

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

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

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

Figure 93. Saudi Arabia Automotive Seat Head Rest Market Size and Growth Rate

(2020-2025) & (M USD)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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