

Global Active Safety Headrests Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Active Safety Headrests market size was valued at US\$ 174 million in 2025 and is forecast to a readjusted size of US\$ 295 million by 2032 with a CAGR of 7.8% during review period.

Active Safety Headrests are safety components installed on the top of car seat backs. They actively move or adjust their position during a collision or sudden braking to support the occupant's head and neck, mitigating impact force and reducing the risk of cervical spine injury and whiplash. Their structure typically includes a seat frame interface, foam padding, covering materials, and active drive mechanisms (such as motors or sensor systems). Some high-end products also integrate intelligent control functions, which can be linked with the vehicle's overall safety system to achieve memory adjustment, collision prediction, and enhanced comfort. Active safety headrests are an important component of modern automotive active safety systems, taking into account ergonomics, ride comfort, and the overall interior design of the vehicle. Global production of Active Safety Headrests is estimated at approximately 8 million units in 2025, with an average price of approximately US\$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 is a detailed and comprehensive analysis for global Active Safety Headrests 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 Safety Headrests market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Active Safety Headrests market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Active Safety Headrests market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Active Safety Headrests market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

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 Safety Headrests

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 Safety Headrests 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 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.

Market Segmentation

Active Safety Headrests market is split by Type and by Application. For the period 2021-2032, 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

Mechanical Active

Sensor?Based Active

Electric Actuated Active

Market segment by Price

Entry Level (18-25 USD)

Mid-Range (26-40 USD)

High-End (41-80+ USD)

Market segment by Market

OEM

Aftermarket

Market segment by Application

Passenger Cars

Commercial Vehicles

Major players covered

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.

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 Safety Headrests product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Active Safety Headrests, with price, sales quantity, revenue, and global market share of Active Safety Headrests from 2021 to 2026.

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

Chapter 4, the Active Safety Headrests breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Active Safety Headrests market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Safety Headrests.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Active Safety Headrests Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Mechanical Active

1.3.3 Sensor?Based Active

1.3.4 Electric Actuated Active

1.4 Market Analysis by Price

1.4.1 Overview: Global Active Safety Headrests Consumption Value by Price: 2021 Versus 2025 Versus 2032

1.4.2 Entry Level (18-25 USD)

1.4.3 Mid-Range (26-40 USD)

1.4.4 High-End (41-80+ USD)

1.5 Market Analysis by Market

1.5.1 Overview: Global Active Safety Headrests Consumption Value by Market: 2021 Versus 2025 Versus 2032

1.5.2 OEM

1.5.3 Aftermarket

1.6 Market Analysis by Application

1.6.1 Overview: Global Active Safety Headrests Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.6.2 Passenger Cars

1.6.3 Commercial Vehicles

1.7 Global Active Safety Headrests Market Size & Forecast

1.7.1 Global Active Safety Headrests Consumption Value (2021 & 2025 & 2032)

1.7.2 Global Active Safety Headrests Sales Quantity (2021-2032)

1.7.3 Global Active Safety Headrests Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Lear

2.1.1 Lear Details

2.1.2 Lear Major Business

2.1.3 Lear Active Safety Headrests Product and Services

2.1.4 Lear Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Lear Recent Developments/Updates

2.2 Adient

2.2.1 Adient Details

2.2.2 Adient Major Business

2.2.3 Adient Active Safety Headrests Product and Services

2.2.4 Adient Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Adient Recent Developments/Updates

2.3 FORVIA

2.3.1 FORVIA Details

2.3.2 FORVIA Major Business

2.3.3 FORVIA Active Safety Headrests Product and Services

2.3.4 FORVIA Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 FORVIA Recent Developments/Updates

2.4 Toyota Boshoku

2.4.1 Toyota Boshoku Details

2.4.2 Toyota Boshoku Major Business

2.4.3 Toyota Boshoku Active Safety Headrests Product and Services

2.4.4 Toyota Boshoku Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Toyota Boshoku Recent Developments/Updates

2.5 Tachi-S

2.5.1 Tachi-S Details

2.5.2 Tachi-S Major Business

2.5.3 Tachi-S Active Safety Headrests Product and Services

2.5.4 Tachi-S Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Tachi-S Recent Developments/Updates

2.6 Magna International

2.6.1 Magna International Details

2.6.2 Magna International Major Business

2.6.3 Magna International Active Safety Headrests Product and Services

2.6.4 Magna International Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Magna International Recent Developments/Updates

2.7 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech)

- 2.7.1 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Details
- 2.7.2 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Major Business
- 2.7.3 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Active Safety Headrests Product and Services
- 2.7.4 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.7.5 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Recent Developments/Updates
- 2.8 TS TECH
 - 2.8.1 TS TECH Details
 - 2.8.2 TS TECH Major Business
 - 2.8.3 TS TECH Active Safety Headrests Product and Services
 - 2.8.4 TS TECH Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.8.5 TS TECH Recent Developments/Updates
- 2.9 NHK SPRING Co.,Ltd.
 - 2.9.1 NHK SPRING Co.,Ltd. Details
 - 2.9.2 NHK SPRING Co.,Ltd. Major Business
 - 2.9.3 NHK SPRING Co.,Ltd. Active Safety Headrests Product and Services
 - 2.9.4 NHK SPRING Co.,Ltd. Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.9.5 NHK SPRING Co.,Ltd. Recent Developments/Updates
- 2.10 Tata AutoComp Systems
 - 2.10.1 Tata AutoComp Systems Details
 - 2.10.2 Tata AutoComp Systems Major Business
 - 2.10.3 Tata AutoComp Systems Active Safety Headrests Product and Services
 - 2.10.4 Tata AutoComp Systems Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.10.5 Tata AutoComp Systems Recent Developments/Updates
- 2.11 GSK Group
 - 2.11.1 GSK Group Details
 - 2.11.2 GSK Group Major Business
 - 2.11.3 GSK Group Active Safety Headrests Product and Services
 - 2.11.4 GSK Group Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.11.5 GSK Group Recent Developments/Updates
- 2.12 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer?

- 2.12.1 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Details
- 2.12.2 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Major Business
- 2.12.3 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Active Safety Headrests Product and Services
- 2.12.4 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.12.5 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Recent Developments/Updates
- 2.13 NOBO AUTO
 - 2.13.1 NOBO AUTO Details
 - 2.13.2 NOBO AUTO Major Business
 - 2.13.3 NOBO AUTO Active Safety Headrests Product and Services
 - 2.13.4 NOBO AUTO Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.13.5 NOBO AUTO Recent Developments/Updates
- 2.14 Zhejiang Tenchen Controls?CN?
 - 2.14.1 Zhejiang Tenchen Controls?CN? Details
 - 2.14.2 Zhejiang Tenchen Controls?CN? Major Business
 - 2.14.3 Zhejiang Tenchen Controls?CN? Active Safety Headrests Product and Services
 - 2.14.4 Zhejiang Tenchen Controls?CN? Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.14.5 Zhejiang Tenchen Controls?CN? Recent Developments/Updates
- 2.15 Yanfeng
 - 2.15.1 Yanfeng Details
 - 2.15.2 Yanfeng Major Business
 - 2.15.3 Yanfeng Active Safety Headrests Product and Services
 - 2.15.4 Yanfeng Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.15.5 Yanfeng Recent Developments/Updates
- 2.16 Shanghai Daimay Automotive Interior Co., Ltd.
 - 2.16.1 Shanghai Daimay Automotive Interior Co., Ltd. Details
 - 2.16.2 Shanghai Daimay Automotive Interior Co., Ltd. Major Business
 - 2.16.3 Shanghai Daimay Automotive Interior Co., Ltd. Active Safety Headrests Product and Services
 - 2.16.4 Shanghai Daimay Automotive Interior Co., Ltd. Active Safety Headrests Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.16.5 Shanghai Daimay Automotive Interior Co., Ltd. Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: ACTIVE SAFETY HEADRESTS BY MANUFACTURER

- 3.1 Global Active Safety Headrests Sales Quantity by Manufacturer (2021-2026)
- 3.2 Global Active Safety Headrests Revenue by Manufacturer (2021-2026)
- 3.3 Global Active Safety Headrests Average Price by Manufacturer (2021-2026)
- 3.4 Market Share Analysis (2025)
 - 3.4.1 Producer Shipments of Active Safety Headrests by Manufacturer Revenue (\$MM) and Market Share (%): 2025
 - 3.4.2 Top 3 Active Safety Headrests Manufacturer Market Share in 2025
 - 3.4.3 Top 6 Active Safety Headrests Manufacturer Market Share in 2025
- 3.5 Active Safety Headrests Market: Overall Company Footprint Analysis
 - 3.5.1 Active Safety Headrests Market: Region Footprint
 - 3.5.2 Active Safety Headrests Market: Company Product Type Footprint
 - 3.5.3 Active Safety Headrests Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Active Safety Headrests Market Size by Region
 - 4.1.1 Global Active Safety Headrests Sales Quantity by Region (2021-2032)
 - 4.1.2 Global Active Safety Headrests Consumption Value by Region (2021-2032)
 - 4.1.3 Global Active Safety Headrests Average Price by Region (2021-2032)
- 4.2 North America Active Safety Headrests Consumption Value (2021-2032)
- 4.3 Europe Active Safety Headrests Consumption Value (2021-2032)
- 4.4 Asia-Pacific Active Safety Headrests Consumption Value (2021-2032)
- 4.5 South America Active Safety Headrests Consumption Value (2021-2032)
- 4.6 Middle East & Africa Active Safety Headrests Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Active Safety Headrests Sales Quantity by Type (2021-2032)
- 5.2 Global Active Safety Headrests Consumption Value by Type (2021-2032)
- 5.3 Global Active Safety Headrests Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Active Safety Headrests Sales Quantity by Application (2021-2032)
- 6.2 Global Active Safety Headrests Consumption Value by Application (2021-2032)
- 6.3 Global Active Safety Headrests Average Price by Application (2021-2032)

7 NORTH AMERICA

- 7.1 North America Active Safety Headrests Sales Quantity by Type (2021-2032)
- 7.2 North America Active Safety Headrests Sales Quantity by Application (2021-2032)
- 7.3 North America Active Safety Headrests Market Size by Country
 - 7.3.1 North America Active Safety Headrests Sales Quantity by Country (2021-2032)
 - 7.3.2 North America Active Safety Headrests Consumption Value by Country (2021-2032)
 - 7.3.3 United States Market Size and Forecast (2021-2032)
 - 7.3.4 Canada Market Size and Forecast (2021-2032)
 - 7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

- 8.1 Europe Active Safety Headrests Sales Quantity by Type (2021-2032)
- 8.2 Europe Active Safety Headrests Sales Quantity by Application (2021-2032)
- 8.3 Europe Active Safety Headrests Market Size by Country
 - 8.3.1 Europe Active Safety Headrests Sales Quantity by Country (2021-2032)
 - 8.3.2 Europe Active Safety Headrests Consumption Value by Country (2021-2032)
 - 8.3.3 Germany Market Size and Forecast (2021-2032)
 - 8.3.4 France Market Size and Forecast (2021-2032)
 - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
 - 8.3.6 Russia Market Size and Forecast (2021-2032)
 - 8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Active Safety Headrests Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Active Safety Headrests Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Active Safety Headrests Market Size by Region
 - 9.3.1 Asia-Pacific Active Safety Headrests Sales Quantity by Region (2021-2032)
 - 9.3.2 Asia-Pacific Active Safety Headrests Consumption Value by Region (2021-2032)
 - 9.3.3 China Market Size and Forecast (2021-2032)
 - 9.3.4 Japan Market Size and Forecast (2021-2032)
 - 9.3.5 South Korea Market Size and Forecast (2021-2032)
 - 9.3.6 India Market Size and Forecast (2021-2032)
 - 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
 - 9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

- 10.1 South America Active Safety Headrests Sales Quantity by Type (2021-2032)
- 10.2 South America Active Safety Headrests Sales Quantity by Application (2021-2032)
- 10.3 South America Active Safety Headrests Market Size by Country
 - 10.3.1 South America Active Safety Headrests Sales Quantity by Country (2021-2032)
 - 10.3.2 South America Active Safety Headrests Consumption Value by Country (2021-2032)
 - 10.3.3 Brazil Market Size and Forecast (2021-2032)
 - 10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Active Safety Headrests Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Active Safety Headrests Sales Quantity by Application (2021-2032)
- 11.3 Middle East & Africa Active Safety Headrests Market Size by Country
 - 11.3.1 Middle East & Africa Active Safety Headrests Sales Quantity by Country (2021-2032)
 - 11.3.2 Middle East & Africa Active Safety Headrests Consumption Value by Country (2021-2032)
 - 11.3.3 Turkey Market Size and Forecast (2021-2032)
 - 11.3.4 Egypt Market Size and Forecast (2021-2032)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
 - 11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Active Safety Headrests Market Drivers
- 12.2 Active Safety Headrests Market Restraints
- 12.3 Active Safety Headrests Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Active Safety Headrests and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Active Safety Headrests
- 13.3 Active Safety Headrests Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Active Safety Headrests Typical Distributors
- 14.3 Active Safety Headrests Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. Global Active Safety Headrests Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Table 2. Global Active Safety Headrests Consumption Value by Price, (USD Million), 2021 & 2025 & 2032
- Table 3. Global Active Safety Headrests Consumption Value by Market, (USD Million), 2021 & 2025 & 2032
- Table 4. Global Active Safety Headrests Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 5. Lear Basic Information, Manufacturing Base and Competitors
- Table 6. Lear Major Business
- Table 7. Lear Active Safety Headrests Product and Services
- Table 8. Lear Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 9. Lear Recent Developments/Updates
- Table 10. Adient Basic Information, Manufacturing Base and Competitors
- Table 11. Adient Major Business
- Table 12. Adient Active Safety Headrests Product and Services
- Table 13. Adient Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 14. Adient Recent Developments/Updates
- Table 15. FORVIA Basic Information, Manufacturing Base and Competitors
- Table 16. FORVIA Major Business
- Table 17. FORVIA Active Safety Headrests Product and Services
- Table 18. FORVIA Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 19. FORVIA Recent Developments/Updates
- Table 20. Toyota Boshoku Basic Information, Manufacturing Base and Competitors
- Table 21. Toyota Boshoku Major Business
- Table 22. Toyota Boshoku Active Safety Headrests Product and Services
- Table 23. Toyota Boshoku Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 24. Toyota Boshoku Recent Developments/Updates
- Table 25. Tachi-S Basic Information, Manufacturing Base and Competitors
- Table 26. Tachi-S Major Business
- Table 27. Tachi-S Active Safety Headrests Product and Services

Table 28. Tachi-S Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 29. Tachi-S Recent Developments/Updates

Table 30. Magna International Basic Information, Manufacturing Base and Competitors

Table 31. Magna International Major Business

Table 32. Magna International Active Safety Headrests Product and Services

Table 33. Magna International Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 34. Magna International Recent Developments/Updates

Table 35. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Basic Information, Manufacturing Base and Competitors

Table 36. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Major Business

Table 37. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Active Safety Headrests Product and Services

Table 38. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 39. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Recent Developments/Updates

Table 40. TS TECH Basic Information, Manufacturing Base and Competitors

Table 41. TS TECH Major Business

Table 42. TS TECH Active Safety Headrests Product and Services

Table 43. TS TECH Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 44. TS TECH Recent Developments/Updates

Table 45. NHK SPRING Co.,Ltd. Basic Information, Manufacturing Base and Competitors

Table 46. NHK SPRING Co.,Ltd. Major Business

Table 47. NHK SPRING Co.,Ltd. Active Safety Headrests Product and Services

Table 48. NHK SPRING Co.,Ltd. Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 49. NHK SPRING Co.,Ltd. Recent Developments/Updates

Table 50. Tata AutoComp Systems Basic Information, Manufacturing Base and Competitors

Table 51. Tata AutoComp Systems Major Business

Table 52. Tata AutoComp Systems Active Safety Headrests Product and Services

Table 53. Tata AutoComp Systems Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 54. Tata AutoComp Systems Recent Developments/Updates

Table 55. GSK Group Basic Information, Manufacturing Base and Competitors

Table 56. GSK Group Major Business

Table 57. GSK Group Active Safety Headrests Product and Services

Table 58. GSK Group Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 59. GSK Group Recent Developments/Updates

Table 60. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Basic Information, Manufacturing Base and Competitors

Table 61. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Major Business

Table 62. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Active Safety Headrests Product and Services

Table 63. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 64. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Recent Developments/Updates

Table 65. NOBO AUTO Basic Information, Manufacturing Base and Competitors

Table 66. NOBO AUTO Major Business

Table 67. NOBO AUTO Active Safety Headrests Product and Services

Table 68. NOBO AUTO Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 69. NOBO AUTO Recent Developments/Updates

Table 70. Zhejiang Tenchen Controls?CN? Basic Information, Manufacturing Base and Competitors

Table 71. Zhejiang Tenchen Controls?CN? Major Business

Table 72. Zhejiang Tenchen Controls?CN? Active Safety Headrests Product and Services

Table 73. Zhejiang Tenchen Controls?CN? Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 74. Zhejiang Tenchen Controls?CN? Recent Developments/Updates

Table 75. Yanfeng Basic Information, Manufacturing Base and Competitors

Table 76. Yanfeng Major Business

Table 77. Yanfeng Active Safety Headrests Product and Services

Table 78. Yanfeng Active Safety Headrests Sales Quantity (K Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Yanfeng Recent Developments/Updates

Table 80. Shanghai Daimay Automotive Interior Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 81. Shanghai Daimay Automotive Interior Co., Ltd. Major Business

Table 82. Shanghai Daimay Automotive Interior Co., Ltd. Active Safety Headrests Product and Services

Table 83. Shanghai Daimay Automotive Interior Co., Ltd. Active Safety Headrests Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 84. Shanghai Daimay Automotive Interior Co., Ltd. Recent Developments/Updates

Table 85. Global Active Safety Headrests Sales Quantity by Manufacturer (2021-2026) & (K Units)

Table 86. Global Active Safety Headrests Revenue by Manufacturer (2021-2026) & (USD Million)

Table 87. Global Active Safety Headrests Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 88. Market Position of Manufacturers in Active Safety Headrests, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 89. Head Office and Active Safety Headrests Production Site of Key Manufacturer

Table 90. Active Safety Headrests Market: Company Product Type Footprint

Table 91. Active Safety Headrests Market: Company Product Application Footprint

Table 92. Active Safety Headrests New Market Entrants and Barriers to Market Entry

Table 93. Active Safety Headrests Mergers, Acquisition, Agreements, and Collaborations

Table 94. Global Active Safety Headrests Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 95. Global Active Safety Headrests Sales Quantity by Region (2021-2026) & (K Units)

Table 96. Global Active Safety Headrests Sales Quantity by Region (2027-2032) & (K Units)

Table 97. Global Active Safety Headrests Consumption Value by Region (2021-2026) & (USD Million)

Table 98. Global Active Safety Headrests Consumption Value by Region (2027-2032) & (USD Million)

Table 99. Global Active Safety Headrests Average Price by Region (2021-2026) & (US\$/Unit)

Table 100. Global Active Safety Headrests Average Price by Region (2027-2032) &

(US\$/Unit)

Table 101. Global Active Safety Headrests Sales Quantity by Type (2021-2026) & (K Units)

Table 102. Global Active Safety Headrests Sales Quantity by Type (2027-2032) & (K Units)

Table 103. Global Active Safety Headrests Consumption Value by Type (2021-2026) & (USD Million)

Table 104. Global Active Safety Headrests Consumption Value by Type (2027-2032) & (USD Million)

Table 105. Global Active Safety Headrests Average Price by Type (2021-2026) & (US\$/Unit)

Table 106. Global Active Safety Headrests Average Price by Type (2027-2032) & (US\$/Unit)

Table 107. Global Active Safety Headrests Sales Quantity by Application (2021-2026) & (K Units)

Table 108. Global Active Safety Headrests Sales Quantity by Application (2027-2032) & (K Units)

Table 109. Global Active Safety Headrests Consumption Value by Application (2021-2026) & (USD Million)

Table 110. Global Active Safety Headrests Consumption Value by Application (2027-2032) & (USD Million)

Table 111. Global Active Safety Headrests Average Price by Application (2021-2026) & (US\$/Unit)

Table 112. Global Active Safety Headrests Average Price by Application (2027-2032) & (US\$/Unit)

Table 113. North America Active Safety Headrests Sales Quantity by Type (2021-2026) & (K Units)

Table 114. North America Active Safety Headrests Sales Quantity by Type (2027-2032) & (K Units)

Table 115. North America Active Safety Headrests Sales Quantity by Application (2021-2026) & (K Units)

Table 116. North America Active Safety Headrests Sales Quantity by Application (2027-2032) & (K Units)

Table 117. North America Active Safety Headrests Sales Quantity by Country (2021-2026) & (K Units)

Table 118. North America Active Safety Headrests Sales Quantity by Country (2027-2032) & (K Units)

Table 119. North America Active Safety Headrests Consumption Value by Country (2021-2026) & (USD Million)

Table 120. North America Active Safety Headrests Consumption Value by Country (2027-2032) & (USD Million)

Table 121. Europe Active Safety Headrests Sales Quantity by Type (2021-2026) & (K Units)

Table 122. Europe Active Safety Headrests Sales Quantity by Type (2027-2032) & (K Units)

Table 123. Europe Active Safety Headrests Sales Quantity by Application (2021-2026) & (K Units)

Table 124. Europe Active Safety Headrests Sales Quantity by Application (2027-2032) & (K Units)

Table 125. Europe Active Safety Headrests Sales Quantity by Country (2021-2026) & (K Units)

Table 126. Europe Active Safety Headrests Sales Quantity by Country (2027-2032) & (K Units)

Table 127. Europe Active Safety Headrests Consumption Value by Country (2021-2026) & (USD Million)

Table 128. Europe Active Safety Headrests Consumption Value by Country (2027-2032) & (USD Million)

Table 129. Asia-Pacific Active Safety Headrests Sales Quantity by Type (2021-2026) & (K Units)

Table 130. Asia-Pacific Active Safety Headrests Sales Quantity by Type (2027-2032) & (K Units)

Table 131. Asia-Pacific Active Safety Headrests Sales Quantity by Application (2021-2026) & (K Units)

Table 132. Asia-Pacific Active Safety Headrests Sales Quantity by Application (2027-2032) & (K Units)

Table 133. Asia-Pacific Active Safety Headrests Sales Quantity by Region (2021-2026) & (K Units)

Table 134. Asia-Pacific Active Safety Headrests Sales Quantity by Region (2027-2032) & (K Units)

Table 135. Asia-Pacific Active Safety Headrests Consumption Value by Region (2021-2026) & (USD Million)

Table 136. Asia-Pacific Active Safety Headrests Consumption Value by Region (2027-2032) & (USD Million)

Table 137. South America Active Safety Headrests Sales Quantity by Type (2021-2026) & (K Units)

Table 138. South America Active Safety Headrests Sales Quantity by Type (2027-2032) & (K Units)

Table 139. South America Active Safety Headrests Sales Quantity by Application

(2021-2026) & (K Units)

Table 140. South America Active Safety Headrests Sales Quantity by Application

(2027-2032) & (K Units)

Table 141. South America Active Safety Headrests Sales Quantity by Country

(2021-2026) & (K Units)

Table 142. South America Active Safety Headrests Sales Quantity by Country

(2027-2032) & (K Units)

Table 143. South America Active Safety Headrests Consumption Value by Country

(2021-2026) & (USD Million)

Table 144. South America Active Safety Headrests Consumption Value by Country

(2027-2032) & (USD Million)

Table 145. Middle East & Africa Active Safety Headrests Sales Quantity by Type

(2021-2026) & (K Units)

Table 146. Middle East & Africa Active Safety Headrests Sales Quantity by Type

(2027-2032) & (K Units)

Table 147. Middle East & Africa Active Safety Headrests Sales Quantity by Application

(2021-2026) & (K Units)

Table 148. Middle East & Africa Active Safety Headrests Sales Quantity by Application

(2027-2032) & (K Units)

Table 149. Middle East & Africa Active Safety Headrests Sales Quantity by Country

(2021-2026) & (K Units)

Table 150. Middle East & Africa Active Safety Headrests Sales Quantity by Country

(2027-2032) & (K Units)

Table 151. Middle East & Africa Active Safety Headrests Consumption Value by Country (2021-2026) & (USD Million)

Table 152. Middle East & Africa Active Safety Headrests Consumption Value by Country (2027-2032) & (USD Million)

Table 153. Active Safety Headrests Raw Material

Table 154. Key Manufacturers of Active Safety Headrests Raw Materials

Table 155. Active Safety Headrests Typical Distributors

Table 156. Active Safety Headrests Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Active Safety Headrests Picture
- Figure 2. Global Active Safety Headrests Revenue by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Active Safety Headrests Revenue Market Share by Type in 2025
- Figure 4. Mechanical Active Examples
- Figure 5. Sensor?Based Active Examples
- Figure 6. Electric Actuated Active Examples
- Figure 7. Global Active Safety Headrests Revenue by Price, (USD Million), 2021 & 2025 & 2032
- Figure 8. Global Active Safety Headrests Revenue Market Share by Price in 2025
- Figure 9. Entry Level (18-25 USD) Examples
- Figure 10. Mid-Range (26-40 USD) Examples
- Figure 11. High-End (41-80+ USD) Examples
- Figure 12. Global Active Safety Headrests Revenue by Market, (USD Million), 2021 & 2025 & 2032
- Figure 13. Global Active Safety Headrests Revenue Market Share by Market in 2025
- Figure 14. OEM Examples
- Figure 15. Aftermarket Examples
- Figure 16. Global Active Safety Headrests Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 17. Global Active Safety Headrests Revenue Market Share by Application in 2025
- Figure 18. Passenger Cars Examples
- Figure 19. Commercial Vehicles Examples
- Figure 20. Global Active Safety Headrests Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 21. Global Active Safety Headrests Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 22. Global Active Safety Headrests Sales Quantity (2021-2032) & (K Units)
- Figure 23. Global Active Safety Headrests Price (2021-2032) & (US\$/Unit)
- Figure 24. Global Active Safety Headrests Sales Quantity Market Share by Manufacturer in 2025
- Figure 25. Global Active Safety Headrests Revenue Market Share by Manufacturer in 2025
- Figure 26. Producer Shipments of Active Safety Headrests by Manufacturer Sales

(\$MM) and Market Share (%): 2025

Figure 27. Top 3 Active Safety Headrests Manufacturer (Revenue) Market Share in 2025

Figure 28. Top 6 Active Safety Headrests Manufacturer (Revenue) Market Share in 2025

Figure 29. Global Active Safety Headrests Sales Quantity Market Share by Region (2021-2032)

Figure 30. Global Active Safety Headrests Consumption Value Market Share by Region (2021-2032)

Figure 31. North America Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 32. Europe Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 33. Asia-Pacific Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 34. South America Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 35. Middle East & Africa Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 36. Global Active Safety Headrests Sales Quantity Market Share by Type (2021-2032)

Figure 37. Global Active Safety Headrests Consumption Value Market Share by Type (2021-2032)

Figure 38. Global Active Safety Headrests Average Price by Type (2021-2032) & (US\$/Unit)

Figure 39. Global Active Safety Headrests Sales Quantity Market Share by Application (2021-2032)

Figure 40. Global Active Safety Headrests Revenue Market Share by Application (2021-2032)

Figure 41. Global Active Safety Headrests Average Price by Application (2021-2032) & (US\$/Unit)

Figure 42. North America Active Safety Headrests Sales Quantity Market Share by Type (2021-2032)

Figure 43. North America Active Safety Headrests Sales Quantity Market Share by Application (2021-2032)

Figure 44. North America Active Safety Headrests Sales Quantity Market Share by Country (2021-2032)

Figure 45. North America Active Safety Headrests Consumption Value Market Share by Country (2021-2032)

Figure 46. United States Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 47. Canada Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 48. Mexico Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 49. Europe Active Safety Headrests Sales Quantity Market Share by Type (2021-2032)

Figure 50. Europe Active Safety Headrests Sales Quantity Market Share by Application (2021-2032)

Figure 51. Europe Active Safety Headrests Sales Quantity Market Share by Country (2021-2032)

Figure 52. Europe Active Safety Headrests Consumption Value Market Share by Country (2021-2032)

Figure 53. Germany Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 54. France Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 55. United Kingdom Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 56. Russia Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 57. Italy Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 58. Asia-Pacific Active Safety Headrests Sales Quantity Market Share by Type (2021-2032)

Figure 59. Asia-Pacific Active Safety Headrests Sales Quantity Market Share by Application (2021-2032)

Figure 60. Asia-Pacific Active Safety Headrests Sales Quantity Market Share by Region (2021-2032)

Figure 61. Asia-Pacific Active Safety Headrests Consumption Value Market Share by Region (2021-2032)

Figure 62. China Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 63. Japan Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 64. South Korea Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 65. India Active Safety Headrests Consumption Value (2021-2032) & (USD

Million)

Figure 66. Southeast Asia Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 67. Australia Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 68. South America Active Safety Headrests Sales Quantity Market Share by Type (2021-2032)

Figure 69. South America Active Safety Headrests Sales Quantity Market Share by Application (2021-2032)

Figure 70. South America Active Safety Headrests Sales Quantity Market Share by Country (2021-2032)

Figure 71. South America Active Safety Headrests Consumption Value Market Share by Country (2021-2032)

Figure 72. Brazil Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 73. Argentina Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 74. Middle East & Africa Active Safety Headrests Sales Quantity Market Share by Type (2021-2032)

Figure 75. Middle East & Africa Active Safety Headrests Sales Quantity Market Share by Application (2021-2032)

Figure 76. Middle East & Africa Active Safety Headrests Sales Quantity Market Share by Country (2021-2032)

Figure 77. Middle East & Africa Active Safety Headrests Consumption Value Market Share by Country (2021-2032)

Figure 78. Turkey Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 79. Egypt Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 80. Saudi Arabia Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 81. South Africa Active Safety Headrests Consumption Value (2021-2032) & (USD Million)

Figure 82. Active Safety Headrests Market Drivers

Figure 83. Active Safety Headrests Market Restraints

Figure 84. Active Safety Headrests Market Trends

Figure 85. Porters Five Forces Analysis

Figure 86. Manufacturing Cost Structure Analysis of Active Safety Headrests in 2025

Figure 87. Manufacturing Process Analysis of Active Safety Headrests

Figure 88. Active Safety Headrests Industrial Chain

Figure 89. Sales Channel: Direct to End-User vs Distributors

Figure 90. Direct Channel Pros & Cons

Figure 91. Indirect Channel Pros & Cons

Figure 92. Methodology

Figure 93. Research Process and Data Source

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