

# **Global Automotive Airbag Yarn Market by Vehicle Type (Compact Car, Midsize Car, Large Car, MPV and LCV, SUV, and Others), by Airbag Type (Driver Airbag, Passenger Airbag, Side Airbag, Knee Airbag, and Curtain Airbag), by Coating Type (Neoprene, Silicone, and Non-coated), by Region (NA, Europe, APAC, ROW), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2016 – 2021**

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## **Abstracts**

This is the ONGOING report. If ordered it could be delivered in 2-3 weeks timeframe.

This report, from Stratview Research, studies the airbag yarn market in automotive industry over the period 2010 to 2021. The report provides detailed insights on the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

### **The Automotive Airbag Yarns Market: Highlights**

An airbag is the most important safety device in an automobile. There are different types of airbags installed in an automobile such as driver bags, passenger bags, side bags, curtain bags, knee bags, roll-over bags, and others. The market for airbag has been growing at a higher pace than that of automotive market due to increasing awareness towards passenger safety.

The automotive airbag yarn market offers a healthy growth opportunity and is likely to grow at a 6.0% CGAR during the forecast period of 2016 to 2021. Currently, airbag

fabrics based upon polyamide yarns dominate the global automotive airbag market. Compact cars, MPVs, and LCVs are expected to offer a robust growth opportunity for airbag yarns in the global automotive industry. Expected growth in automotive production, introduction of more bags per car, growth in Asia Pacific, and increasing safety standards across the globe are the major drivers of airbag yarns market.

North America and Asia Pacific are the two largest markets for airbag yarns. North America's fitment rate is generally higher than that of Asia Pacific and Europe. Asia Pacific, however, is expected to be the dominant market for airbag yarns during the forecast period. Asia Pacific is set to experience the highest growth in the coming years with most of the growth coming from developing nations including India and China. Most of the major airbag yarn producers are forming strategic alliances with Asian companies to set up plant in Asia, mainly in China to tap the market potential.

The supply chain of this market comprises raw materials manufacturers, yarn manufacturers, distributors, part fabricators, and OEMs. Some of airbag manufacturers are Autoliv, Takata, TRW, Delphi, and Jinheng and OEMs are General Motors, BMW, Toyota, and Ford.

The key airbag yarn suppliers for automotive industry are Invista, PHP, Toyobo, Toray, Hyosung, and Asahi Kasei Fibers. New product development, new optimized manufacturing process development, collaboration with customers, and long term contacts are the key strategies adopted by the key players to gain competitive edge in the market.

## **Research Methodology**

This report offers high quality insights and is the outcome of detailed research methodology comprising extensive secondary research, rigorous primary interviews with industry stakeholders and validation and triangulation with Stratview Research's internal database and statistical tools. More than 1,000 authenticated secondary sources, such as company annual reports, fact book, press release, journals, investor presentation, white papers, patents, and articles have been leveraged to gather the data. More than 10 detailed primary interviews with the market players across the value chain in the all four regions and industry experts have been executed to obtain both the qualitative and quantitative insights.

## **Report Features**

*Global Automotive Airbag Yarn Market by Vehicle Type (Compact Car, Midsize Car, Large Car, MPV and LCV, SUV, a...*

This report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights on the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market. The following are the key features of the report:

Market structure: Overview, industry life cycle analysis, supply chain analysis

Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis

Market trend and forecast analysis

Market segment trend and forecast

Competitive landscape and dynamics: Market share, product portfolio, product launches, etc.

Attractive market segments and associated growth opportunities

Emerging trends

Strategic growth opportunities for the existing and new players

Key success factors

The automotive airbag yarn market is segmented into the following categories.

Automotive Airbag Yarn Market by Vehicle Type:

Compact Car

Mid-Size Car

Large Car

MPV & LCV

SUV

Others

#### Automotive Airbag Yarn by Airbag Type:

Driver Airbag

Passenger Airbag

Side Airbag

Knee Airbag

Curtain Airbag

#### Automotive Airbag Yarn Market by Coating Type:

Neoprene

Silicone

Non Coated

#### Automotive Airbag Yarn Market by Region:

North America

Europe

Asia Pacific

Rest of the World

## Report Customization Options

With this detailed report, Stratview Research offers one of the following free customization options to our respectable clients:

### Company Profiling

Detailed profiling of additional market players (up to 3)

SWOT analysis of key players (up to 3)

### Regional Segmentation

Current market segmentation of any one of the regions by coating type

### Competitive Benchmarking

Benchmarking of the top 3 competitors on product portfolio, application presence, strategic alliances, and new product development

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