

Global Active Headrests Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Active Headrests market size is expected to reach \$ 295 million by 2032, rising at a market growth of 7.8% CAGR during the forecast period (2026-2032).

Active headrests are safety and comfort components installed at the top of seat backs. They actively move or adjust their position during a collision or sudden braking to support the occupant's head and neck, mitigate impact, and reduce the risk of cervical spine injury. Their structure typically includes a seat frame interface, foam padding, covering materials, and an active drive mechanism (motor or sensor system). Some high-end products also integrate intelligent functions such as memory adjustment, comfort enhancement, and integration with the vehicle's safety systems. As an important component of modern seat safety systems, active headrests maintain consistency with the overall vehicle seat design and interior style while considering ergonomics and passenger experience. Global production of active headrests is estimated at approximately 8 million units in 2025, with an average price of approximately \$21.15 per unit and a gross margin of 32.03%.

Headrests are seat safety components that provide support to prevent the head from moving backward during a vehicle collision. In a typical vehicle accident scenario, such as a rear-end collision, the seat back is forced forward, straightening the spine, while the head moves backward due to inertia. The headrest provides support to help decelerate the head and then rebounds under pressure, helping the body return to a normal forward position. Therefore, headrests are a safety feature, and fixed safety headrests have become standard equipment. Traditional headrests cost around 40 yuan each, with 4-5 typically included in a single vehicle. With the addition of smart headrests featuring fabric, music, and active functions, headrests produced by Jifeng are currently priced around 85 yuan each, and the market is expected to grow rapidly.

Active safety headrests are also gaining popularity. Toyota, Hyundai, Mercedes-Benz, and other mid-to-high-end models have successively launched active safety headrests. For example, Toyota has a pressure-sensing component hidden inside the seat back; when a person squeezes backward, it triggers the headrest to pop out, moving the headrest forward 25mm and upward 30mm, quickly responding to resist head movement and providing cervical spine protection. Toyota claims this product can reduce cervical spine injuries by 10%?20%. Similarly, Volvo designs a system that disconnects the connection between the seat back and seat cushion during a collision, creating a larger backrest tilt angle. Volvo's research indicates that this system can reduce short-term cervical spine injuries by 33% and long-term (over one year) injuries by 54%. Domestic companies like Jifeng are also accelerating their research and development, and have already manufactured prototypes. The functions and data all meet the relevant standards, and they are currently advancing the development of active headrest products with improved active protection functions, lighter weight, and lower cost.

The growth of the active headrest market is significantly driven by global demand for active safety systems (including preventative protection and collision response). As countries around the world raise vehicle safety standards, including stricter requirements for neck protection, more and more passenger car manufacturers are including this function as a standard or high-end optional feature, thereby increasing market penetration. At the same time, consumers' higher expectations for collision safety and comfort are driving the popularization of advanced safety devices (such as active headrests), especially in the mid-to-high-end passenger car and new energy vehicle sectors. Although active headrests offer significant safety advantages, the technology integration costs are high, especially the integration of sensors and electronic control systems, which increases material and certification costs. Furthermore, differences in space and seat structure among different vehicle models bring design complexity, and the supply chain must flexibly respond to warranty and long-term reliability requirements. Rising manufacturing costs, in turn, compress supplier profit margins, especially in the highly competitive mid-range vehicle procurement market. In the future, headrest functionality will extend beyond collision protection, encompassing personalized adjustment, intelligent interaction, and enhanced comfort. With the integration of in-vehicle intelligent systems (such as occupant monitoring and ADAS perception), active headrests may work in conjunction with pre-collision systems and active safety control logic to further improve protection and user experience. Furthermore, in the optimization of cabin design for new energy vehicles and autonomous vehicles, headrest ergonomics and health management functions are becoming new requirements.

This report studies the global Active Headrests production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Active Headrests and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Active Headrests that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Active Headrests total production and demand, 2021-2032, (K Units)

Global Active Headrests total production value, 2021-2032, (USD Million)

Global Active Headrests production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Active Headrests consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Active Headrests domestic production, consumption, key domestic manufacturers and share

Global Active Headrests production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Active Headrests production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Active Headrests production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Active Headrests market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Lear, Adient, FORVIA, Toyota Boshoku, Tachi-S, Magna International, Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech), TS TECH, NHK SPRING Co.,Ltd., Tata AutoComp Systems, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Active Headrests market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Active Headrests Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Active Headrests Market, Segmentation by Type:

Mechanical Active

Sensor?Based Active

Electric Actuated Active

Global Active Headrests Market, Segmentation by Price:

Entry Level (18-25 USD)

Mid-Range (26-40 USD)

High-End (41-80+ USD)

Global Active Headrests Market, Segmentation by Market:

OEM

Aftermarket

Global Active Headrests Market, Segmentation by Application:

Passenger Cars

Commercial Vehicles

Companies Profiled:

Lear

Adient

FORVIA

Toyota Boshoku

Tachi-S

Magna International

Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech)

TS TECH

NHK SPRING Co.,Ltd.

Tata AutoComp Systems

GSK Group

Ningbo Jifeng Auto Parts Co., Ltd.?Grammer?

NOBO AUTO

Zhejiang Tenchen Controls?CN?

Yanfeng

Shanghai Daimay Automotive Interior Co., Ltd.

Key Questions Answered:

1. How big is the global Active Headrests market?
2. What is the demand of the global Active Headrests market?
3. What is the year over year growth of the global Active Headrests market?
4. What is the production and production value of the global Active Headrests market?
5. Who are the key producers in the global Active Headrests market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Active Headrests Introduction
- 1.2 World Active Headrests Supply & Forecast
 - 1.2.1 World Active Headrests Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Active Headrests Production (2021-2032)
 - 1.2.3 World Active Headrests Pricing Trends (2021-2032)
- 1.3 World Active Headrests Production by Region (Based on Production Site)
 - 1.3.1 World Active Headrests Production Value by Region (2021-2032)
 - 1.3.2 World Active Headrests Production by Region (2021-2032)
 - 1.3.3 World Active Headrests Average Price by Region (2021-2032)
 - 1.3.4 North America Active Headrests Production (2021-2032)
 - 1.3.5 Europe Active Headrests Production (2021-2032)
 - 1.3.6 China Active Headrests Production (2021-2032)
 - 1.3.7 Japan Active Headrests Production (2021-2032)
 - 1.3.8 South Korea Active Headrests Production (2021-2032)
 - 1.3.9 India Active Headrests Production (2021-2032)
 - 1.3.10 Mexico Active Headrests Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Active Headrests Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Active Headrests Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Active Headrests Demand (2021-2032)
- 2.2 World Active Headrests Consumption by Region
 - 2.2.1 World Active Headrests Consumption by Region (2021-2026)
 - 2.2.2 World Active Headrests Consumption Forecast by Region (2027-2032)
- 2.3 United States Active Headrests Consumption (2021-2032)
- 2.4 China Active Headrests Consumption (2021-2032)
- 2.5 Europe Active Headrests Consumption (2021-2032)
- 2.6 Japan Active Headrests Consumption (2021-2032)
- 2.7 South Korea Active Headrests Consumption (2021-2032)
- 2.8 ASEAN Active Headrests Consumption (2021-2032)
- 2.9 India Active Headrests Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Active Headrests Production Value by Manufacturer (2021-2026)
- 3.2 World Active Headrests Production by Manufacturer (2021-2026)
- 3.3 World Active Headrests Average Price by Manufacturer (2021-2026)
- 3.4 Active Headrests Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Active Headrests Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Active Headrests in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Active Headrests in 2025
- 3.6 Active Headrests Market: Overall Company Footprint Analysis
 - 3.6.1 Active Headrests Market: Region Footprint
 - 3.6.2 Active Headrests Market: Company Product Type Footprint
 - 3.6.3 Active Headrests Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Active Headrests Production Value Comparison
 - 4.1.1 United States VS China: Active Headrests Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Active Headrests Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Active Headrests Production Comparison
 - 4.2.1 United States VS China: Active Headrests Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Active Headrests Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Active Headrests Consumption Comparison
 - 4.3.1 United States VS China: Active Headrests Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Active Headrests Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Active Headrests Manufacturers and Market Share, 2021-2026

- 4.4.1 United States Based Active Headrests Manufacturers, Headquarters and Production Site (States, Country)
- 4.4.2 United States Based Manufacturers Active Headrests Production Value (2021-2026)
- 4.4.3 United States Based Manufacturers Active Headrests Production (2021-2026)
- 4.5 China Based Active Headrests Manufacturers and Market Share
- 4.5.1 China Based Active Headrests Manufacturers, Headquarters and Production Site (Province, Country)
- 4.5.2 China Based Manufacturers Active Headrests Production Value (2021-2026)
- 4.5.3 China Based Manufacturers Active Headrests Production (2021-2026)
- 4.6 Rest of World Based Active Headrests Manufacturers and Market Share, 2021-2026
- 4.6.1 Rest of World Based Active Headrests Manufacturers, Headquarters and Production Site (State, Country)
- 4.6.2 Rest of World Based Manufacturers Active Headrests Production Value (2021-2026)
- 4.6.3 Rest of World Based Manufacturers Active Headrests Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

- 5.1 World Active Headrests Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
 - 5.2.1 Mechanical Active
 - 5.2.2 Sensor?Based Active
 - 5.2.3 Electric Actuated Active
- 5.3 Market Segment by Type
 - 5.3.1 World Active Headrests Production by Type (2021-2032)
 - 5.3.2 World Active Headrests Production Value by Type (2021-2032)
 - 5.3.3 World Active Headrests Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY PRICE

- 6.1 World Active Headrests Market Size Overview by Price: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Price
 - 6.2.1 Entry Level (18-25 USD)
 - 6.2.2 Mid-Range (26-40 USD)
 - 6.2.3 High-End (41-80+ USD)
- 6.3 Market Segment by Price
 - 6.3.1 World Active Headrests Production by Price (2021-2032)
 - 6.3.2 World Active Headrests Production Value by Price (2021-2032)

6.3.3 World Active Headrests Average Price by Price (2021-2032)

7 MARKET ANALYSIS BY MARKET

7.1 World Active Headrests Market Size Overview by Market: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Market

7.2.1 OEM

7.2.2 Aftermarket

7.3 Market Segment by Market

7.3.1 World Active Headrests Production by Market (2021-2032)

7.3.2 World Active Headrests Production Value by Market (2021-2032)

7.3.3 World Active Headrests Average Price by Market (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Active Headrests Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Passenger Cars

8.2.2 Commercial Vehicles

8.3 Market Segment by Application

8.3.1 World Active Headrests Production by Application (2021-2032)

8.3.2 World Active Headrests Production Value by Application (2021-2032)

8.3.3 World Active Headrests Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Lear

9.1.1 Lear Details

9.1.2 Lear Major Business

9.1.3 Lear Active Headrests Product and Services

9.1.4 Lear Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Lear Recent Developments/Updates

9.1.6 Lear Competitive Strengths & Weaknesses

9.2 Adient

9.2.1 Adient Details

9.2.2 Adient Major Business

9.2.3 Adient Active Headrests Product and Services

9.2.4 Adient Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Adient Recent Developments/Updates

9.2.6 Adient Competitive Strengths & Weaknesses

9.3 FORVIA

9.3.1 FORVIA Details

9.3.2 FORVIA Major Business

9.3.3 FORVIA Active Headrests Product and Services

9.3.4 FORVIA Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 FORVIA Recent Developments/Updates

9.3.6 FORVIA Competitive Strengths & Weaknesses

9.4 Toyota Boshoku

9.4.1 Toyota Boshoku Details

9.4.2 Toyota Boshoku Major Business

9.4.3 Toyota Boshoku Active Headrests Product and Services

9.4.4 Toyota Boshoku Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Toyota Boshoku Recent Developments/Updates

9.4.6 Toyota Boshoku Competitive Strengths & Weaknesses

9.5 Tachi-S

9.5.1 Tachi-S Details

9.5.2 Tachi-S Major Business

9.5.3 Tachi-S Active Headrests Product and Services

9.5.4 Tachi-S Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 Tachi-S Recent Developments/Updates

9.5.6 Tachi-S Competitive Strengths & Weaknesses

9.6 Magna International

9.6.1 Magna International Details

9.6.2 Magna International Major Business

9.6.3 Magna International Active Headrests Product and Services

9.6.4 Magna International Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.6.5 Magna International Recent Developments/Updates

9.6.6 Magna International Competitive Strengths & Weaknesses

9.7 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech)

9.7.1 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Details

9.7.2 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Major

Business

9.7.3 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Active Headrests Product and Services

9.7.4 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.7.5 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Recent Developments/Updates

9.7.6 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Competitive Strengths & Weaknesses

9.8 TS TECH

9.8.1 TS TECH Details

9.8.2 TS TECH Major Business

9.8.3 TS TECH Active Headrests Product and Services

9.8.4 TS TECH Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.8.5 TS TECH Recent Developments/Updates

9.8.6 TS TECH Competitive Strengths & Weaknesses

9.9 NHK SPRING Co.,Ltd.

9.9.1 NHK SPRING Co.,Ltd. Details

9.9.2 NHK SPRING Co.,Ltd. Major Business

9.9.3 NHK SPRING Co.,Ltd. Active Headrests Product and Services

9.9.4 NHK SPRING Co.,Ltd. Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.9.5 NHK SPRING Co.,Ltd. Recent Developments/Updates

9.9.6 NHK SPRING Co.,Ltd. Competitive Strengths & Weaknesses

9.10 Tata AutoComp Systems

9.10.1 Tata AutoComp Systems Details

9.10.2 Tata AutoComp Systems Major Business

9.10.3 Tata AutoComp Systems Active Headrests Product and Services

9.10.4 Tata AutoComp Systems Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.10.5 Tata AutoComp Systems Recent Developments/Updates

9.10.6 Tata AutoComp Systems Competitive Strengths & Weaknesses

9.11 GSK Group

9.11.1 GSK Group Details

9.11.2 GSK Group Major Business

9.11.3 GSK Group Active Headrests Product and Services

9.11.4 GSK Group Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.11.5 GSK Group Recent Developments/Updates
- 9.11.6 GSK Group Competitive Strengths & Weaknesses
- 9.12 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer?
- 9.12.1 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Details
- 9.12.2 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Major Business
- 9.12.3 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Active Headrests Product and Services
- 9.12.4 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.12.5 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Recent Developments/Updates
- 9.12.6 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Competitive Strengths & Weaknesses
- 9.13 NOBO AUTO
- 9.13.1 NOBO AUTO Details
- 9.13.2 NOBO AUTO Major Business
- 9.13.3 NOBO AUTO Active Headrests Product and Services
- 9.13.4 NOBO AUTO Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.13.5 NOBO AUTO Recent Developments/Updates
- 9.13.6 NOBO AUTO Competitive Strengths & Weaknesses
- 9.14 Zhejiang Tenchen Controls?CN?
- 9.14.1 Zhejiang Tenchen Controls?CN? Details
- 9.14.2 Zhejiang Tenchen Controls?CN? Major Business
- 9.14.3 Zhejiang Tenchen Controls?CN? Active Headrests Product and Services
- 9.14.4 Zhejiang Tenchen Controls?CN? Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.14.5 Zhejiang Tenchen Controls?CN? Recent Developments/Updates
- 9.14.6 Zhejiang Tenchen Controls?CN? Competitive Strengths & Weaknesses
- 9.15 Yanfeng
- 9.15.1 Yanfeng Details
- 9.15.2 Yanfeng Major Business
- 9.15.3 Yanfeng Active Headrests Product and Services
- 9.15.4 Yanfeng Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.15.5 Yanfeng Recent Developments/Updates
- 9.15.6 Yanfeng Competitive Strengths & Weaknesses
- 9.16 Shanghai Daimay Automotive Interior Co., Ltd.
- 9.16.1 Shanghai Daimay Automotive Interior Co., Ltd. Details
- 9.16.2 Shanghai Daimay Automotive Interior Co., Ltd. Major Business

9.16.3 Shanghai Daimay Automotive Interior Co., Ltd. Active Headrests Product and Services

9.16.4 Shanghai Daimay Automotive Interior Co., Ltd. Active Headrests Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 Shanghai Daimay Automotive Interior Co., Ltd. Recent Developments/Updates

9.16.6 Shanghai Daimay Automotive Interior Co., Ltd. Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Active Headrests Industry Chain

10.2 Active Headrests Upstream Analysis

10.2.1 Active Headrests Core Raw Materials

10.2.2 Main Manufacturers of Active Headrests Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Active Headrests Production Mode

10.6 Active Headrests Procurement Model

10.7 Active Headrests Industry Sales Model and Sales Channels

10.7.1 Active Headrests Sales Model

10.7.2 Active Headrests Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Active Headrests Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Active Headrests Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Active Headrests Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Active Headrests Production Value Market Share by Region (2021-2026)
- Table 5. World Active Headrests Production Value Market Share by Region (2027-2032)
- Table 6. World Active Headrests Production by Region (2021-2026) & (K Units)
- Table 7. World Active Headrests Production by Region (2027-2032) & (K Units)
- Table 8. World Active Headrests Production Market Share by Region (2021-2026)
- Table 9. World Active Headrests Production Market Share by Region (2027-2032)
- Table 10. World Active Headrests Average Price by Region (2021-2026) & (US\$/Unit)
- Table 11. World Active Headrests Average Price by Region (2027-2032) & (US\$/Unit)
- Table 12. Active Headrests Major Market Trends
- Table 13. World Active Headrests Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
- Table 14. World Active Headrests Consumption by Region (2021-2026) & (K Units)
- Table 15. World Active Headrests Consumption Forecast by Region (2027-2032) & (K Units)
- Table 16. World Active Headrests Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Active Headrests Producers in 2025
- Table 18. World Active Headrests Production by Manufacturer (2021-2026) & (K Units)
- Table 19. Production Market Share of Key Active Headrests Producers in 2025
- Table 20. World Active Headrests Average Price by Manufacturer (2021-2026) & (US\$/Unit)
- Table 21. Global Active Headrests Company Evaluation Quadrant
- Table 22. World Active Headrests Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Active Headrests Production Site of Key Manufacturer
- Table 24. Active Headrests Market: Company Product Type Footprint
- Table 25. Active Headrests Market: Company Product Application Footprint

Table 26. Active Headrests Competitive Factors

Table 27. Active Headrests New Entrant and Capacity Expansion Plans

Table 28. Active Headrests Mergers & Acquisitions Activity

Table 29. United States VS China Active Headrests Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Active Headrests Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Active Headrests Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Active Headrests Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Active Headrests Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Active Headrests Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Active Headrests Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Active Headrests Production Market Share (2021-2026)

Table 37. China Based Active Headrests Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Active Headrests Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Active Headrests Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Active Headrests Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Active Headrests Production Market Share (2021-2026)

Table 42. Rest of World Based Active Headrests Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Active Headrests Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Active Headrests Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Active Headrests Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Active Headrests Production Market Share (2021-2026)

Table 47. World Active Headrests Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Active Headrests Production by Type (2021-2026) & (K Units)

Table 49. World Active Headrests Production by Type (2027-2032) & (K Units)

Table 50. World Active Headrests Production Value by Type (2021-2026) & (USD Million)

Table 51. World Active Headrests Production Value by Type (2027-2032) & (USD Million)

Table 52. World Active Headrests Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Active Headrests Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Active Headrests Production Value by Price, (USD Million), 2021 & 2025 & 2032

Table 55. World Active Headrests Production by Price (2021-2026) & (K Units)

Table 56. World Active Headrests Production by Price (2027-2032) & (K Units)

Table 57. World Active Headrests Production Value by Price (2021-2026) & (USD Million)

Table 58. World Active Headrests Production Value by Price (2027-2032) & (USD Million)

Table 59. World Active Headrests Average Price by Price (2021-2026) & (US\$/Unit)

Table 60. World Active Headrests Average Price by Price (2027-2032) & (US\$/Unit)

Table 61. World Active Headrests Production Value by Market, (USD Million), 2021 & 2025 & 2032

Table 62. World Active Headrests Production by Market (2021-2026) & (K Units)

Table 63. World Active Headrests Production by Market (2027-2032) & (K Units)

Table 64. World Active Headrests Production Value by Market (2021-2026) & (USD Million)

Table 65. World Active Headrests Production Value by Market (2027-2032) & (USD Million)

Table 66. World Active Headrests Average Price by Market (2021-2026) & (US\$/Unit)

Table 67. World Active Headrests Average Price by Market (2027-2032) & (US\$/Unit)

Table 68. World Active Headrests Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Active Headrests Production by Application (2021-2026) & (K Units)

Table 70. World Active Headrests Production by Application (2027-2032) & (K Units)

Table 71. World Active Headrests Production Value by Application (2021-2026) & (USD Million)

Table 72. World Active Headrests Production Value by Application (2027-2032) & (USD Million)

Table 73. World Active Headrests Average Price by Application (2021-2026) &

(US\$/Unit)

Table 74. World Active Headrests Average Price by Application (2027-2032) &
(US\$/Unit)

Table 75. Lear Basic Information, Manufacturing Base and Competitors

Table 76. Lear Major Business

Table 77. Lear Active Headrests Product and Services

Table 78. Lear Active Headrests Production (K Units), Price (US\$/Unit), Production
Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Lear Recent Developments/Updates

Table 80. Lear Competitive Strengths & Weaknesses

Table 81. Adient Basic Information, Manufacturing Base and Competitors

Table 82. Adient Major Business

Table 83. Adient Active Headrests Product and Services

Table 84. Adient Active Headrests Production (K Units), Price (US\$/Unit), Production
Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Adient Recent Developments/Updates

Table 86. Adient Competitive Strengths & Weaknesses

Table 87. FORVIA Basic Information, Manufacturing Base and Competitors

Table 88. FORVIA Major Business

Table 89. FORVIA Active Headrests Product and Services

Table 90. FORVIA Active Headrests Production (K Units), Price (US\$/Unit), Production
Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. FORVIA Recent Developments/Updates

Table 92. FORVIA Competitive Strengths & Weaknesses

Table 93. Toyota Boshoku Basic Information, Manufacturing Base and Competitors

Table 94. Toyota Boshoku Major Business

Table 95. Toyota Boshoku Active Headrests Product and Services

Table 96. Toyota Boshoku Active Headrests Production (K Units), Price (US\$/Unit),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Toyota Boshoku Recent Developments/Updates

Table 98. Toyota Boshoku Competitive Strengths & Weaknesses

Table 99. Tachi-S Basic Information, Manufacturing Base and Competitors

Table 100. Tachi-S Major Business

Table 101. Tachi-S Active Headrests Product and Services

Table 102. Tachi-S Active Headrests Production (K Units), Price (US\$/Unit), Production
Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Tachi-S Recent Developments/Updates

Table 104. Tachi-S Competitive Strengths & Weaknesses

Table 105. Magna International Basic Information, Manufacturing Base and Competitors

Table 106. Magna International Major Business
Table 107. Magna International Active Headrests Product and Services
Table 108. Magna International Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. Magna International Recent Developments/Updates
Table 110. Magna International Competitive Strengths & Weaknesses
Table 111. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Basic Information, Manufacturing Base and Competitors
Table 112. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Major Business
Table 113. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Active Headrests Product and Services
Table 114. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Recent Developments/Updates
Table 116. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Competitive Strengths & Weaknesses
Table 117. TS TECH Basic Information, Manufacturing Base and Competitors
Table 118. TS TECH Major Business
Table 119. TS TECH Active Headrests Product and Services
Table 120. TS TECH Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. TS TECH Recent Developments/Updates
Table 122. TS TECH Competitive Strengths & Weaknesses
Table 123. NHK SPRING Co.,Ltd. Basic Information, Manufacturing Base and Competitors
Table 124. NHK SPRING Co.,Ltd. Major Business
Table 125. NHK SPRING Co.,Ltd. Active Headrests Product and Services
Table 126. NHK SPRING Co.,Ltd. Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 127. NHK SPRING Co.,Ltd. Recent Developments/Updates
Table 128. NHK SPRING Co.,Ltd. Competitive Strengths & Weaknesses
Table 129. Tata AutoComp Systems Basic Information, Manufacturing Base and Competitors
Table 130. Tata AutoComp Systems Major Business
Table 131. Tata AutoComp Systems Active Headrests Product and Services

Table 132. Tata AutoComp Systems Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Tata AutoComp Systems Recent Developments/Updates

Table 134. Tata AutoComp Systems Competitive Strengths & Weaknesses

Table 135. GSK Group Basic Information, Manufacturing Base and Competitors

Table 136. GSK Group Major Business

Table 137. GSK Group Active Headrests Product and Services

Table 138. GSK Group Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. GSK Group Recent Developments/Updates

Table 140. GSK Group Competitive Strengths & Weaknesses

Table 141. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Basic Information, Manufacturing Base and Competitors

Table 142. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Major Business

Table 143. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Active Headrests Product and Services

Table 144. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Recent Developments/Updates

Table 146. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Competitive Strengths & Weaknesses

Table 147. NOBO AUTO Basic Information, Manufacturing Base and Competitors

Table 148. NOBO AUTO Major Business

Table 149. NOBO AUTO Active Headrests Product and Services

Table 150. NOBO AUTO Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. NOBO AUTO Recent Developments/Updates

Table 152. NOBO AUTO Competitive Strengths & Weaknesses

Table 153. Zhejiang Tenchen Controls?CN? Basic Information, Manufacturing Base and Competitors

Table 154. Zhejiang Tenchen Controls?CN? Major Business

Table 155. Zhejiang Tenchen Controls?CN? Active Headrests Product and Services

Table 156. Zhejiang Tenchen Controls?CN? Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Zhejiang Tenchen Controls?CN? Recent Developments/Updates

Table 158. Zhejiang Tenchen Controls?CN? Competitive Strengths & Weaknesses

Table 159. Yanfeng Basic Information, Manufacturing Base and Competitors

Table 160. Yanfeng Major Business

Table 161. Yanfeng Active Headrests Product and Services

Table 162. Yanfeng Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Yanfeng Recent Developments/Updates

Table 164. Yanfeng Competitive Strengths & Weaknesses

Table 165. Shanghai Daimay Automotive Interior Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 166. Shanghai Daimay Automotive Interior Co., Ltd. Major Business

Table 167. Shanghai Daimay Automotive Interior Co., Ltd. Active Headrests Product and Services

Table 168. Shanghai Daimay Automotive Interior Co., Ltd. Active Headrests Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Shanghai Daimay Automotive Interior Co., Ltd. Recent Developments/Updates

Table 170. Shanghai Daimay Automotive Interior Co., Ltd. Competitive Strengths & Weaknesses

Table 171. Global Key Players of Active Headrests Upstream (Raw Materials)

Table 172. Global Active Headrests Typical Customers

Table 173. Active Headrests Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Active Headrests Picture

Figure 2. World Active Headrests Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Active Headrests Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Active Headrests Production (2021-2032) & (K Units)

Figure 5. World Active Headrests Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Active Headrests Production Value Market Share by Region (2021-2032)

Figure 7. World Active Headrests Production Market Share by Region (2021-2032)

Figure 8. North America Active Headrests Production (2021-2032) & (K Units)

Figure 9. Europe Active Headrests Production (2021-2032) & (K Units)

Figure 10. China Active Headrests Production (2021-2032) & (K Units)

Figure 11. Japan Active Headrests Production (2021-2032) & (K Units)

Figure 12. South Korea Active Headrests Production (2021-2032) & (K Units)

Figure 13. India Active Headrests Production (2021-2032) & (K Units)

Figure 14. Mexico Active Headrests Production (2021-2032) & (K Units)

Figure 15. Active Headrests Market Drivers

Figure 16. Factors Affecting Demand

Figure 17. World Active Headrests Consumption (2021-2032) & (K Units)

Figure 18. World Active Headrests Consumption Market Share by Region (2021-2032)

Figure 19. United States Active Headrests Consumption (2021-2032) & (K Units)

Figure 20. China Active Headrests Consumption (2021-2032) & (K Units)

Figure 21. Europe Active Headrests Consumption (2021-2032) & (K Units)

Figure 22. Japan Active Headrests Consumption (2021-2032) & (K Units)

Figure 23. South Korea Active Headrests Consumption (2021-2032) & (K Units)

Figure 24. ASEAN Active Headrests Consumption (2021-2032) & (K Units)

Figure 25. India Active Headrests Consumption (2021-2032) & (K Units)

Figure 26. Producer Shipments of Active Headrests by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 27. Global Four-firm Concentration Ratios (CR4) for Active Headrests Markets in 2025

Figure 28. Global Four-firm Concentration Ratios (CR8) for Active Headrests Markets in 2025

Figure 29. United States VS China: Active Headrests Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Active Headrests Production Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States VS China: Active Headrests Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 32. United States Based Manufacturers Active Headrests Production Market Share 2025

Figure 33. China Based Manufacturers Active Headrests Production Market Share 2025

Figure 34. Rest of World Based Manufacturers Active Headrests Production Market Share 2025

Figure 35. World Active Headrests Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 36. World Active Headrests Production Value Market Share by Type in 2025

Figure 37. Mechanical Active

Figure 38. Sensor?Based Active

Figure 39. Electric Actuated Active

Figure 40. World Active Headrests Production Market Share by Type (2021-2032)

Figure 41. World Active Headrests Production Value Market Share by Type (2021-2032)

Figure 42. World Active Headrests Average Price by Type (2021-2032) & (US\$/Unit)

Figure 43. World Active Headrests Production Value by Price, (USD Million), 2021 & 2025 & 2032

Figure 44. World Active Headrests Production Value Market Share by Price in 2025

Figure 45. Entry Level (18-25 USD)

Figure 46. Mid-Range (26-40 USD)

Figure 47. High-End (41-80+ USD)

Figure 48. World Active Headrests Production Market Share by Price (2021-2032)

Figure 49. World Active Headrests Production Value Market Share by Price (2021-2032)

Figure 50. World Active Headrests Average Price by Price (2021-2032) & (US\$/Unit)

Figure 51. World Active Headrests Production Value by Market, (USD Million), 2021 & 2025 & 2032

Figure 52. World Active Headrests Production Value Market Share by Market in 2025

Figure 53. OEM

Figure 54. Aftermarket

Figure 55. World Active Headrests Production Market Share by Market (2021-2032)

Figure 56. World Active Headrests Production Value Market Share by Market (2021-2032)

Figure 57. World Active Headrests Average Price by Market (2021-2032) & (US\$/Unit)

Figure 58. World Active Headrests Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 59. World Active Headrests Production Value Market Share by Application in 2025

Figure 60. Passenger Cars

Figure 61. Commercial Vehicles

Figure 62. World Active Headrests Production Market Share by Application (2021-2032)

Figure 63. World Active Headrests Production Value Market Share by Application (2021-2032)

Figure 64. World Active Headrests Average Price by Application (2021-2032) & (US\$/Unit)

Figure 65. Active Headrests Industry Chain

Figure 66. Active Headrests Procurement Model

Figure 67. Active Headrests Sales Model

Figure 68. Active Headrests Sales Channels, Direct Sales, and Distribution

Figure 69. Methodology

Figure 70. Research Process and Data Source

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