

Global Active Headrests Market Growth 2026-2032

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Abstracts

The global Active Headrests market size is predicted to grow from US\$ 166 million in 2025 to US\$ 288 million in 2032; it is expected to grow at a CAGR of 8.3% from 2026 to 2032.

Active 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, mitigate impact, and reduce 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 an important 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 active headrests is estimated at 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.

LP Information, Inc. (LPI) ' newest research report, the "Active Headrests Industry Forecast" looks at past sales and reviews total world Active Headrests sales in 2025, providing a comprehensive analysis by region and market sector of projected Active Headrests sales for 2026 through 2032. With Active Headrests sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Active Headrests industry.

This Insight Report provides a comprehensive analysis of the global Active Headrests landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Active Headrests portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Active Headrests market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Active Headrests and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Active Headrests.

This report presents a comprehensive overview, market shares, and growth opportunities of Active Headrests market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Mechanical Active

Sensor-Based Active

Electric Actuated Active

Segmentation by Price:

Entry Level (18-25 USD)

Mid-Range (26-40 USD)

High-End (41-80+ USD)

Segmentation by Market:

OEM

Aftermarket

Segmentation by Application:

Passenger Cars

Commercial Vehicles

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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 Addressed in this Report

What is the 10-year outlook for the global Active Headrests market?

What factors are driving Active Headrests market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Active Headrests market opportunities vary by end market size?

How does Active Headrests break out by Type, by Application?

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