

Global and China Automotive Safety System Industry Report, 2014-2015

<https://marketpublishers.com/r/G43AB74722EEN.html>

Date: August 2015

Pages: 106

Price: US\$ 2,300.00 (Single User License)

ID: G43AB74722EEN

Abstracts

Global and China Automotive Safety System Industry Report, 2014-2015 covers the followings

1. Analysis on global automobile market and industry;
2. Analysis on Chinese automobile market and industry;
3. Analysis on Global and Chinese automotive safety system industry;
4. Analysis on Global and Chinese automotive safety system market;
5. Research on 14 typical automotive safety system companies.

The global automotive safety system market size hit USD27 billion in 2015, up 4.1% from a year ago; and it is expected to grow 3.7% to USD28 billion in 2016. One reason for decelerated growth lies mainly in obvious deflation, and the falling prices of industrial raw materials also caused a drop in the prices of finished products; the other reason is that China as the world's largest automarket sees sharp slide, bound to be flat in 2015. The situation is expected to turn better by 2017 when global automotive safety system market is worth USD29.4 billion, an increase of 5.1%.

Entering the second half of 2015, the Chinese automotive market witnesses substantial decline; the U.S. market growth is slowing; the South American market is even worse; while Europe is the only one doing fairly well.

Regarding automotive safety system industry, FountainVest Partners in China has been interested in purchasing KSS since the second half of 2014. However, as Chinese stocks crash into a bear market, there is almost no possibility of an acquisition.

For TRW, automotive safety system is not its core product any more after ZF's

acquisition, and probably spun off into an independent company by ZF. Takada airbag recalls since 2014 have exerted little effect on automotive safety system industry: outsiders thought that automakers would cut the procurement of Takada airbags, but there is no reduction in reality; both overall revenue and profit of Takada are growing steadily. Moreover, the severe depreciation of the Japanese Yen makes Takada more competitive in products, so as the only large automotive safety system vendor that sees revenue rising.

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