

# Vietnam Airbag Import Guide 2023-2025

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## Abstracts

To help global airbag manufacturers, exporters, and related suppliers efficiently expand into the Vietnamese market, CRI releases the 'Vietnam Airbag Import Guide 2023-2025.' The guide provides an overview of the Vietnamese airbag industry, import market, and import company information for the period.

The types of importing companies are diverse, including vehicle manufacturers (OEMs), parts suppliers and auto parts assemblers, aftermarket dealers and repair service providers and trading companies etc. This guide features the top 10 importing companies, including company profiles, contact information, and important information such as import volume, value, price, import resources, and major suppliers for 2023-2025 (including Excel data source).

The publication of the 'Vietnam Airbag Import Guide 2023-2025' aims to provide airbag exporters with precise customer acquisition channels, helping them expand into the Vietnamese market more efficiently. It also provides valuable decision-making insights for international trading companies and investment institutions, helping them optimize their regional supply chain strategies. This guide will help suppliers stay abreast of Vietnamese market trends, mitigate potential risks, and enhance their international competitiveness.

## Industry Overview

The automotive airbag industry in Vietnam is one of the key safety component industries that has emerged in recent years along with the rapid development of Vietnam's automotive manufacturing industry. As a core component of automotive passive safety systems, airbags are widely used in passenger cars, commercial vehicles, and new energy vehicles.

Vietnam's automotive market has continued to expand over the past five years. According to data from the Vietnam Automobile Manufacturers Association (VAMA), car sales in Vietnam exceeded 340,000 units in 2024, representing a year-on-year increase of approximately 12.6%. Increased consumer emphasis on vehicle safety has driven a continuous rise in the adoption rate of airbag systems.

Vietnam currently lacks a mature, complete airbag production system, relying primarily on foreign-invested enterprises and imports. At present, Japanese, South Korean, and Chinese automotive safety system manufacturers dominate the Vietnamese market.

The Vietnamese government continues to raise automotive safety standards. According to Vietnam National Technical Standard QCVN 09:2023/BGTVT, all new car models sold in Vietnam must meet international safety standards, including the requirement to be equipped with a driver's side airbag. Furthermore, the government's 'Automotive Industry Development Strategy 2021–2030' explicitly supports cooperation between foreign and local enterprises in the production of key automotive safety components, including airbags, braking systems, and steering systems, to increase the localization rate.

with local automakers such as VinFast and THACO expanding their production scale, foreign auto parts companies continuing to increase investment, and the government further improving safety standards, Vietnam's automotive airbag market is expected to achieve higher growth between 2025 and 2030.

## **Import Market Overview**

The demand for airbag in Vietnam is growing, but local production capacity is limited, and the country is highly dependent on imports.

According to CRI analysis, Vietnam's imported airbag market has maintained steady growth in recent years, primarily driven by the expansion of domestic automobile production and assembly activities. Vietnam's automotive industry remains primarily assembly-based, and core safety systems (such as airbags, seat belts, and electronic control units) are not yet fully domestically produced, resulting in a high dependence on imported components. This demand for imported airbags has continued to rise, especially given the accelerated capacity expansion and stricter safety standards implemented by vehicle manufacturers.

Vietnam's imports of airbag continue to increase. South Korea is the largest source of

these imports.

According to CRI statistics, approximately 110 importers in Vietnam imported airbag in 2024, totaling US\$153 million, a 4.0% year-on-year increase. According to CRI analysis, Vietnam's total imports of airbag reached US\$124 million from January to August 2025, an increase of approximately 28.8% compared to the same period in 2024. South Korea was Vietnam's the largest sources of imported airbag, accounting for approximately 44.7% of total imports from January to August 2025.

## **Overview of Foreign Investment in Vietnam's Airbag Industry**

**Investment Background** Vietnam's automotive industry has entered a phase of accelerated development since 2018, with domestic vehicle assembly volumes continuing to grow. In particular, major automakers such as Honda, Toyota, Hyundai, Kia, and VinFast have expanded their production capacity in Vietnam, driving increased demand for automotive safety system components (such as airbags, ABS, and steering control). At the same time, the global automotive parts supply chain is showing a trend of regional diversification. Vietnam, with its lower manufacturing costs and superior location advantages, is gradually becoming an important investment destination for automotive parts companies from Japan, South Korea and Europe.

### **Investment Advantages**

1. Political stability and rapid economic development. The Vietnamese government has strong governing capabilities, consistent policies, and a focus on economic development and improving people's livelihoods.
2. Relatively low labor costs.
3. Strategically located in the eastern part of the Indochina Peninsula, with a 3,260-kilometer coastline and numerous ports, transportation is convenient.
4. Relatively relaxed policies and regulations provide foreign investors with comprehensive legal protections and generous preferential policies.
5. Vietnam has a high level of openness to the outside world, with 19 free trade agreements signed or in progress. Investors can use platforms such as RCEP and the China-ASEAN Free Trade Area to explore a broader international market.

## Investment Regulations

Vietnam maintains an open attitude towards foreign investment in the automotive airbag and related parts manufacturing industry. According to the Investment Law 2020 and the Enterprise Law, foreign investors can establish wholly foreign-owned or joint-venture companies to engage in the manufacturing, assembly, and sales of automotive parts. Foreign investors can enjoy a number of tax and land incentives.

## Guide Highlights:

### Comprehensive Coverage:

This directory includes major importers in Vietnam, including vehicle manufacturers (OEMs), parts suppliers and auto parts assemblers, aftermarket dealers and repair service providers and trading companies etc.

### Detailed Information:

Including basic information of the TOP10 importers, contact information, import quantity, import value, price, import source and main suppliers.

### Product Focus:

With data-driven and market-oriented approach, we focus on key industries and conduct in-depth analysis of Vietnam's import policies, market demand and major sources of supply. Whether you are a foreign trade company, an investment institution, or a practitioner upstream or downstream of the industrial chain, you can quickly find reliable information and practical strategies here.

### Efficient Connectivity:

The guide has a clear format and includes Excel data, which facilitates quick screening, group management and batch contact, helping global suppliers to efficiently connect with the Vietnamese market.

## Market Value:

The guide includes an overview of Vietnam's airbag industry, an overview of the import market, and a brief analysis of market demand trends, helping global suppliers seize the Vietnamese market and opportunities.

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