

Global Automotive Active Seat Head Rest Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive Active Seat Head Rest 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).

Automotive Active Seat 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, mitigating impact and reducing 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 a crucial 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 Automotive Active Seat Headrests is projected to reach 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 Automotive Active Seat Head Rest production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Active Seat Head Rest 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 Automotive Active Seat Head Rest that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Active Seat Head Rest total production and demand, 2021-2032, (K Units)

Global Automotive Active Seat Head Rest total production value, 2021-2032, (USD Million)

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

Global Automotive Active Seat Head Rest consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Automotive Active Seat Head Rest domestic production, consumption, key domestic manufacturers and share

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

Global Automotive Active Seat Head Rest production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Automotive Active Seat Head Rest production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Automotive Active Seat Head Rest 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 Automotive Active Seat Head Rest 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 Automotive Active Seat Head Rest Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Active Seat Head Rest Market, Segmentation by Type:

Headrest Activation

Seat Back Activation

Global Automotive Active Seat Head Rest Market, Segmentation by Drive:

Mechanical Active

Sensor?Based Active

Electric Actuated Active

Global Automotive Active Seat Head Rest Market, Segmentation by Price:

Entry Level (18-25 USD)

Mid-Range (26-40 USD)

High-End (41-80+ USD)

Global Automotive Active Seat Head Rest 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 Automotive Active Seat Head Rest market?
2. What is the demand of the global Automotive Active Seat Head Rest market?
3. What is the year over year growth of the global Automotive Active Seat Head Rest market?
4. What is the production and production value of the global Automotive Active Seat Head Rest market?
5. Who are the key producers in the global Automotive Active Seat Head Rest market?
6. What are the growth factors driving the market demand?

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