

# **Automotive Airbag Silicone Market by Airbag Position (Front, Knee, Curtain/Side), Airbag Type (Cut-&-Sew Seam Sealed & One-piece-woven), ICE & Electric Vehicle (Passenger Car, LCV, HCV, BEV & PHEV/FCEV), Autonomy Level and Region - Global Forecast to 2025**

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## **Abstracts**

The global automotive airbag silicone market size is projected to reach USD 534 million by 2025, from an estimated value of USD 239 million in 2020, at a 17.5% CAGR. Initially, the demand for airbags was limited to frontal airbags in most regions. However, in 2012, the EU mandated the inclusion of head-protecting airbags and side airbags in addition to frontal airbags, which propelled the demand for curtain/side and other types of airbags. The increasing sale of luxury vehicles with more safety options, including 5-8 airbags per vehicle, combined with the increasing demand and penetration of other types of airbags in passenger vehicles is expected to drive growth in the market.

In emerging countries, the increasing awareness regarding vehicle safety has prompted leading automotive manufactures, such as Toyota, Ford, and Volkswagen, to include frontal airbags in all entry-level cars since 2018. Thus, safety regulations, coupled with the increasing installation rate and growing demand for frontal, curtain/side, and knee airbags, are expected to propel the automotive airbag silicone market in the coming years.

“The passenger car airbag silicone market is expected to be the largest owing to high penetration of airbags per passenger car”

Passive safety systems such as airbags are installed in passenger cars to reduce

impact and save occupant lives during accidents. Due to the benefits of airbags and the increasing number of road accidents, governments worldwide are increasingly encouraging the use of airbags to enhance safety in vehicles. This growth in passenger car airbag demand has driven the requirement for automotive airbag silicone from the passenger car segment over the years. Moreover, with recent mandates in developing countries for airbags and expected mandates from countries including China and the US for curtain/side airbags, airbags' penetration is expected to reach up to five to seven airbags per vehicle. This growth is expected to raise the demand for airbag silicone and result in the passenger car segment dominating the global automotive airbag silicone market.

“The curtain/side airbag position segment is expected to be the fastest-growing segment throughout the forecast period”

Increasing awareness related to accidental damage and fatalities in rollover cases is expected to offer promising growth opportunities for curtain/side airbags in the commercial vehicles segment. Compared to other positions, the high amount of fabric and silicone required for curtain/side airbags is a major driver for the silicone demand from this segment.

Asia Pacific is projected to be the largest regional market

The Asia Pacific region—particularly China, Thailand, Japan, South Korea, India, and Vietnam—offers economical manufacturing options for global airbag and airbag fabric manufacturers, and the Asia Pacific automotive airbag silicone market is majorly driven by the presence of large capacity airbag fabric manufacturers in the region. Moreover, increasing production and sales of vehicles and the implementation of stringent safety regulations to reduce road fatalities are also expected to drive market demand. Silicone improves airbag fabrics' strength and lifespan; therefore, the increasing demand for airbags is directly driving the demand for airbag silicone in this region.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and strategy directors, and executives from various key organizations operating in this market.

By Company Type: Tier 1 – 50%, Tier 2 – 10%, and Tier 3 – 40%

By Designation: C Level - 10%, Directors- 40%, and Others – 50%

By Region: Asia Pacific - 50%, Europe - 10%, North America – 30%, and ROW - 10%

Dow (US), Elkem Silicones (France), Shin-Etsu Chemical Co., Ltd. (Japan), Wacker Chemie AG (Germany), and Momentive (US) are the leading manufacturers of automotive airbag silicone in the global market.

#### Research Coverage:

The study segments the automotive airbag silicone market and forecasts the market size based on airbag position (front, knee, and curtain/side), airbag type (cut-and-sewn seam-sealed (CSSS) and one-piece-woven (OPW)), vehicle type (passenger cars, LCVs, and HCVs), electric vehicle type (BEVs, PHEVs/FCEVs), and region (North America, Europe, Asia Pacific (APAC), and the Rest of the World (RoW)).

The study also includes an in-depth competitive analysis of the major automotive airbag silicone manufacturers and automotive airbag fabric manufacturers in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

#### Key Benefits of Buying the Report:

The report will help the market leaders/new entrants in this market with the information on the closest approximations of the revenue numbers for the overall automotive airbag silicone market and the sub-segments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the market's pulse and provides them information on key market drivers, restraints, challenges, and opportunities.

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