

# Global Automotive Active Seat Head Rest Market Growth 2026-2032

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## Abstracts

The global Automotive Active Seat Head Rest 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.

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.

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

This Insight Report provides a comprehensive analysis of the global Automotive Active Seat Head Rest 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 Automotive Active Seat Head Rest portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive Active Seat Head Rest market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive Active Seat Head Rest 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 Automotive Active Seat Head Rest.

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

Segmentation by Type:

Headrest Activation

Seat Back Activation

Segmentation by Drive:

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 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 Automotive Active Seat Head Rest market?

What factors are driving Automotive Active Seat Head Rest market growth,

globally and by region?

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

How do Automotive Active Seat Head Rest market opportunities vary by end market size?

How does Automotive Active Seat Head Rest break out by Type, by Application?

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Automotive Active Seat Head Rest Annual Sales 2021-2032
  - 2.1.2 World Current & Future Analysis for Automotive Active Seat Head Rest by Geographic Region, 2021, 2025 & 2032
  - 2.1.3 World Current & Future Analysis for Automotive Active Seat Head Rest by Country/Region, 2021, 2025 & 2032
- 2.2 Automotive Active Seat Head Rest Segment by Type
  - 2.2.1 Headrest Activation
  - 2.2.2 Seat Back Activation
  - 2.2.3 Automotive Active Seat Head Rest Sales by Type
    - 2.2.3.1 Global Automotive Active Seat Head Rest Sales Market Share by Type (2021-2026)
    - 2.2.3.2 Global Automotive Active Seat Head Rest Revenue and Market Share by Type (2021-2026)
    - 2.2.3.3 Global Automotive Active Seat Head Rest Sale Price by Type (2021-2026)
- 2.3 Automotive Active Seat Head Rest Segment by Drive
  - 2.3.1 Mechanical Active
  - 2.3.2 Sensor?Based Active
  - 2.3.3 Electric Actuated Active
  - 2.3.4 Automotive Active Seat Head Rest Sales by Drive
    - 2.3.4.1 Global Automotive Active Seat Head Rest Sales Market Share by Drive (2021-2026)
    - 2.3.4.2 Global Automotive Active Seat Head Rest Revenue and Market Share by Drive (2021-2026)

- 2.3.4.3 Global Automotive Active Seat Head Rest Sale Price by Drive (2021-2026)
- 2.4 Automotive Active Seat Head Rest Segment by Price
  - 2.4.1 Entry Level (18-25 USD)
  - 2.4.2 Mid-Range (26-40 USD)
  - 2.4.3 High-End (41-80+ USD)
  - 2.4.4 Automotive Active Seat Head Rest Sales by Price
    - 2.4.4.1 Global Automotive Active Seat Head Rest Sales Market Share by Price (2021-2026)
    - 2.4.4.2 Global Automotive Active Seat Head Rest Revenue and Market Share by Price (2021-2026)
    - 2.4.4.3 Global Automotive Active Seat Head Rest Sale Price by Price (2021-2026)
- 2.5 Automotive Active Seat Head Rest Segment by Application
  - 2.5.1 Passenger Cars
  - 2.5.2 Commercial Vehicles
  - 2.5.3 Automotive Active Seat Head Rest Sales by Application
    - 2.5.3.1 Global Automotive Active Seat Head Rest Sale Market Share by Application (2021-2026)
    - 2.5.3.2 Global Automotive Active Seat Head Rest Revenue and Market Share by Application (2021-2026)
    - 2.5.3.3 Global Automotive Active Seat Head Rest Sale Price by Application (2021-2026)

### **3 GLOBAL BY COMPANY**

- 3.1 Global Automotive Active Seat Head Rest Breakdown Data by Company
  - 3.1.1 Global Automotive Active Seat Head Rest Annual Sales by Company (2021-2026)
  - 3.1.2 Global Automotive Active Seat Head Rest Sales Market Share by Company (2021-2026)
- 3.2 Global Automotive Active Seat Head Rest Annual Revenue by Company (2021-2026)
  - 3.2.1 Global Automotive Active Seat Head Rest Revenue by Company (2021-2026)
  - 3.2.2 Global Automotive Active Seat Head Rest Revenue Market Share by Company (2021-2026)
- 3.3 Global Automotive Active Seat Head Rest Sale Price by Company
- 3.4 Key Manufacturers Automotive Active Seat Head Rest Producing Area Distribution, Sales Area, Product Type
  - 3.4.1 Key Manufacturers Automotive Active Seat Head Rest Product Location Distribution

- 3.4.2 Players Automotive Active Seat Head Rest Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

## **4 WORLD HISTORIC REVIEW FOR AUTOMOTIVE ACTIVE SEAT HEAD REST BY GEOGRAPHIC REGION**

- 4.1 World Historic Automotive Active Seat Head Rest Market Size by Geographic Region (2021-2026)
  - 4.1.1 Global Automotive Active Seat Head Rest Annual Sales by Geographic Region (2021-2026)
  - 4.1.2 Global Automotive Active Seat Head Rest Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Automotive Active Seat Head Rest Market Size by Country/Region (2021-2026)
  - 4.2.1 Global Automotive Active Seat Head Rest Annual Sales by Country/Region (2021-2026)
  - 4.2.2 Global Automotive Active Seat Head Rest Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Automotive Active Seat Head Rest Sales Growth
- 4.4 APAC Automotive Active Seat Head Rest Sales Growth
- 4.5 Europe Automotive Active Seat Head Rest Sales Growth
- 4.6 Middle East & Africa Automotive Active Seat Head Rest Sales Growth

## **5 AMERICAS**

- 5.1 Americas Automotive Active Seat Head Rest Sales by Country
  - 5.1.1 Americas Automotive Active Seat Head Rest Sales by Country (2021-2026)
  - 5.1.2 Americas Automotive Active Seat Head Rest Revenue by Country (2021-2026)
- 5.2 Americas Automotive Active Seat Head Rest Sales by Type (2021-2026)
- 5.3 Americas Automotive Active Seat Head Rest Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

### 6.1 APAC Automotive Active Seat Head Rest Sales by Region

#### 6.1.1 APAC Automotive Active Seat Head Rest Sales by Region (2021-2026)

#### 6.1.2 APAC Automotive Active Seat Head Rest Revenue by Region (2021-2026)

### 6.2 APAC Automotive Active Seat Head Rest Sales by Type (2021-2026)

### 6.3 APAC Automotive Active Seat Head Rest Sales by Application (2021-2026)

#### 6.4 China

#### 6.5 Japan

#### 6.6 South Korea

#### 6.7 Southeast Asia

#### 6.8 India

#### 6.9 Australia

#### 6.10 China Taiwan

## **7 EUROPE**

### 7.1 Europe Automotive Active Seat Head Rest by Country

#### 7.1.1 Europe Automotive Active Seat Head Rest Sales by Country (2021-2026)

#### 7.1.2 Europe Automotive Active Seat Head Rest Revenue by Country (2021-2026)

### 7.2 Europe Automotive Active Seat Head Rest Sales by Type (2021-2026)

### 7.3 Europe Automotive Active Seat Head Rest Sales by Application (2021-2026)

#### 7.4 Germany

#### 7.5 France

#### 7.6 UK

#### 7.7 Italy

#### 7.8 Russia

## **8 MIDDLE EAST & AFRICA**

### 8.1 Middle East & Africa Automotive Active Seat Head Rest by Country

#### 8.1.1 Middle East & Africa Automotive Active Seat Head Rest Sales by Country (2021-2026)

#### 8.1.2 Middle East & Africa Automotive Active Seat Head Rest Revenue by Country (2021-2026)

### 8.2 Middle East & Africa Automotive Active Seat Head Rest Sales by Type (2021-2026)

### 8.3 Middle East & Africa Automotive Active Seat Head Rest Sales by Application (2021-2026)

#### 8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## **10 MANUFACTURING COST STRUCTURE ANALYSIS**

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Automotive Active Seat Head Rest

10.3 Manufacturing Process Analysis of Automotive Active Seat Head Rest

10.4 Industry Chain Structure of Automotive Active Seat Head Rest

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Automotive Active Seat Head Rest Distributors

11.3 Automotive Active Seat Head Rest Customer

## **12 WORLD FORECAST REVIEW FOR AUTOMOTIVE ACTIVE SEAT HEAD REST BY GEOGRAPHIC REGION**

12.1 Global Automotive Active Seat Head Rest Market Size Forecast by Region

12.1.1 Global Automotive Active Seat Head Rest Forecast by Region (2027-2032)

12.1.2 Global Automotive Active Seat Head Rest Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Automotive Active Seat Head Rest Forecast by Type (2027-2032)

12.7 Global Automotive Active Seat Head Rest Forecast by Application (2027-2032)

## 13 KEY PLAYERS ANALYSIS

### 13.1 Lear

13.1.1 Lear Company Information

13.1.2 Lear Automotive Active Seat Head Rest Product Portfolios and Specifications

13.1.3 Lear Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Lear Main Business Overview

13.1.5 Lear Latest Developments

### 13.2 Adient

13.2.1 Adient Company Information

13.2.2 Adient Automotive Active Seat Head Rest Product Portfolios and Specifications

13.2.3 Adient Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Adient Main Business Overview

13.2.5 Adient Latest Developments

### 13.3 FORVIA

13.3.1 FORVIA Company Information

13.3.2 FORVIA Automotive Active Seat Head Rest Product Portfolios and Specifications

13.3.3 FORVIA Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 FORVIA Main Business Overview

13.3.5 FORVIA Latest Developments

### 13.4 Toyota Boshoku

13.4.1 Toyota Boshoku Company Information

13.4.2 Toyota Boshoku Automotive Active Seat Head Rest Product Portfolios and Specifications

13.4.3 Toyota Boshoku Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Toyota Boshoku Main Business Overview

13.4.5 Toyota Boshoku Latest Developments

### 13.5 Tachi-S

13.5.1 Tachi-S Company Information

13.5.2 Tachi-S Automotive Active Seat Head Rest Product Portfolios and Specifications

13.5.3 Tachi-S Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.5.4 Tachi-S Main Business Overview
- 13.5.5 Tachi-S Latest Developments
- 13.6 Magna International
  - 13.6.1 Magna International Company Information
  - 13.6.2 Magna International Automotive Active Seat Head Rest Product Portfolios and Specifications
  - 13.6.3 Magna International Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.6.4 Magna International Main Business Overview
  - 13.6.5 Magna International Latest Developments
- 13.7 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech)
  - 13.7.1 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Company Information
  - 13.7.2 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Automotive Active Seat Head Rest Product Portfolios and Specifications
  - 13.7.3 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.7.4 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Main Business Overview
  - 13.7.5 Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Latest Developments
- 13.8 TS TECH
  - 13.8.1 TS TECH Company Information
  - 13.8.2 TS TECH Automotive Active Seat Head Rest Product Portfolios and Specifications
  - 13.8.3 TS TECH Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.8.4 TS TECH Main Business Overview
  - 13.8.5 TS TECH Latest Developments
- 13.9 NHK SPRING Co.,Ltd.
  - 13.9.1 NHK SPRING Co.,Ltd. Company Information
  - 13.9.2 NHK SPRING Co.,Ltd. Automotive Active Seat Head Rest Product Portfolios and Specifications
  - 13.9.3 NHK SPRING Co.,Ltd. Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.9.4 NHK SPRING Co.,Ltd. Main Business Overview
  - 13.9.5 NHK SPRING Co.,Ltd. Latest Developments
- 13.10 Tata AutoComp Systems

- 13.10.1 Tata AutoComp Systems Company Information
- 13.10.2 Tata AutoComp Systems Automotive Active Seat Head Rest Product Portfolios and Specifications
- 13.10.3 Tata AutoComp Systems Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.10.4 Tata AutoComp Systems Main Business Overview
- 13.10.5 Tata AutoComp Systems Latest Developments
- 13.11 GSK Group
  - 13.11.1 GSK Group Company Information
  - 13.11.2 GSK Group Automotive Active Seat Head Rest Product Portfolios and Specifications
  - 13.11.3 GSK Group Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.11.4 GSK Group Main Business Overview
  - 13.11.5 GSK Group Latest Developments
- 13.12 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer?
  - 13.12.1 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Company Information
  - 13.12.2 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Automotive Active Seat Head Rest Product Portfolios and Specifications
  - 13.12.3 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.12.4 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Main Business Overview
  - 13.12.5 Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Latest Developments
- 13.13 NOBO AUTO
  - 13.13.1 NOBO AUTO Company Information
  - 13.13.2 NOBO AUTO Automotive Active Seat Head Rest Product Portfolios and Specifications
  - 13.13.3 NOBO AUTO Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.13.4 NOBO AUTO Main Business Overview
  - 13.13.5 NOBO AUTO Latest Developments
- 13.14 Zhejiang Tenchen Controls?CN?
  - 13.14.1 Zhejiang Tenchen Controls?CN? Company Information
  - 13.14.2 Zhejiang Tenchen Controls?CN? Automotive Active Seat Head Rest Product Portfolios and Specifications
  - 13.14.3 Zhejiang Tenchen Controls?CN? Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.14.4 Zhejiang Tenchen Controls?CN? Main Business Overview
  - 13.14.5 Zhejiang Tenchen Controls?CN? Latest Developments

### 13.15 Yanfeng

#### 13.15.1 Yanfeng Company Information

#### 13.15.2 Yanfeng Automotive Active Seat Head Rest Product Portfolios and Specifications

#### 13.15.3 Yanfeng Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.15.4 Yanfeng Main Business Overview

#### 13.15.5 Yanfeng Latest Developments

### 13.16 Shanghai Daimay Automotive Interior Co., Ltd.

#### 13.16.1 Shanghai Daimay Automotive Interior Co., Ltd. Company Information

#### 13.16.2 Shanghai Daimay Automotive Interior Co., Ltd. Automotive Active Seat Head Rest Product Portfolios and Specifications

#### 13.16.3 Shanghai Daimay Automotive Interior Co., Ltd. Automotive Active Seat Head Rest Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.16.4 Shanghai Daimay Automotive Interior Co., Ltd. Main Business Overview

#### 13.16.5 Shanghai Daimay Automotive Interior Co., Ltd. Latest Developments

## 14 RESEARCH FINDINGS AND CONCLUSION

## List Of Tables

### LIST OF TABLES

Table 1. Automotive Active Seat Head Rest Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Automotive Active Seat Head Rest Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Headrest Activation

Table 4. Major Players of Seat Back Activation

Table 5. Global Automotive Active Seat Head Rest Sales by Type (2021-2026) & (K Units)

Table 6. Global Automotive Active Seat Head Rest Sales Market Share by Type (2021-2026)

Table 7. Global Automotive Active Seat Head Rest Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Automotive Active Seat Head Rest Revenue Market Share by Type (2021-2026)

Table 9. Global Automotive Active Seat Head Rest Sale Price by Type (2021-2026) & (US\$/Unit)

Table 10. Major Players of Mechanical Active

Table 11. Major Players of Sensor?Based Active

Table 12. Major Players of Electric Actuated Active

Table 13. Global Automotive Active Seat Head Rest Sales by Drive (2021-2026) & (K Units)

Table 14. Global Automotive Active Seat Head Rest Sales Market Share by Drive (2021-2026)

Table 15. Global Automotive Active Seat Head Rest Revenue by Drive (2021-2026) & (\$ million)

Table 16. Global Automotive Active Seat Head Rest Revenue Market Share by Drive (2021-2026)

Table 17. Global Automotive Active Seat Head Rest Sale Price by Drive (2021-2026) & (US\$/Unit)

Table 18. Major Players of Entry Level (18-25 USD)

Table 19. Major Players of Mid-Range (26-40 USD)

Table 20. Major Players of High-End (41-80+ USD)

Table 21. Global Automotive Active Seat Head Rest Sales by Price (2021-2026) & (K Units)

Table 22. Global Automotive Active Seat Head Rest Sales Market Share by Price

(2021-2026)

Table 23. Global Automotive Active Seat Head Rest Revenue by Price (2021-2026) & (\$ million)

Table 24. Global Automotive Active Seat Head Rest Revenue Market Share by Price (2021-2026)

Table 25. Global Automotive Active Seat Head Rest Sale Price by Price (2021-2026) & (US\$/Unit)

Table 26. Global Automotive Active Seat Head Rest Sale by Application (2021-2026) & (K Units)

Table 27. Global Automotive Active Seat Head Rest Sale Market Share by Application (2021-2026)

Table 28. Global Automotive Active Seat Head Rest Revenue by Application (2021-2026) & (\$ million)

Table 29. Global Automotive Active Seat Head Rest Revenue Market Share by Application (2021-2026)

Table 30. Global Automotive Active Seat Head Rest Sale Price by Application (2021-2026) & (US\$/Unit)

Table 31. Global Automotive Active Seat Head Rest Sales by Company (2021-2026) & (K Units)

Table 32. Global Automotive Active Seat Head Rest Sales Market Share by Company (2021-2026)

Table 33. Global Automotive Active Seat Head Rest Revenue by Company (2021-2026) & (\$ millions)

Table 34. Global Automotive Active Seat Head Rest Revenue Market Share by Company (2021-2026)

Table 35. Global Automotive Active Seat Head Rest Sale Price by Company (2021-2026) & (US\$/Unit)

Table 36. Key Manufacturers Automotive Active Seat Head Rest Producing Area Distribution and Sales Area

Table 37. Players Automotive Active Seat Head Rest Products Offered

Table 38. Automotive Active Seat Head Rest Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 39. New Products and Potential Entrants

Table 40. Market M&A Activity & Strategy

Table 41. Global Automotive Active Seat Head Rest Sales by Geographic Region (2021-2026) & (K Units)

Table 42. Global Automotive Active Seat Head Rest Sales Market Share Geographic Region (2021-2026)

Table 43. Global Automotive Active Seat Head Rest Revenue by Geographic Region

(2021-2026) & (\$ millions)

Table 44. Global Automotive Active Seat Head Rest Revenue Market Share by Geographic Region (2021-2026)

Table 45. Global Automotive Active Seat Head Rest Sales by Country/Region (2021-2026) & (K Units)

Table 46. Global Automotive Active Seat Head Rest Sales Market Share by Country/Region (2021-2026)

Table 47. Global Automotive Active Seat Head Rest Revenue by Country/Region (2021-2026) & (\$ millions)

Table 48. Global Automotive Active Seat Head Rest Revenue Market Share by Country/Region (2021-2026)

Table 49. Americas Automotive Active Seat Head Rest Sales by Country (2021-2026) & (K Units)

Table 50. Americas Automotive Active Seat Head Rest Sales Market Share by Country (2021-2026)

Table 51. Americas Automotive Active Seat Head Rest Revenue by Country (2021-2026) & (\$ millions)

Table 52. Americas Automotive Active Seat Head Rest Sales by Type (2021-2026) & (K Units)

Table 53. Americas Automotive Active Seat Head Rest Sales by Application (2021-2026) & (K Units)

Table 54. APAC Automotive Active Seat Head Rest Sales by Region (2021-2026) & (K Units)

Table 55. APAC Automotive Active Seat Head Rest Sales Market Share by Region (2021-2026)

Table 56. APAC Automotive Active Seat Head Rest Revenue by Region (2021-2026) & (\$ millions)

Table 57. APAC Automotive Active Seat Head Rest Sales by Type (2021-2026) & (K Units)

Table 58. APAC Automotive Active Seat Head Rest Sales by Application (2021-2026) & (K Units)

Table 59. Europe Automotive Active Seat Head Rest Sales by Country (2021-2026) & (K Units)

Table 60. Europe Automotive Active Seat Head Rest Revenue by Country (2021-2026) & (\$ millions)

Table 61. Europe Automotive Active Seat Head Rest Sales by Type (2021-2026) & (K Units)

Table 62. Europe Automotive Active Seat Head Rest Sales by Application (2021-2026) & (K Units)

Table 63. Middle East & Africa Automotive Active Seat Head Rest Sales by Country (2021-2026) & (K Units)

Table 64. Middle East & Africa Automotive Active Seat Head Rest Revenue Market Share by Country (2021-2026)

Table 65. Middle East & Africa Automotive Active Seat Head Rest Sales by Type (2021-2026) & (K Units)

Table 66. Middle East & Africa Automotive Active Seat Head Rest Sales by Application (2021-2026) & (K Units)

Table 67. Key Market Drivers & Growth Opportunities of Automotive Active Seat Head Rest

Table 68. Key Market Challenges & Risks of Automotive Active Seat Head Rest

Table 69. Key Industry Trends of Automotive Active Seat Head Rest

Table 70. Automotive Active Seat Head Rest Raw Material

Table 71. Key Suppliers of Raw Materials

Table 72. Automotive Active Seat Head Rest Distributors List

Table 73. Automotive Active Seat Head Rest Customer List

Table 74. Global Automotive Active Seat Head Rest Sales Forecast by Region (2027-2032) & (K Units)

Table 75. Global Automotive Active Seat Head Rest Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 76. Americas Automotive Active Seat Head Rest Sales Forecast by Country (2027-2032) & (K Units)

Table 77. Americas Automotive Active Seat Head Rest Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 78. APAC Automotive Active Seat Head Rest Sales Forecast by Region (2027-2032) & (K Units)

Table 79. APAC Automotive Active Seat Head Rest Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Europe Automotive Active Seat Head Rest Sales Forecast by Country (2027-2032) & (K Units)

Table 81. Europe Automotive Active Seat Head Rest Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. Middle East & Africa Automotive Active Seat Head Rest Sales Forecast by Country (2027-2032) & (K Units)

Table 83. Middle East & Africa Automotive Active Seat Head Rest Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Global Automotive Active Seat Head Rest Sales Forecast by Type (2027-2032) & (K Units)

Table 85. Global Automotive Active Seat Head Rest Revenue Forecast by Type

(2027-2032) & (\$ millions)

Table 86. Global Automotive Active Seat Head Rest Sales Forecast by Application

(2027-2032) & (K Units)

Table 87. Global Automotive Active Seat Head Rest Revenue Forecast by Application

(2027-2032) & (\$ millions)

Table 88. Lear Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 89. Lear Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 90. Lear Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 91. Lear Main Business

Table 92. Lear Latest Developments

Table 93. Adient Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 94. Adient Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 95. Adient Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. Adient Main Business

Table 97. Adient Latest Developments

Table 98. FORVIA Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 99. FORVIA Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 100. FORVIA Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. FORVIA Main Business

Table 102. FORVIA Latest Developments

Table 103. Toyota Boshoku Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 104. Toyota Boshoku Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 105. Toyota Boshoku Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Toyota Boshoku Main Business

Table 107. Toyota Boshoku Latest Developments

Table 108. Tachi-S Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 109. Tachi-S Automotive Active Seat Head Rest Product Portfolios and

## Specifications

Table 110. Tachi-S Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Tachi-S Main Business

Table 112. Tachi-S Latest Developments

Table 113. Magna International Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 114. Magna International Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 115. Magna International Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. Magna International Main Business

Table 117. Magna International Latest Developments

Table 118. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 119. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 120. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Main Business

Table 122. Hyundai Transys (Merged Hyundai Dymos and Hyundai PowerTech) Latest Developments

Table 123. TS TECH Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 124. TS TECH Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 125. TS TECH Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. TS TECH Main Business

Table 127. TS TECH Latest Developments

Table 128. NHK SPRING Co.,Ltd. Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 129. NHK SPRING Co.,Ltd. Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 130. NHK SPRING Co.,Ltd. Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. NHK SPRING Co.,Ltd. Main Business

Table 132. NHK SPRING Co.,Ltd. Latest Developments

Table 133. Tata AutoComp Systems Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 134. Tata AutoComp Systems Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 135. Tata AutoComp Systems Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. Tata AutoComp Systems Main Business

Table 137. Tata AutoComp Systems Latest Developments

Table 138. GSK Group Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 139. GSK Group Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 140. GSK Group Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 141. GSK Group Main Business

Table 142. GSK Group Latest Developments

Table 143. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 144. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 145. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 146. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Main Business

Table 147. Ningbo Jifeng Auto Parts Co., Ltd.?Grammer? Latest Developments

Table 148. NOBO AUTO Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 149. NOBO AUTO Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 150. NOBO AUTO Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 151. NOBO AUTO Main Business

Table 152. NOBO AUTO Latest Developments

Table 153. Zhejiang Tenchen Controls?CN? Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 154. Zhejiang Tenchen Controls?CN? Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 155. Zhejiang Tenchen Controls?CN? Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 156. Zhejiang Tenchen Controls?CN? Main Business

Table 157. Zhejiang Tenchen Controls?CN? Latest Developments

Table 158. Yanfeng Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 159. Yanfeng Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 160. Yanfeng Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 161. Yanfeng Main Business

Table 162. Yanfeng Latest Developments

Table 163. Shanghai Daimay Automotive Interior Co., Ltd. Basic Information, Automotive Active Seat Head Rest Manufacturing Base, Sales Area and Its Competitors

Table 164. Shanghai Daimay Automotive Interior Co., Ltd. Automotive Active Seat Head Rest Product Portfolios and Specifications

Table 165. Shanghai Daimay Automotive Interior Co., Ltd. Automotive Active Seat Head Rest Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 166. Shanghai Daimay Automotive Interior Co., Ltd. Main Business

Table 167. Shanghai Daimay Automotive Interior Co., Ltd. Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Automotive Active Seat Head Rest
- Figure 2. Automotive Active Seat Head Rest Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Automotive Active Seat Head Rest Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Automotive Active Seat Head Rest Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Automotive Active Seat Head Rest Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Automotive Active Seat Head Rest Sales Market Share by Country/Region (2025)
- Figure 10. Automotive Active Seat Head Rest Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Headrest Activation
- Figure 12. Product Picture of Seat Back Activation
- Figure 13. Global Automotive Active Seat Head Rest Sales Market Share by Type in 2026
- Figure 14. Global Automotive Active Seat Head Rest Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Mechanical Active
- Figure 16. Product Picture of Sensor?Based Active
- Figure 17. Product Picture of Electric Actuated Active
- Figure 18. Global Automotive Active Seat Head Rest Sales Market Share by Drive in 2026
- Figure 19. Global Automotive Active Seat Head Rest Revenue Market Share by Drive (2021-2026)
- Figure 20. Product Picture of Entry Level (18-25 USD)
- Figure 21. Product Picture of Mid-Range (26-40 USD)
- Figure 22. Product Picture of High-End (41-80+ USD)
- Figure 23. Global Automotive Active Seat Head Rest Sales Market Share by Price in 2026
- Figure 24. Global Automotive Active Seat Head Rest Revenue Market Share by Price (2021-2026)

- Figure 25. Automotive Active Seat Head Rest Consumed in Passenger Cars
- Figure 26. Global Automotive Active Seat Head Rest Market: Passenger Cars (2021-2026) & (K Units)
- Figure 27. Automotive Active Seat Head Rest Consumed in Commercial Vehicles
- Figure 28. Global Automotive Active Seat Head Rest Market: Commercial Vehicles (2021-2026) & (K Units)
- Figure 29. Global Automotive Active Seat Head Rest Sale Market Share by Application (2025)
- Figure 30. Global Automotive Active Seat Head Rest Revenue Market Share by Application in 2025
- Figure 31. Automotive Active Seat Head Rest Sales by Company in 2025 (K Units)
- Figure 32. Global Automotive Active Seat Head Rest Sales Market Share by Company in 2025
- Figure 33. Automotive Active Seat Head Rest Revenue by Company in 2025 (\$ millions)
- Figure 34. Global Automotive Active Seat Head Rest Revenue Market Share by Company in 2025
- Figure 35. Global Automotive Active Seat Head Rest Sales Market Share by Geographic Region (2021-2026)
- Figure 36. Global Automotive Active Seat Head Rest Revenue Market Share by Geographic Region in 2025
- Figure 37. Americas Automotive Active Seat Head Rest Sales 2021-2026 (K Units)
- Figure 38. Americas Automotive Active Seat Head Rest Revenue 2021-2026 (\$ millions)
- Figure 39. APAC Automotive Active Seat Head Rest Sales 2021-2026 (K Units)
- Figure 40. APAC Automotive Active Seat Head Rest Revenue 2021-2026 (\$ millions)
- Figure 41. Europe Automotive Active Seat Head Rest Sales 2021-2026 (K Units)
- Figure 42. Europe Automotive Active Seat Head Rest Revenue 2021-2026 (\$ millions)
- Figure 43. Middle East & Africa Automotive Active Seat Head Rest Sales 2021-2026 (K Units)
- Figure 44. Middle East & Africa Automotive Active Seat Head Rest Revenue 2021-2026 (\$ millions)
- Figure 45. Americas Automotive Active Seat Head Rest Sales Market Share by Country in 2025
- Figure 46. Americas Automotive Active Seat Head Rest Revenue Market Share by Country (2021-2026)
- Figure 47. Americas Automotive Active Seat Head Rest Sales Market Share by Type (2021-2026)
- Figure 48. Americas Automotive Active Seat Head Rest Sales Market Share by Application (2021-2026)

Figure 49. United States Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 50. Canada Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 51. Mexico Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 52. Brazil Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 53. APAC Automotive Active Seat Head Rest Sales Market Share by Region in 2025

Figure 54. APAC Automotive Active Seat Head Rest Revenue Market Share by Region (2021-2026)

Figure 55. APAC Automotive Active Seat Head Rest Sales Market Share by Type (2021-2026)

Figure 56. APAC Automotive Active Seat Head Rest Sales Market Share by Application (2021-2026)

Figure 57. China Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 58. Japan Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 59. South Korea Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 60. Southeast Asia Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 61. India Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 62. Australia Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 63. China Taiwan Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 64. Europe Automotive Active Seat Head Rest Sales Market Share by Country in 2025

Figure 65. Europe Automotive Active Seat Head Rest Revenue Market Share by Country (2021-2026)

Figure 66. Europe Automotive Active Seat Head Rest Sales Market Share by Type (2021-2026)

Figure 67. Europe Automotive Active Seat Head Rest Sales Market Share by Application (2021-2026)

Figure 68. Germany Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$

millions)

Figure 69. France Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 70. UK Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 71. Italy Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 72. Russia Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 73. Middle East & Africa Automotive Active Seat Head Rest Sales Market Share by Country (2021-2026)

Figure 74. Middle East & Africa Automotive Active Seat Head Rest Sales Market Share by Type (2021-2026)

Figure 75. Middle East & Africa Automotive Active Seat Head Rest Sales Market Share by Application (2021-2026)

Figure 76. Egypt Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 77. South Africa Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 78. Israel Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 79. Turkey Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 80. GCC Countries Automotive Active Seat Head Rest Revenue Growth 2021-2026 (\$ millions)

Figure 81. Manufacturing Cost Structure Analysis of Automotive Active Seat Head Rest in 2026

Figure 82. Manufacturing Process Analysis of Automotive Active Seat Head Rest

Figure 83. Industry Chain Structure of Automotive Active Seat Head Rest

Figure 84. Channels of Distribution

Figure 85. Global Automotive Active Seat Head Rest Sales Market Forecast by Region (2027-2032)

Figure 86. Global Automotive Active Seat Head Rest Revenue Market Share Forecast by Region (2027-2032)

Figure 87. Global Automotive Active Seat Head Rest Sales Market Share Forecast by Type (2027-2032)

Figure 88. Global Automotive Active Seat Head Rest Revenue Market Share Forecast by Type (2027-2032)

Figure 89. Global Automotive Active Seat Head Rest Sales Market Share Forecast by

Application (2027-2032)

Figure 90. Global Automotive Active Seat Head Rest Revenue Market Share Forecast  
by Application (2027-2032)

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