

Global Automotive Side Airbag Device Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive Side Airbag Device market size is expected to reach \$ 16890 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

Automotive Side Airbag Device refers to a passive safety assembly installed in the lateral protection zone of a vehicle and designed to deploy rapidly in side impacts or certain rollover scenarios. It is typically packaged inside the outboard side of the seatback, the door trim, the roof rail, or the upper side-window area. In the non-deployed state, it is usually concealed within the seat, door panel, headliner, or side body trim; once triggered, it forms a flexible energy-absorbing barrier between the occupant and the intruding vehicle structure. A typical assembly includes the airbag cushion, inflator, igniter, housing or bracket, venting and guiding features, electrical connectors, and matching trim tear seams or covers, and it works together with crash sensors, door pressure sensors, and the airbag control unit. By product form, it mainly includes torso side airbags, head-thorax side airbags, and side curtain airbags. Its operating principle is to complete crash sensing, firing, and inflation within milliseconds so as to absorb and redistribute impact energy between the occupant's head, chest, abdomen, pelvis, and the side structure, thereby reducing injury severity; some versions also provide ejection-mitigation support around the side-window opening. The product is widely used in passenger cars, SUVs, MPVs, pickups, and some light commercial vehicles, and is expanding from front-row applications toward rear-seat protection, larger cabin layouts, and next-generation interior architectures.

The weight of lateral occupant protection in new vehicle development is continuing to rise, directly pushing Automotive Side Airbag Device from higher trims toward mainstream standardization and from front-row protection toward full-cabin coverage.

Regulatory requirements and crash-rating systems are placing stronger emphasis on head protection, thorax protection, and ejection mitigation, which increases the value of seat-mounted side airbags, head-thorax airbags, side curtains, and far-side protection solutions at the same time. In parallel, the growing share of SUVs, crossovers, MPVs, and new-energy vehicles brings larger cabins and more diverse seating postures, making side-impact intrusion management more difficult and driving upgrades toward larger volume, faster deployment, stronger restraint coordination, and more compact packaging. Recent expansion in rear-seat side protection, pre-crash activation, and seat-integrated safety solutions indicates that industry growth is no longer driven only by vehicle volume, but increasingly by higher safety content per vehicle.

The true barrier in this market is not simply having a product, but the ability to sustain system-level validation, production consistency, and near-zero-defect delivery over time. Automotive Side Airbag Device is a highly safety-critical product involving the full chain of cushion cutting and sewing, inflator matching, module assembly, deployment calibration, environmental durability, full-vehicle crash validation, and regulatory certification. Variability in any one link can lead to recalls, liabilities, and loss of OEM business share. As products move from standalone modules toward deep integration with seats, door trims, headliners, and smart cabin architectures, development cycles, cross-functional validation difficulty, and cost pressure all increase. Penetration in mature markets is already high, so incremental growth increasingly depends on rear-seat protection, far-side protection, pre-crash activation, lightweighting, and system integration. Without platform-based development, global supply capability, and robust manufacturing control, suppliers may enter the market but struggle to scale sustainably.

Downstream demand will remain centered on passenger vehicles, but structurally it will shift more clearly toward high-safety-content models, space-oriented vehicles, and new vehicle platforms. In sedans, demand will be driven more by deeper standardization and cost optimization; in SUVs and crossovers, the focus will be on curtain coverage length, rollover performance, and consistent protection across multiple seating rows; in MPVs and new multi-scene cabin layouts, rear-seat protection and non-traditional seating postures will become more important. Pickups and light commercial vehicles have historically had shallower side-protection configurations, but stricter safety expectations and broader evaluation frameworks are opening room for additional content. Over the next few years, the key question will no longer be whether a vehicle has side airbags, but how many it has, which rows it protects, and whether it can manage more complex occupant postures while meeting higher rating standards. That will continue to lift safety content value per vehicle.

This report studies the global Automotive Side Airbag Device production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Side Airbag Device 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 Side Airbag Device that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Side Airbag Device total production and demand, 2021-2032, (K Sets)

Global Automotive Side Airbag Device total production value, 2021-2032, (USD Million)

Global Automotive Side Airbag Device production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Sets), (based on production site)

Global Automotive Side Airbag Device consumption by region & country, CAGR, 2021-2032 & (K Sets)

U.S. VS China: Automotive Side Airbag Device domestic production, consumption, key domestic manufacturers and share

Global Automotive Side Airbag Device production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Sets)

Global Automotive Side Airbag Device production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Sets)

Global Automotive Side Airbag Device production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Sets)

This report profiles key players in the global Automotive Side Airbag Device 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 Autoliv, Joyson Safety Systems, ZF LIFETEC, Toyoda Gosei, Hyundai MOBIS, Yanfeng, NIHON PLAST, Toyota Boshoku, Jinheng Automotive Safety, Songyuan Safety, 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 Side Airbag Device market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Sets) and average price (US\$/Set) 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 Side Airbag Device Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Side Airbag Device Market, Segmentation by Type:

Torso Side Airbag

Head-Thorax Side Airbag

Side Curtain Airbag

Others

Global Automotive Side Airbag Device Market, Segmentation by Installation Position:

- Seat-mounted Side Airbag
- Door-mounted Side Airbag
- Roof-rail-mounted Curtain Airbag
- Others

Global Automotive Side Airbag Device Market, Segmentation by Inflator Technology:

- Pyrotechnic Inflator Type
- Hybrid Inflator Type
- Stored Gas Inflator Type
- Others

Global Automotive Side Airbag Device Market, Segmentation by Cushion Manufacturing Process:

- One-piece Woven Type
- Cut-and-Sewn Type
- Coated Fabric Type
- Others

Global Automotive Side Airbag Device Market, Segmentation by Application:

- Light Commercial Vehicle
- Heavy Commercial Vehicle

Passenger Car

Companies Profiled:

Autoliv

Joyson Safety Systems

ZF LIFETEC

Toyoda Gosei

Hyundai MOBIS

Yanfeng

NIHON PLAST

Toyota Boshoku

Jinheng Automotive Safety

Songyuan Safety

Anhui Honyi Automotive Technology

Taihang Changqing

Changzhou Changrui

Key Questions Answered:

1. How big is the global Automotive Side Airbag Device market?
2. What is the demand of the global Automotive Side Airbag Device market?
3. What is the year over year growth of the global Automotive Side Airbag Device market?
4. What is the production and production value of the global Automotive Side Airbag

Device market?

5. Who are the key producers in the global Automotive Side Airbag Device market?

6. What are the growth factors driving the market demand?

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