

# Global NAO Brake Pad 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 NAO Brake Pad market size was valued at US\$ 5437 million in 2025 and is forecast to a readjusted size of US\$ 6623 million by 2032 with a CAGR of 2.9% during review period.

NAO stands for Non-Asbestos Organic, which refers to the material used in the brake pad. NAO brake pads are made from a combination of organic materials such as glass, rubber, Kevlar, and resins, and do not contain any asbestos. These brake pads are known for their quiet operation, low dust production, and good stopping power. They are commonly used in automobiles as a safer and more environmentally friendly alternative to asbestos brake pads. This report only counts NAO brake pads used in the automotive industry.

Note: In the report, one unit Brake Pad represents two pieces of Brake Pads.

The major sales regions for NAO brake pads include North America, Europe, Asia Pacific, and Latin America. Europe is the largest market for automotive brake pads, accounting for over 31.13% of the global market share in 2023. North America and Asia Pacific follow closely behind. Latin America is a smaller market for automotive brake pads, but it is expected to experience significant growth in the coming years.

Some of the major players in the NAO brake pad market include Nisshinbo, Tenneco (Federal Mogul), BOSCH, ZF Aftermarket (TRW), Brembo.

The top five global companies account for nearly 50% of the sales market share. Despite the growth opportunities in the NAO brake pad market, there are also challenges that need to be addressed. One of the major challenges is the increasing

competition from low-cost brake pad manufacturers, which is affecting the market share of established players. Additionally, the fluctuating prices of raw materials such as steel and copper are impacting the profit margins of brake pad manufacturers. Another challenge is the stringent regulations imposed by government authorities regarding the use of environmentally friendly materials in brake pads.

However, there are also opportunities for growth in the NAO brake pad market. The increasing demand for electric vehicles and hybrid vehicles is driving the market for high-performance brake pads, as these vehicles require advanced braking systems. Moreover, the growing awareness among consumers regarding vehicle safety is also boosting the demand for NAO brake pads. Manufacturers are focusing on developing innovative products such as ceramic brake pads, which offer better performance and durability compared to traditional brake pads.

In terms of future product trends, the NAO brake pad market is witnessing a shift towards eco-friendly materials such as ceramic and organic brake pads. These materials are not only environmentally friendly but also offer better performance and durability compared to traditional brake pads. Manufacturers are also focusing on developing brake pads with advanced features such as noise reduction technology and improved heat dissipation. Additionally, the integration of sensors and smart technology in brake pads is expected to be a key trend in the future, as it will enable real-time monitoring of brake pad wear and performance.

Overall, the NAO brake pad market is poised for growth in the coming years, driven by the increasing demand for high-performance brake pads in the automotive industry. Despite the challenges posed by competition and raw material prices, there are also opportunities for growth in the market. Manufacturers are focusing on developing innovative products and incorporating advanced features to meet the evolving needs of consumers. With the increasing focus on vehicle safety and environmental sustainability, the NAO brake pad market is expected to witness significant growth in the future.

This report is a detailed and comprehensive analysis for global NAO Brake Pad 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 NAO Brake Pad market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global NAO Brake Pad 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 NAO Brake Pad 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 NAO Brake Pad 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 NAO Brake Pad

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 NAO Brake Pad 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 Nisshinbo, Tenneco (Federal Mogul), BOSCH, ZF Aftermarket (TRW), Brembo, Hitachi, Sangsin Brake, ITT Corporation, BorgWarner (Delphi), Shandong Gold Phoenix, etc.

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

**Market Segmentation**

NAO Brake Pad 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

Metal-free NAO Brake Pads

Low Metallic NAO Brake Pads

## Market segment by Application

OEM

Aftermarket

## Major players covered

Nisshinbo

Tenneco (Federal Mogul)

BOSCH

ZF Aftermarket (TRW)

Brembo

Hitachi

Sangsin Brake

ITT Corporation

BorgWarner (Delphi)

Shandong Gold Phoenix

GM (ACDelco)

Knorr-Bremse AG

Fras-le

Brake Parts Inc

Icer Brakes

Double Link

MK Kashiyama

Continental (ATE)

EBC Brakes

SAL-FER

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 NAO Brake Pad product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of NAO Brake Pad, with price, sales quantity, revenue, and global market share of NAO Brake Pad from 2021 to 2026.

Chapter 3, the NAO Brake Pad competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the NAO Brake Pad 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 NAO Brake Pad 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 NAO Brake Pad.

Chapter 14 and 15, to describe NAO Brake Pad sales channel, distributors, customers, research findings and conclusion.

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