

Global Automotive External Airbags Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Automotive External Airbags market size was valued at US\$ 1056 million in 2024 and is forecast to a readjusted size of USD 2650 million by 2031 with a CAGR of 14.1% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Automotive external airbags are safety systems installed on the exterior of a vehicle, designed to deploy in the event of an imminent collision to protect both pedestrians and the vehicle itself. These airbags may be located in areas such as the front bumper, side panels, or under the hood and are activated by advanced sensors that detect crash scenarios before impact occurs. Their primary purpose is to absorb energy and reduce injury to external parties—especially pedestrians—or to protect critical parts of the vehicle during side impacts or rollovers.

The market for automotive external airbags is gradually gaining momentum as the automotive industry continues to evolve toward smarter, safer, and more autonomous mobility solutions. As road safety regulations become increasingly comprehensive, automakers are expanding their focus from occupant-only protection to full-spectrum safety that includes pedestrians, cyclists, and even the vehicle structure itself. This shift is especially relevant in urban environments, where vehicle-pedestrian interactions are frequent and accidents can result in severe injuries or fatalities.

External airbags represent a new frontier in passive safety technology, supplementing traditional internal airbags by acting before or during the earliest moments of a collision. The integration of radar, lidar, and camera-based detection systems enables these airbags to respond intelligently and in real-time, often milliseconds before contact. This makes them particularly suitable for modern vehicles equipped with advanced driver-assistance systems (ADAS) and autonomous driving capabilities.

In addition to pedestrian protection, external airbags are also being explored for side-impact and rollover protection. For instance, side-mounted airbags that deploy just before a crash can create a buffer zone, reducing structural damage and minimizing impact forces transmitted to occupants. Similarly, underbody airbags are under development to help stabilize vehicles during extreme maneuvers or prevent rollover by lifting the car slightly at critical moments.

This report is a detailed and comprehensive analysis for global Automotive External Airbags 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 Automotive External Airbags market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive External Airbags market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive External Airbags market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive External Airbags market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Automotive External Airbags

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 Automotive External Airbags 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 Autoliv, Joyson Safety Systems, Toyota Gosei, ZF, Hyundai Mobis, Nihon Plast, Ashimori, Jin Heng, etc.

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

Market Segmentation

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

Market segment by Type

Front-Mounted External Airbags

Side-Mounted External Airbags

Underbody Airbags

Market segment by Application

Passenger Car

Commercial Vehicle

Major players covered

Autoliv

Joyson Safety Systems

Toyota Gosei

ZF

Hyundai Mobis

Nihon Plast

Ashimori

Jin Heng

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:

Global Automotive External Airbags Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 20...

Chapter 1, to describe Automotive External Airbags product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive External Airbags, with price, sales quantity, revenue, and global market share of Automotive External Airbags from 2020 to 2025.

Chapter 3, the Automotive External Airbags competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

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

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

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

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

Chapter 13, the key raw materials and key suppliers, and industry chain of Automotive External Airbags.

Chapter 14 and 15, to describe Automotive External Airbags 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 Automotive External Airbags Consumption Value by Type: 2020 Versus 2024 Versus 2031
 - 1.3.2 Front-Mounted External Airbags
 - 1.3.3 Side-Mounted External Airbags
 - 1.3.4 Underbody Airbags
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Automotive External Airbags Consumption Value by Application: 2020 Versus 2024 Versus 2031
 - 1.4.2 Passenger Car
 - 1.4.3 Commercial Vehicle
- 1.5 Global Automotive External Airbags Market Size & Forecast
 - 1.5.1 Global Automotive External Airbags Consumption Value (2020 & 2024 & 2031)
 - 1.5.2 Global Automotive External Airbags Sales Quantity (2020-2031)
 - 1.5.3 Global Automotive External Airbags Average Price (2020-2031)

2 MANUFACTURERS PROFILES

- 2.1 Autoliv
 - 2.1.1 Autoliv Details
 - 2.1.2 Autoliv Major Business
 - 2.1.3 Autoliv Automotive External Airbags Product and Services
 - 2.1.4 Autoliv Automotive External Airbags Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.1.5 Autoliv Recent Developments/Updates
- 2.2 Joyson Safety Systems
 - 2.2.1 Joyson Safety Systems Details
 - 2.2.2 Joyson Safety Systems Major Business
 - 2.2.3 Joyson Safety Systems Automotive External Airbags Product and Services
 - 2.2.4 Joyson Safety Systems Automotive External Airbags Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.2.5 Joyson Safety Systems Recent Developments/Updates
- 2.3 Toyota Gosei

- 2.3.1 Toyota Gosei Details
- 2.3.2 Toyota Gosei Major Business
- 2.3.3 Toyota Gosei Automotive External Airbags Product and Services
- 2.3.4 Toyota Gosei Automotive External Airbags Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 Toyota Gosei Recent Developments/Updates
- 2.4 ZF
 - 2.4.1 ZF Details
 - 2.4.2 ZF Major Business
 - 2.4.3 ZF Automotive External Airbags Product and Services
 - 2.4.4 ZF Automotive External Airbags Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.4.5 ZF Recent Developments/Updates
- 2.5 Hyundai Mobis
 - 2.5.1 Hyundai Mobis Details
 - 2.5.2 Hyundai Mobis Major Business
 - 2.5.3 Hyundai Mobis Automotive External Airbags Product and Services
 - 2.5.4 Hyundai Mobis Automotive External Airbags Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.5.5 Hyundai Mobis Recent Developments/Updates
- 2.6 Nihon Plast
 - 2.6.1 Nihon Plast Details
 - 2.6.2 Nihon Plast Major Business
 - 2.6.3 Nihon Plast Automotive External Airbags Product and Services
 - 2.6.4 Nihon Plast Automotive External Airbags Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.6.5 Nihon Plast Recent Developments/Updates
- 2.7 Ashimori
 - 2.7.1 Ashimori Details
 - 2.7.2 Ashimori Major Business
 - 2.7.3 Ashimori Automotive External Airbags Product and Services
 - 2.7.4 Ashimori Automotive External Airbags Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.7.5 Ashimori Recent Developments/Updates
- 2.8 Jin Heng
 - 2.8.1 Jin Heng Details
 - 2.8.2 Jin Heng Major Business
 - 2.8.3 Jin Heng Automotive External Airbags Product and Services
 - 2.8.4 Jin Heng Automotive External Airbags Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2020-2025)

2.8.5 Jin Heng Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: AUTOMOTIVE EXTERNAL AIRBAGS BY MANUFACTURER

3.1 Global Automotive External Airbags Sales Quantity by Manufacturer (2020-2025)

3.2 Global Automotive External Airbags Revenue by Manufacturer (2020-2025)

3.3 Global Automotive External Airbags Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of Automotive External Airbags by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 Automotive External Airbags Manufacturer Market Share in 2024

3.4.3 Top 6 Automotive External Airbags Manufacturer Market Share in 2024

3.5 Automotive External Airbags Market: Overall Company Footprint Analysis

3.5.1 Automotive External Airbags Market: Region Footprint

3.5.2 Automotive External Airbags Market: Company Product Type Footprint

3.5.3 Automotive External Airbags 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 Automotive External Airbags Market Size by Region

4.1.1 Global Automotive External Airbags Sales Quantity by Region (2020-2031)

4.1.2 Global Automotive External Airbags Consumption Value by Region (2020-2031)

4.1.3 Global Automotive External Airbags Average Price by Region (2020-2031)

4.2 North America Automotive External Airbags Consumption Value (2020-2031)

4.3 Europe Automotive External Airbags Consumption Value (2020-2031)

4.4 Asia-Pacific Automotive External Airbags Consumption Value (2020-2031)

4.5 South America Automotive External Airbags Consumption Value (2020-2031)

4.6 Middle East & Africa Automotive External Airbags Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global Automotive External Airbags Sales Quantity by Type (2020-2031)

5.2 Global Automotive External Airbags Consumption Value by Type (2020-2031)

5.3 Global Automotive External Airbags Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Automotive External Airbags Sales Quantity by Application (2020-2031)
- 6.2 Global Automotive External Airbags Consumption Value by Application (2020-2031)
- 6.3 Global Automotive External Airbags Average Price by Application (2020-2031)

7 NORTH AMERICA

- 7.1 North America Automotive External Airbags Sales Quantity by Type (2020-2031)
- 7.2 North America Automotive External Airbags Sales Quantity by Application (2020-2031)
- 7.3 North America Automotive External Airbags Market Size by Country
 - 7.3.1 North America Automotive External Airbags Sales Quantity by Country (2020-2031)
 - 7.3.2 North America Automotive External Airbags Consumption Value by Country (2020-2031)
 - 7.3.3 United States Market Size and Forecast (2020-2031)
 - 7.3.4 Canada Market Size and Forecast (2020-2031)
 - 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe Automotive External Airbags Sales Quantity by Type (2020-2031)
- 8.2 Europe Automotive External Airbags Sales Quantity by Application (2020-2031)
- 8.3 Europe Automotive External Airbags Market Size by Country
 - 8.3.1 Europe Automotive External Airbags Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe Automotive External Airbags Consumption Value by Country (2020-2031)
 - 8.3.3 Germany Market Size and Forecast (2020-2031)
 - 8.3.4 France Market Size and Forecast (2020-2031)
 - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
 - 8.3.6 Russia Market Size and Forecast (2020-2031)
 - 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Automotive External Airbags Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Automotive External Airbags Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Automotive External Airbags Market Size by Region

- 9.3.1 Asia-Pacific Automotive External Airbags Sales Quantity by Region (2020-2031)
- 9.3.2 Asia-Pacific Automotive External Airbags Consumption Value by Region (2020-2031)
- 9.3.3 China Market Size and Forecast (2020-2031)
- 9.3.4 Japan Market Size and Forecast (2020-2031)
- 9.3.5 South Korea Market Size and Forecast (2020-2031)
- 9.3.6 India Market Size and Forecast (2020-2031)
- 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
- 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Automotive External Airbags Sales Quantity by Type (2020-2031)
- 10.2 South America Automotive External Airbags Sales Quantity by Application (2020-2031)
- 10.3 South America Automotive External Airbags Market Size by Country
 - 10.3.1 South America Automotive External Airbags Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Automotive External Airbags Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Automotive External Airbags Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Automotive External Airbags Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Automotive External Airbags Market Size by Country
 - 11.3.1 Middle East & Africa Automotive External Airbags Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Automotive External Airbags Consumption Value by Country (2020-2031)
 - 11.3.3 Turkey Market Size and Forecast (2020-2031)
 - 11.3.4 Egypt Market Size and Forecast (2020-2031)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
 - 11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

- 12.1 Automotive External Airbags Market Drivers
- 12.2 Automotive External Airbags Market Restraints
- 12.3 Automotive External Airbags 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 Automotive External Airbags and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Automotive External Airbags
- 13.3 Automotive External Airbags 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 Automotive External Airbags Typical Distributors
- 14.3 Automotive External Airbags 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 Automotive External Airbags Consumption Value by Type, (USD Million), 2020 & 2024 & 2031
- Table 2. Global Automotive External Airbags Consumption Value by Application, (USD Million), 2020 & 2024 & 2031
- Table 3. Autoliv Basic Information, Manufacturing Base and Competitors
- Table 4. Autoliv Major Business
- Table 5. Autoliv Automotive External Airbags Product and Services
- Table 6. Autoliv Automotive External Airbags Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 7. Autoliv Recent Developments/Updates
- Table 8. Joyson Safety Systems Basic Information, Manufacturing Base and Competitors
- Table 9. Joyson Safety Systems Major Business
- Table 10. Joyson Safety Systems Automotive External Airbags Product and Services
- Table 11. Joyson Safety Systems Automotive External Airbags Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 12. Joyson Safety Systems Recent Developments/Updates
- Table 13. Toyota Gosei Basic Information, Manufacturing Base and Competitors
- Table 14. Toyota Gosei Major Business
- Table 15. Toyota Gosei Automotive External Airbags Product and Services
- Table 16. Toyota Gosei Automotive External Airbags Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 17. Toyota Gosei Recent Developments/Updates
- Table 18. ZF Basic Information, Manufacturing Base and Competitors
- Table 19. ZF Major Business
- Table 20. ZF Automotive External Airbags Product and Services
- Table 21. ZF Automotive External Airbags Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 22. ZF Recent Developments/Updates
- Table 23. Hyundai Mobis Basic Information, Manufacturing Base and Competitors
- Table 24. Hyundai Mobis Major Business
- Table 25. Hyundai Mobis Automotive External Airbags Product and Services
- Table 26. Hyundai Mobis Automotive External Airbags Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share

(2020-2025)

Table 27. Hyundai Mobis Recent Developments/Updates

Table 28. Nihon Plast Basic Information, Manufacturing Base and Competitors

Table 29. Nihon Plast Major Business

Table 30. Nihon Plast Automotive External Airbags Product and Services

Table 31. Nihon Plast Automotive External Airbags Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Nihon Plast Recent Developments/Updates

Table 33. Ashimori Basic Information, Manufacturing Base and Competitors

Table 34. Ashimori Major Business

Table 35. Ashimori Automotive External Airbags Product and Services

Table 36. Ashimori Automotive External Airbags Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Ashimori Recent Developments/Updates

Table 38. Jin Heng Basic Information, Manufacturing Base and Competitors

Table 39. Jin Heng Major Business

Table 40. Jin Heng Automotive External Airbags Product and Services

Table 41. Jin Heng Automotive External Airbags Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Jin Heng Recent Developments/Updates

Table 43. Global Automotive External Airbags Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 44. Global Automotive External Airbags Revenue by Manufacturer (2020-2025) & (USD Million)

Table 45. Global Automotive External Airbags Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 46. Market Position of Manufacturers in Automotive External Airbags, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 47. Head Office and Automotive External Airbags Production Site of Key Manufacturer

Table 48. Automotive External Airbags Market: Company Product Type Footprint

Table 49. Automotive External Airbags Market: Company Product Application Footprint

Table 50. Automotive External Airbags New Market Entrants and Barriers to Market Entry

Table 51. Automotive External Airbags Mergers, Acquisition, Agreements, and Collaborations

Table 52. Global Automotive External Airbags Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 53. Global Automotive External Airbags Sales Quantity by Region (2020-2025) &

(K Units)

Table 54. Global Automotive External Airbags Sales Quantity by Region (2026-2031) & (K Units)

Table 55. Global Automotive External Airbags Consumption Value by Region (2020-2025) & (USD Million)

Table 56. Global Automotive External Airbags Consumption Value by Region (2026-2031) & (USD Million)

Table 57. Global Automotive External Airbags Average Price by Region (2020-2025) & (US\$/Unit)

Table 58. Global Automotive External Airbags Average Price by Region (2026-2031) & (US\$/Unit)

Table 59. Global Automotive External Airbags Sales Quantity by Type (2020-2025) & (K Units)

Table 60. Global Automotive External Airbags Sales Quantity by Type (2026-2031) & (K Units)

Table 61. Global Automotive External Airbags Consumption Value by Type (2020-2025) & (USD Million)

Table 62. Global Automotive External Airbags Consumption Value by Type (2026-2031) & (USD Million)

Table 63. Global Automotive External Airbags Average Price by Type (2020-2025) & (US\$/Unit)

Table 64. Global Automotive External Airbags Average Price by Type (2026-2031) & (US\$/Unit)

Table 65. Global Automotive External Airbags Sales Quantity by Application (2020-2025) & (K Units)

Table 66. Global Automotive External Airbags Sales Quantity by Application (2026-2031) & (K Units)

Table 67. Global Automotive External Airbags Consumption Value by Application (2020-2025) & (USD Million)

Table 68. Global Automotive External Airbags Consumption Value by Application (2026-2031) & (USD Million)

Table 69. Global Automotive External Airbags Average Price by Application (2020-2025) & (US\$/Unit)

Table 70. Global Automotive External Airbags Average Price by Application (2026-2031) & (US\$/Unit)

Table 71. North America Automotive External Airbags Sales Quantity by Type (2020-2025) & (K Units)

Table 72. North America Automotive External Airbags Sales Quantity by Type (2026-2031) & (K Units)

Table 73. North America Automotive External Airbags Sales Quantity by Application (2020-2025) & (K Units)

Table 74. North America Automotive External Airbags Sales Quantity by Application (2026-2031) & (K Units)

Table 75. North America Automotive External Airbags Sales Quantity by Country (2020-2025) & (K Units)

Table 76. North America Automotive External Airbags Sales Quantity by Country (2026-2031) & (K Units)

Table 77. North America Automotive External Airbags Consumption Value by Country (2020-2025) & (USD Million)

Table 78. North America Automotive External Airbags Consumption Value by Country (2026-2031) & (USD Million)

Table 79. Europe Automotive External Airbags Sales Quantity by Type (2020-2025) & (K Units)

Table 80. Europe Automotive External Airbags Sales Quantity by Type (2026-2031) & (K Units)

Table 81. Europe Automotive External Airbags Sales Quantity by Application (2020-2025) & (K Units)

Table 82. Europe Automotive External Airbags Sales Quantity by Application (2026-2031) & (K Units)

Table 83. Europe Automotive External Airbags Sales Quantity by Country (2020-2025) & (K Units)

Table 84. Europe Automotive External Airbags Sales Quantity by Country (2026-2031) & (K Units)

Table 85. Europe Automotive External Airbags Consumption Value by Country (2020-2025) & (USD Million)

Table 86. Europe Automotive External Airbags Consumption Value by Country (2026-2031) & (USD Million)

Table 87. Asia-Pacific Automotive External Airbags Sales Quantity by Type (2020-2025) & (K Units)

Table 88. Asia-Pacific Automotive External Airbags Sales Quantity by Type (2026-2031) & (K Units)

Table 89. Asia-Pacific Automotive External Airbags Sales Quantity by Application (2020-2025) & (K Units)

Table 90. Asia-Pacific Automotive External Airbags Sales Quantity by Application (2026-2031) & (K Units)

Table 91. Asia-Pacific Automotive External Airbags Sales Quantity by Region (2020-2025) & (K Units)

Table 92. Asia-Pacific Automotive External Airbags Sales Quantity by Region

(2026-2031) & (K Units)

Table 93. Asia-Pacific Automotive External Airbags Consumption Value by Region (2020-2025) & (USD Million)

Table 94. Asia-Pacific Automotive External Airbags Consumption Value by Region (2026-2031) & (USD Million)

Table 95. South America Automotive External Airbags Sales Quantity by Type (2020-2025) & (K Units)

Table 96. South America Automotive External Airbags Sales Quantity by Type (2026-2031) & (K Units)

Table 97. South America Automotive External Airbags Sales Quantity by Application (2020-2025) & (K Units)

Table 98. South America Automotive External Airbags Sales Quantity by Application (2026-2031) & (K Units)

Table 99. South America Automotive External Airbags Sales Quantity by Country (2020-2025) & (K Units)

Table 100. South America Automotive External Airbags Sales Quantity by Country (2026-2031) & (K Units)

Table 101. South America Automotive External Airbags Consumption Value by Country (2020-2025) & (USD Million)

Table 102. South America Automotive External Airbags Consumption Value by Country (2026-2031) & (USD Million)

Table 103. Middle East & Africa Automotive External Airbags Sales Quantity by Type (2020-2025) & (K Units)

Table 104. Middle East & Africa Automotive External Airbags Sales Quantity by Type (2026-2031) & (K Units)

Table 105. Middle East & Africa Automotive External Airbags Sales Quantity by Application (2020-2025) & (K Units)

Table 106. Middle East & Africa Automotive External Airbags Sales Quantity by Application (2026-2031) & (K Units)

Table 107. Middle East & Africa Automotive External Airbags Sales Quantity by Country (2020-2025) & (K Units)

Table 108. Middle East & Africa Automotive External Airbags Sales Quantity by Country (2026-2031) & (K Units)

Table 109. Middle East & Africa Automotive External Airbags Consumption Value by Country (2020-2025) & (USD Million)

Table 110. Middle East & Africa Automotive External Airbags Consumption Value by Country (2026-2031) & (USD Million)

Table 111. Automotive External Airbags Raw Material

Table 112. Key Manufacturers of Automotive External Airbags Raw Materials

Table 113. Automotive External Airbags Typical Distributors

Table 114. Automotive External Airbags Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Automotive External Airbags Picture

Figure 2. Global Automotive External Airbags Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Automotive External Airbags Revenue Market Share by Type in 2024

Figure 4. Front-Mounted External Airbags Examples

Figure 5. Side-Mounted External Airbags Examples

Figure 6. Underbody Airbags Examples

Figure 7. Global Automotive External Airbags Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 8. Global Automotive External Airbags Revenue Market Share by Application in 2024

Figure 9. Passenger Car Examples

Figure 10. Commercial Vehicle Examples

Figure 11. Global Automotive External Airbags Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 12. Global Automotive External Airbags Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 13. Global Automotive External Airbags Sales Quantity (2020-2031) & (K Units)

Figure 14. Global Automotive External Airbags Price (2020-2031) & (US\$/Unit)

Figure 15. Global Automotive External Airbags Sales Quantity Market Share by Manufacturer in 2024

Figure 16. Global Automotive External Airbags Revenue Market Share by Manufacturer in 2024

Figure 17. Producer Shipments of Automotive External Airbags by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 18. Top 3 Automotive External Airbags Manufacturer (Revenue) Market Share in 2024

Figure 19. Top 6 Automotive External Airbags Manufacturer (Revenue) Market Share in 2024

Figure 20. Global Automotive External Airbags Sales Quantity Market Share by Region (2020-2031)

Figure 21. Global Automotive External Airbags Consumption Value Market Share by Region (2020-2031)

Figure 22. North America Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 23. Europe Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 24. Asia-Pacific Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 25. South America Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 26. Middle East & Africa Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 27. Global Automotive External Airbags Sales Quantity Market Share by Type (2020-2031)

Figure 28. Global Automotive External Airbags Consumption Value Market Share by Type (2020-2031)

Figure 29. Global Automotive External Airbags Average Price by Type (2020-2031) & (US\$/Unit)

Figure 30. Global Automotive External Airbags Sales Quantity Market Share by Application (2020-2031)

Figure 31. Global Automotive External Airbags Revenue Market Share by Application (2020-2031)

Figure 32. Global Automotive External Airbags Average Price by Application (2020-2031) & (US\$/Unit)

Figure 33. North America Automotive External Airbags Sales Quantity Market Share by Type (2020-2031)

Figure 34. North America Automotive External Airbags Sales Quantity Market Share by Application (2020-2031)

Figure 35. North America Automotive External Airbags Sales Quantity Market Share by Country (2020-2031)

Figure 36. North America Automotive External Airbags Consumption Value Market Share by Country (2020-2031)

Figure 37. United States Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 38. Canada Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 39. Mexico Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 40. Europe Automotive External Airbags Sales Quantity Market Share by Type (2020-2031)

Figure 41. Europe Automotive External Airbags Sales Quantity Market Share by Application (2020-2031)

Figure 42. Europe Automotive External Airbags Sales Quantity Market Share by

Country (2020-2031)

Figure 43. Europe Automotive External Airbags Consumption Value Market Share by Country (2020-2031)

Figure 44. Germany Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 45. France Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 46. United Kingdom Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 47. Russia Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 48. Italy Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 49. Asia-Pacific Automotive External Airbags Sales Quantity Market Share by Type (2020-2031)

Figure 50. Asia-Pacific Automotive External Airbags Sales Quantity Market Share by Application (2020-2031)

Figure 51. Asia-Pacific Automotive External Airbags Sales Quantity Market Share by Region (2020-2031)

Figure 52. Asia-Pacific Automotive External Airbags Consumption Value Market Share by Region (2020-2031)

Figure 53. China Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 54. Japan Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 55. South Korea Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 56. India Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 57. Southeast Asia Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 58. Australia Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 59. South America Automotive External Airbags Sales Quantity Market Share by Type (2020-2031)

Figure 60. South America Automotive External Airbags Sales Quantity Market Share by Application (2020-2031)

Figure 61. South America Automotive External Airbags Sales Quantity Market Share by Country (2020-2031)

Figure 62. South America Automotive External Airbags Consumption Value Market Share by Country (2020-2031)

Figure 63. Brazil Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 64. Argentina Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 65. Middle East & Africa Automotive External Airbags Sales Quantity Market Share by Type (2020-2031)

Figure 66. Middle East & Africa Automotive External Airbags Sales Quantity Market Share by Application (2020-2031)

Figure 67. Middle East & Africa Automotive External Airbags Sales Quantity Market Share by Country (2020-2031)

Figure 68. Middle East & Africa Automotive External Airbags Consumption Value Market Share by Country (2020-2031)

Figure 69. Turkey Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 70. Egypt Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 71. Saudi Arabia Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 72. South Africa Automotive External Airbags Consumption Value (2020-2031) & (USD Million)

Figure 73. Automotive External Airbags Market Drivers

Figure 74. Automotive External Airbags Market Restraints

Figure 75. Automotive External Airbags Market Trends

Figure 76. Porters Five Forces Analysis

Figure 77. Manufacturing Cost Structure Analysis of Automotive External Airbags in 2024

Figure 78. Manufacturing Process Analysis of Automotive External Airbags

Figure 79. Automotive External Airbags Industrial Chain

Figure 80. Sales Channel: Direct to End-User vs Distributors

Figure 81. Direct Channel Pros & Cons

Figure 82. Indirect Channel Pros & Cons

Figure 83. Methodology

Figure 84. Research Process and Data Source

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