

# **Vehicle Safety Systems & Airbag Technology Market Forecasts To 2034 – Global Analysis By Safety System Type (Active Safety Systems, Passive Safety Systems and Integrated Safety Systems), Active Safety System, Airbag Component, Vehicle Type, Vehicle Propulsion, Vehicle Class, Vehicle Propulsion, Sales Channel, Technology, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Vehicle Safety Systems & Airbag Technology Market is accounted for \$33.9 billion in 2026 and is expected to reach \$66.1 billion by 2034 growing at a CAGR of 8.7% during the forecast period. The Vehicle Safety Systems & Airbag Technology Market covers a broad range of solutions developed to enhance occupant protection, minimize crash risks, and reduce injuries resulting from road accidents. Key technologies include airbags, crash sensors, occupant monitoring, seatbelt systems, and advanced electronic safety solutions. Market growth is supported by rising vehicle manufacturing, increasingly strict safety standards, greater consumer focus on vehicle protection, and rapid advancements in automotive electronics. Manufacturers are combining active safety and passive protection technologies to create more comprehensive vehicle safety architectures. Increasing vehicle connectivity and automation are further supporting demand for intelligent sensing, predictive protection, and innovative restraint technologies.

## **Market Dynamics:**

### **Driver:**

## **Increasing Consumer Awareness of Vehicle Safety**

Greater consumer attention toward automobile safety is contributing to increased adoption of advanced protection technologies. Vehicle buyers are increasingly evaluating factors such as airbag configurations, crash-test performance, safety ratings, occupant protection, and collision-avoidance capabilities before purchasing vehicles. The growing availability of safety ratings and automotive information allows consumers to compare vehicle protection features more easily. As a result, automakers are strengthening their safety offerings to respond to evolving customer expectations and maintain competitiveness. Demand is expanding beyond basic airbags toward integrated systems capable of detecting potential crashes and improving occupant protection. This shift in consumer preferences is encouraging continued development of advanced restraint and safety technologies.

## **Restraint:**

### **High Cost of Advanced Safety Systems**

Expensive advanced safety technologies can limit the adoption of vehicle safety and airbag systems, especially in cost-sensitive markets. Sophisticated airbags, sensors, electronic controllers, occupant monitoring technologies, and integrated safety platforms require substantial investment in engineering, production, validation, and testing. Automakers may face difficulties incorporating numerous advanced safety features while maintaining competitive vehicle prices. Higher component costs can be particularly restrictive for entry-level vehicles and markets where consumers prioritize affordability. Although larger production volumes and technological advancements may reduce costs over time, the considerable investment required to develop and integrate sophisticated safety systems continues to create a barrier to broader adoption across different vehicle categories.

## **Opportunity:**

### **Integration of Safety Systems with Autonomous Driving Technologies**

Growth in autonomous and highly automated vehicles is generating new opportunities for manufacturers of intelligent safety and airbag technologies. Automated vehicles use extensive sensor networks, computing systems, and electronic controls, requiring occupant protection technologies that can operate effectively within new vehicle designs and driving environments. Changes in seating arrangements and occupant positions may require more flexible airbags, restraint systems, and monitoring technologies. Suppliers can therefore develop adaptive protection solutions capable of responding to

different passenger configurations and potential crash scenarios. Partnerships among automakers, technology developers, and safety suppliers can also support the development and commercialization of advanced occupant protection systems for automated vehicles.

## **Threat:**

### **Intense Competition Among Global Safety-System Suppliers**

Strong competition within the automotive safety industry can create challenges for suppliers seeking to maintain profitability and customer relationships. Large established manufacturers benefit from extensive production capabilities, technical expertise, patents, and established partnerships with vehicle manufacturers. At the same time, emerging technology companies are introducing innovations in sensing, monitoring, and intelligent restraint technologies. Automakers increasingly expect suppliers to provide advanced solutions while maintaining competitive pricing and reliable delivery. These demands can place pressure on supplier margins and research budgets. Companies unable to match technological developments, pricing expectations, or production requirements may face difficulties securing new contracts and maintaining their position in an increasingly competitive market.

## **Covid-19 Impact:**

COVID-19 had a considerable effect on the Vehicle Safety Systems & Airbag Technology Market, primarily through disruptions to automotive manufacturing and supply chains. Temporary factory shutdowns, labor limitations, transportation challenges, component shortages, and declining vehicle purchases affected the production and supply of safety components. Automakers reduced or postponed manufacturing activities, resulting in weaker demand for airbags, sensors, electronic controllers, and restraint technologies. As automotive factories reopened and vehicle production recovered, demand for safety systems gradually improved. The pandemic also highlighted the importance of resilient supply networks, alternative sourcing strategies, inventory management, and digital manufacturing processes for automotive safety technology suppliers.

## **The Passive Safety Systems segment is expected to be the largest during the forecast period**

The Passive Safety Systems segment is expected to account for the largest market share during the forecast period, supported by the essential role of airbags, seatbelts,

head restraints, occupant protection systems, and crash protection technologies in modern vehicles. These systems are widely incorporated into vehicle designs to reduce injury severity during collisions and comply with established automotive safety requirements. Growing regulatory emphasis on occupant protection and increasing consumer awareness of vehicle safety are encouraging automakers to strengthen passive protection features. The continued integration of multiple airbags, advanced restraint systems, and occupant sensing technologies is further supporting demand for passive safety solutions across passenger and commercial vehicle applications.

## **The Sensor Fusion segment is expected to have the highest CAGR during the forecast period**

Over the forecast period, the Sensor Fusion segment is predicted to witness the highest growth rate, driven by the rising use of multiple sensing technologies, including radar, cameras, LiDAR, and ultrasonic sensors, within advanced vehicle safety architectures. By combining information from different sensors, fusion systems improve situational awareness, object detection, collision avoidance, and real-time decision-making. Increasing deployment of ADAS and autonomous driving technologies is creating significant demand for integrated perception systems. Regulatory emphasis on vehicle safety and continued progress in artificial intelligence, machine learning, and high-performance automotive computing are also accelerating market development. As automakers pursue safer and more automated vehicles, sensor fusion is becoming an increasingly important component of next-generation safety systems.

## **Region with largest share:**

During the forecast period, the Asia-Pacific region is expected to hold the largest market share, supported by its extensive automotive manufacturing base, growing vehicle production, and expanding adoption of advanced safety technologies. China, Japan, India, and South Korea are major contributors to regional demand, supported by established automotive industries and expanding vehicle markets. Increasing implementation of vehicle safety regulations and greater consumer awareness are encouraging automakers to incorporate airbags, electronic safety systems, crash sensors, and advanced restraint technologies. The region's strong automotive supply chain and increasing production of electric and connected vehicles are further supporting demand for vehicle safety solutions.

## **Region with highest CAGR:**

Over the forecast period, the Middle East & Africa region is anticipated to exhibit the highest CAGR, driven by improving safety regulations, expanding automotive activity, and greater adoption of advanced protection technologies. Regulatory developments are encouraging automakers to equip vehicles with additional airbags, crash sensors, electronic safety systems, and sophisticated occupant protection solutions. Automotive manufacturing and vehicle demand are also increasing across countries such as Saudi Arabia, the United Arab Emirates, and South Africa. Rising consumer awareness and investments in local vehicle production and assembly are further supporting market development. These factors are creating significant opportunities for the expansion of modern vehicle safety technologies across the region

## Key players in the market

Some of the key players in Vehicle Safety Systems & Airbag Technology Market include Autoliv Inc., ZF Friedrichshafen AG, Joyson Safety Systems, Toyoda Gosei Co., Ltd., Continental AG, Hyundai Mobis Co., Ltd., Daicel Corporation, Robert Bosch GmbH, DENSO Corporation, Nihon Plast Co., Ltd., Ashimori Industry Co., Ltd., Yanfeng Automotive Interiors, Forvia Hella, Toyota Boshoku Corporation, Kolon Industries Inc., Magna International Inc., Valeo SE and Aptiv PLC.

## Key Developments:

In June 2026, Continental announced a strategic partnership with Renault Group through the latter's Garage Futurama development and innovation platform. Continental serves as a technical partner, combining its tire-development expertise with Renault Group's innovation activities.

In January 2026, ZF and Qualcomm expanded their collaboration to deliver a scalable ADAS solution combining ZF ProAI with Qualcomm's Snapdragon Ride platform. The partnership covers AI computing, perception, sensor fusion, decision-making, and scalable ADAS architectures for different vehicle types and automation levels.

In September 2025, Bosch announced a strategic collaboration with NVIDIA to integrate NVIDIA DRIVE AGX Thor into Bosch's next-generation ADAS computing platform and electronic-control-unit architectures.

## Safety System Types Covered:

Active Safety Systems

Passive Safety Systems

Integrated Safety Systems

## **Active Safety Systems Covered:**

Anti-lock Braking System

Electronic Stability Control

Traction Control System

Electronic Brakeforce Distribution

Brake Assist System

Autonomous Emergency Braking

Adaptive Cruise Control

Forward Collision Warning

Lane Departure Warning

## **Airbag Components Covered:**

Airbag Module

Airbag Cushion

Inflator

Airbag Electronic Control Unit

Crash Sensors

Occupant Classification System

Occupant Detection Sensors

Pressure Sensors

Accelerometers

Wiring Harnesses & Connectors

## **Vehicle Types Covered:**

Passenger Cars

Light Commercial Vehicles

Medium Commercial Vehicles

Heavy Commercial Vehicles

Buses & Coaches

Two-Wheelers

Specialty & Off-Road Vehicles

## **Vehicle Propulsions Covered:**

Internal Combustion Engine Vehicles

Hybrid Electric Vehicles

Plug-in Hybrid Electric Vehicles

Battery Electric Vehicles

Fuel Cell Electric Vehicles

## **Vehicle Classes Covered:**

Economy

Mid-Range

Premium

Luxury

## **Vehicle Propulsions Covered:**

Internal Combustion Engine (ICE) Vehicles

Hybrid Electric Vehicles (HEVs)

Plug-in Hybrid Electric Vehicles (PHEVs)

Battery Electric Vehicles (BEVs)

Fuel Cell Electric Vehicles (FCEVs)

## **Sales Channels Covered:**

OEM

Aftermarket

## **Technologies Covered:**

Radar-Based Systems

Camera-Based Systems

LiDAR-Based Systems

Ultrasonic-Based Systems

Sensor Fusion

Artificial Intelligence & Machine Learning

Advanced Electronic Control Systems

Connected Safety Systems

Predictive Safety Systems

## **Applications Covered:**

Frontal Collision Protection

Side-Impact Protection

Rear-Impact Protection

Rollover Protection

Pedestrian Protection

Occupant Protection

Child Protection

Vulnerable Road User Protection

## **End Users Covered:**

Passenger Vehicle Manufacturers

Commercial Vehicle Manufacturers

Two-Wheeler Manufacturers

Automotive Tier-1 Suppliers

Aftermarket Service Providers

## **Regions Covered:**

North America

- United States
- Canada
- Mexico

Europe

- United Kingdom
- Germany
- France
- Italy
- Spain
- Netherlands
- Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

## **What our report offers:**

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

## **Free Customization Offerings:**

**All the customers of this report will be entitled to receive one of the following free customization options:**

### **Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

### **Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### **Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances



## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY SAFETY SYSTEM TYPE**

- 5.1 Active Safety Systems
- 5.2 Passive Safety Systems
- 5.3 Integrated Safety Systems

## **6 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY ACTIVE SAFETY SYSTEM**

- 6.1 Anti-lock Braking System
- 6.2 Electronic Stability Control
- 6.3 Traction Control System
- 6.4 Electronic Brakeforce Distribution
- 6.5 Brake Assist System
- 6.6 Autonomous Emergency Braking
- 6.7 Adaptive Cruise Control
- 6.8 Forward Collision Warning
- 6.9 Lane Departure Warning

## **7 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY AIRBAG COMPONENT**

- 7.1 Airbag Module
- 7.2 Airbag Cushion
- 7.3 Inflator
- 7.4 Airbag Electronic Control Unit
- 7.5 Crash Sensors
- 7.6 Occupant Classification System
- 7.7 Occupant Detection Sensors
- 7.8 Pressure Sensors
- 7.9 Accelerometers
- 7.10 Wiring Harnesses & Connectors

## **8 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY**

## **VEHICLE TYPE**

- 8.1 Passenger Cars
- 8.2 Light Commercial Vehicles
- 8.3 Medium Commercial Vehicles
- 8.4 Heavy Commercial Vehicles
- 8.5 Buses & Coaches
- 8.6 Two-Wheelers
- 8.7 Specialty & Off-Road Vehicles

## **9 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY VEHICLE PROPULSION**

- 9.1 Internal Combustion Engine Vehicles
- 9.2 Hybrid Electric Vehicles
- 9.3 Plug-in Hybrid Electric Vehicles
- 9.4 Battery Electric Vehicles
- 9.5 Fuel Cell Electric Vehicles

## **10 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY VEHICLE CLASS**

- 10.1 Economy
- 10.2 Mid-Range
- 10.3 Premium
- 10.4 Luxury

## **11 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY VEHICLE PROPULSION**

- 11.1 Internal Combustion Engine (ICE) Vehicles
- 11.2 Hybrid Electric Vehicles (HEVs)
- 11.3 Plug-in Hybrid Electric Vehicles (PHEVs)
- 11.4 Battery Electric Vehicles (BEVs)
- 11.5 Fuel Cell Electric Vehicles (FCEVs)

## **12 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY SALES CHANNEL**

12.1 OEM

12.2 Aftermarket

## **13 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY TECHNOLOGY**

13.1 Radar-Based Systems

13.2 Camera-Based Systems

13.3 LiDAR-Based Systems

13.4 Ultrasonic-Based Systems

13.5 Sensor Fusion

13.6 Artificial Intelligence & Machine Learning

13.7 Advanced Electronic Control Systems

13.8 Connected Safety Systems

13.9 Predictive Safety Systems

## **14 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY APPLICATION**

14.1 Frontal Collision Protection

14.2 Side-Impact Protection

14.3 Rear-Impact Protection

14.4 Rollover Protection

14.5 Pedestrian Protection

14.6 Occupant Protection

14.7 Child Protection

14.8 Vulnerable Road User Protection

## **15 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY END USER**

15.1 Passenger Vehicle Manufacturers

15.2 Commercial Vehicle Manufacturers

15.3 Two-Wheeler Manufacturers

15.4 Automotive Tier-1 Suppliers

15.5 Aftermarket Service Providers

## **16 GLOBAL VEHICLE SAFETY SYSTEMS & AIRBAG TECHNOLOGY MARKET, BY GEOGRAPHY**

- 16.1 North America
  - 16.1.1 United States
  - 16.1.2 Canada
  - 16.1.3 Mexico
- 16.2 Europe
  - 16.2.1 United Kingdom
  - 16.2.2 Germany
  - 16.2.3 France
  - 16.2.4 Italy
  - 16.2.5 Spain
  - 16.2.6 Netherlands
  - 16.2.7 Belgium
  - 16.2.8 Sweden
  - 16.2.9 Switzerland
  - 16.2.10 Poland
  - 16.2.11 Rest of Europe
- 16.3 Asia Pacific
  - 16.3.1 China
  - 16.3.2 Japan
  - 16.3.3 India
  - 16.3.4 South Korea
  - 16.3.5 Australia
  - 16.3.6 Indonesia
  - 16.3.7 Thailand
  - 16.3.8 Malaysia
  - 16.3.9 Singapore
  - 16.3.10 Vietnam
  - 16.3.11 Rest of Asia Pacific
- 16.4 South America
  - 16.4.1 Brazil
  - 16.4.2 Argentina
  - 16.4.3 Colombia
  - 16.4.4 Chile
  - 16.4.5 Peru
  - 16.4.6 Rest of South America
- 16.5 Rest of the World (RoW)
  - 16.5.1 Middle East
    - 16.5.1.1 Saudi Arabia

16.5.1.2 United Arab Emirates

16.5.1.3 Qatar

16.5.1.4 Israel

16.5.1.5 Rest of Middle East

16.5.2 Africa

16.5.2.1 South Africa

16.5.2.2 Egypt

16.5.2.3 Morocco

16.5.2.4 Rest of Africa

## **17 STRATEGIC MARKET INTELLIGENCE**

17.1 Industry Value Network and Supply Chain Assessment

17.2 White-Space and Opportunity Mapping

17.3 Product Evolution and Market Life Cycle Analysis

17.4 Channel, Distributor, and Go-to-Market Assessment

## **18 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES**

18.1 Mergers and Acquisitions

18.2 Partnerships, Alliances, and Joint Ventures

18.3 New Product Launches and Certifications

18.4 Capacity Expansion and Investments

18.5 Other Strategic Initiatives

## **19 COMPANY PROFILES**

19.1 Autoliv Inc.

19.2 ZF Friedrichshafen AG

19.3 Joyson Safety Systems

19.4 Toyoda Gosei Co., Ltd.

19.5 Continental AG

19.6 Hyundai Mobis Co., Ltd.

19.7 Daicel Corporation

19.8 Robert Bosch GmbH

19.9 DENSO Corporation

19.10 Nihon Plast Co., Ltd.

19.11 Ashimori Industry Co., Ltd.

19.12 Yanfeng Automotive Interiors

19.13 Forvia Hella

19.14 Toyota Boshoku Corporation

19.15 Kolon Industries Inc.

19.16 Magna International Inc.

19.17 Valeo SE

19.18 Aptiv PLC

List of Tables

Table 1 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Safety System Type (2023-2034) (\$MN)

Table 3 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Active Safety Systems (2023-2034) (\$MN)

Table 4 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Passive Safety Systems (2023-2034) (\$MN)

Table 5 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Integrated Safety Systems (2023-2034) (\$MN)

Table 6 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Active Safety System (2023-2034) (\$MN)

Table 7 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Anti-lock Braking System (2023-2034) (\$MN)

Table 8 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Electronic Stability Control (2023-2034) (\$MN)

Table 9 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Traction Control System (2023-2034) (\$MN)

Table 10 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Electronic Brakeforce Distribution (2023-2034) (\$MN)

Table 11 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Brake Assist System (2023-2034) (\$MN)

Table 12 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Autonomous Emergency Braking (2023-2034) (\$MN)

Table 13 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Adaptive Cruise Control (2023-2034) (\$MN)

Table 14 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Forward Collision Warning (2023-2034) (\$MN)

Table 15 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Lane Departure Warning (2023-2034) (\$MN)

Table 16 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Airbag Component (2023-2034) (\$MN)

Table 17 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Airbag Module (2023-2034) (\$MN)

Table 18 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Airbag Cushion (2023-2034) (\$MN)

Table 19 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Inflator (2023-2034) (\$MN)

Table 20 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Airbag Electronic Control Unit (2023-2034) (\$MN)

Table 21 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Crash Sensors (2023-2034) (\$MN)

Table 22 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Occupant Classification System (2023-2034) (\$MN)

Table 23 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Occupant Detection Sensors (2023-2034) (\$MN)

Table 24 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Pressure Sensors (2023-2034) (\$MN)

Table 25 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Accelerometers (2023-2034) (\$MN)

Table 26 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Wiring Harnesses & Connectors (2023-2034) (\$MN)

Table 27 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Vehicle Type (2023-2034) (\$MN)

Table 28 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Passenger Cars (2023-2034) (\$MN)

Table 29 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Light Commercial Vehicles (2023-2034) (\$MN)

Table 30 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Medium Commercial Vehicles (2023-2034) (\$MN)

Table 31 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Heavy Commercial Vehicles (2023-2034) (\$MN)

Table 32 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Buses & Coaches (2023-2034) (\$MN)

Table 33 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Two-Wheelers (2023-2034) (\$MN)

Table 34 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Specialty & Off-Road Vehicles (2023-2034) (\$MN)

Table 35 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Vehicle Propulsion (2023-2034) (\$MN)

Table 36 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By

Internal Combustion Engine Vehicles (2023-2034) (\$MN)

Table 37 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Hybrid Electric Vehicles (2023-2034) (\$MN)

Table 38 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Plug-in Hybrid Electric Vehicles (2023-2034) (\$MN)

Table 39 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Battery Electric Vehicles (2023-2034) (\$MN)

Table 40 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Fuel Cell Electric Vehicles (2023-2034) (\$MN)

Table 41 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Vehicle Class (2023-2034) (\$MN)

Table 42 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Economy (2023-2034) (\$MN)

Table 43 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Mid-Range (2023-2034) (\$MN)

Table 44 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Premium (2023-2034) (\$MN)

Table 45 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Luxury (2023-2034) (\$MN)

Table 46 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Vehicle Propulsion (2023-2034) (\$MN)

Table 47 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Internal Combustion Engine (ICE) Vehicles (2023-2034) (\$MN)

Table 48 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Hybrid Electric Vehicles (HEVs) (2023-2034) (\$MN)

Table 49 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Plug-in Hybrid Electric Vehicles (PHEVs) (2023-2034) (\$MN)

Table 50 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Battery Electric Vehicles (BEVs) (2023-2034) (\$MN)

Table 51 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Fuel Cell Electric Vehicles (FCEVs) (2023-2034) (\$MN)

Table 52 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Sales Channel (2023-2034) (\$MN)

Table 53 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By OEM (2023-2034) (\$MN)

Table 54 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Aftermarket (2023-2034) (\$MN)

Table 55 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Technology (2023-2034) (\$MN)

Table 56 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Radar-Based Systems (2023-2034) (\$MN)

Table 57 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Camera-Based Systems (2023-2034) (\$MN)

Table 58 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By LiDAR-Based Systems (2023-2034) (\$MN)

Table 59 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Ultrasonic-Based Systems (2023-2034) (\$MN)

Table 60 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Sensor Fusion (2023-2034) (\$MN)

Table 61 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Artificial Intelligence & Machine Learning (2023-2034) (\$MN)

Table 62 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Advanced Electronic Control Systems (2023-2034) (\$MN)

Table 63 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Connected Safety Systems (2023-2034) (\$MN)

Table 64 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Predictive Safety Systems (2023-2034) (\$MN)

Table 65 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Application (2023-2034) (\$MN)

Table 66 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Frontal Collision Protection (2023-2034) (\$MN)

Table 67 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Side-Impact Protection (2023-2034) (\$MN)

Table 68 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Rear-Impact Protection (2023-2034) (\$MN)

Table 69 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Rollover Protection (2023-2034) (\$MN)

Table 70 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Pedestrian Protection (2023-2034) (\$MN)

Table 71 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Occupant Protection (2023-2034) (\$MN)

Table 72 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Child Protection (2023-2034) (\$MN)

Table 73 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Vulnerable Road User Protection (2023-2034) (\$MN)

Table 74 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By End User (2023-2034) (\$MN)

Table 75 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By

Passenger Vehicle Manufacturers (2023-2034) (\$MN)

Table 76 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By

Commercial Vehicle Manufacturers (2023-2034) (\$MN)

Table 77 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By Two-

Wheeler Manufacturers (2023-2034) (\$MN)

Table 78 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By

Automotive Tier-1 Suppliers (2023-2034) (\$MN)

Table 79 Global Vehicle Safety Systems & Airbag Technology Market Outlook, By

Aftermarket Service Providers (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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