

Global Active Grille Shutter Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Active Grille Shutter market size was valued at US\$ 1729 million in 2024 and is forecast to a readjusted size of USD 2358 million by 2031 with a CAGR of 4.2% during review period.

Active grille shutters are designed to limit the air flow from the front grille after a vehicle has attained a speed of more than 19 mph. Active grille shutters are employed to improve the aerodynamics of the vehicle in order to reduce air drag and minimize load on the engine, thereby achieving higher fuel rating and low emissions.

The active grille shutter (AGS) market has been growing in line with the increasing focus on fuel efficiency, aerodynamics, and regulatory pressures to reduce vehicle emissions. AGS systems help optimize the airflow around a vehicle by adjusting the grille openings based on real-time driving conditions, improving both fuel efficiency and performance.

Rising Demand for Fuel Efficiency and Emissions Reduction

One of the primary drivers for the adoption of AGS is the global push toward reducing fuel consumption and vehicle emissions. By improving aerodynamics, AGS systems help vehicles reduce drag and optimize cooling, leading to better fuel efficiency, which is critical for meeting stringent emission regulations (e.g., the European Union's CO2 regulations and U.S. EPA standards).

Electric vehicles (EVs) are becoming a significant segment of the automotive industry, and many EV manufacturers are adopting AGS to further enhance range efficiency.

Although EVs do not have traditional combustion engines that require cooling, they still benefit from reduced drag and better energy efficiency through improved aerodynamics.

As ADAS features such as adaptive cruise control, automatic emergency braking, and lane-keeping assist systems become more common, active grille shutters are being integrated into these systems. AGS technology is often linked to sensors and control systems that automatically adjust the shutters based on real-time vehicle speed, engine temperature, and external weather conditions.

This report is a detailed and comprehensive analysis for global Active Grille Shutter market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Active Grille Shutter market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Active Grille Shutter market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Active Grille Shutter market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Active Grille Shutter market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Active Grille Shutter
- To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Active Grille Shutter market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Rochling, Valeo, Magna International, Wirthwein, SRG Global, Batz, HBPO GmbH, Techniplas, Brose Fahrzeugteile, STARLITE, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Active Grille Shutter market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Visible Type

Non-Visible Type

Market segment by Application

Passenger Cars

Commercial Vehicles

Major players covered

Rochling

Valeo

Magna International

Wirthwein

SRG Global

Batz

HBPO GmbH

Techniplas

Brose Fahrzeugteile

STARLITE

Mirror Controls International

Huatong Automotive Molding

Tong Yang Group

Sonceboz

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Active Grille Shutter product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Active Grille Shutter, with price, sales

quantity, revenue, and global market share of Active Grille Shutter from 2020 to 2025.

Chapter 3, the Active Grille Shutter competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Active Grille Shutter breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Active Grille Shutter market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Active Grille Shutter.

Chapter 14 and 15, to describe Active Grille Shutter sales channel, distributors, customers, research findings and conclusion.

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