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Light Vehicle Airbag Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Vehicle Type (Hatchback, SUV & MPV, Sedan, and LCV), By Airbag Type (Front Airbag, Knee Airbag, Side Airbag and Curtain Airbag), By Demand Category (OEM and Replacement), By Yarn Type (Nylon Type, Polyester Type), By Region & Competition, 2021-2031F

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Abstracts

The Global Light Vehicle Airbag Market is projected to expand from USD 28.05 Billion in 2025 to USD 45.66 Billion by 2031, reflecting a compound annual growth rate of 8.46%. These passive safety systems utilize flexible fabric envelopes that inflate instantly upon impact to cushion passengers and mitigate injury severity. The industry's growth is largely fueled by strict government safety regulations requiring standardized installation across all vehicle classes, alongside a general increase in automotive manufacturing. Data from the International Organization of Motor Vehicle Manufacturers indicates that global vehicle production hit roughly 92.5 million units in 2024, securing continued demand for these essential safety components.

Despite this upward trajectory, the market faces significant hurdles due to the high expenses involved in replacing defective or deployed airbag modules. The financial burden of large-scale recalls, coupled with the cost of fitting multiple airbags into budget-friendly vehicles, can squeeze manufacturer profit margins. This issue is particularly pronounced in developing regions, where price-sensitive consumers often value affordability above optional safety additions.

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Market Driver

Rigorous government safety regulations serve as the primary engine for the Global Light Vehicle Airbag Market, forcing automakers to adopt advanced occupant protection systems as standard requirements rather than optional extras. As transport authorities globally aim to lower accident fatality rates, they are implementing strict mandates that require the inclusion of multiple airbag units, such as curtain and knee modules, across all price points. This regulatory push is directly influenced by ongoing accident data; for instance, the National Highway Traffic Safety Administration's April 2025 'Early Estimate of Motor Vehicle Traffic Fatalities in 2024' reported a projected 39,345 traffic-related deaths, highlighting the urgent need for comprehensive passive safety suites in new vehicle evaluations.

Concurrently, the rise in global light vehicle production volumes substantially boosts the demand for airbag units, especially as manufacturing expands in emerging markets where safety norms are aligning with international standards. The recovery of supply chains and the resulting increase in automotive output have steadied demand, enabling suppliers to fine-tune production for mass-market distribution. This volume-based growth is clear in rapidly expanding regions; the Society of Indian Automobile Manufacturers reported in April 2025 that passenger vehicle sales in India reached a record 4.3 million units for the 2024-25 fiscal year, demonstrating the widening geographic reach of safety component demand. Underscoring the financial significance of this trend, Autoliv's 'Financial Report July - September 2025' from October 2025 announced record third-quarter net sales of $2,706 million, attributed to increased safety content per vehicle.

Market Challenge

The considerable financial risks linked to managing mass recalls and replacing defective airbag modules present a major obstacle to the global light vehicle airbag market's expansion. Manufacturers face severe compression of profit margins when safety defects require extensive replacement initiatives, as the associated costs for hardware, labor, and logistics rise sharply. This financial strain is especially intense when incorporating multiple airbags into entry-level models, where tight pricing limits in developing markets make it difficult to absorb extra costs. Consequently, the unpredictability of these expenditures compels companies to hold significant contingency funds, diverting capital that could otherwise fund research and development or market growth.

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The severity of this challenge is underscored by recent industry incidents that reveal the operational risks at play. For example, the National Highway Traffic Safety Administration reported in February 2024 that Honda recalled roughly 750,000 vehicles because of faulty airbag sensors that carried a risk of unintended deployment. Such massive recall efforts interrupt production timelines and diminish supplier profitability, directly hindering the industry's capacity to economically standardize advanced airbag configurations across all vehicle tiers without substantially increasing per-unit costs.

Market Trends

The industry is undergoing a transformation driven by a shift toward sustainable and bio-based airbag materials, as manufacturers focus on circular economy principles and decarbonization. Suppliers are increasingly substituting traditional petrochemical-based nylon fabrics with high-performance recycled alternatives to lower the carbon footprint of safety components while ensuring durability and deployment speed remain uncompromised. Advancements in polymer engineering facilitate this transition by enabling the production of safety-critical textiles from post-consumer waste, effectively meeting environmental targets while upholding strict safety standards. As noted in Autoliv's June 2024 press release, 'Autoliv first to showcase airbag cushions made of 100% recycled polyester,' the company has successfully created airbag cushions using fully recycled polyester, achieving a major reduction in greenhouse gas emissions within the passive safety supply chain.

Simultaneously, innovation in seat-integrated airbags for autonomous vehicle architectures is rising as a crucial trend to support the flexible cabin layouts of future mobility solutions. With the progression of automated driving technologies, vehicle interiors are adapting to permit passengers and drivers to recline, swivel, or face one another, making conventional steering wheel and dashboard-mounted airbags less effective. In response, suppliers are developing adaptive airbag modules that are embedded directly into seat structures or deployed from alternative spots like the roof to guarantee consistent protection regardless of seating arrangements. According to ZF's June 2024 press release, 'Future vehicle interiors: ZF LIFETEC presents next generation airbags and steering wheels,' the global passive safety systems market is projected to expand at a compound annual growth rate of roughly 4% through 2030, driven by these novel interior concepts and evolving safety needs.

Key Market Players

Autoliv Inc.

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ZF Friedrichshafen AG

Joyson Safety Systems

Toyoda Gosei Co. Ltd

Hyundai Mobis Co. Ltd

Continental AG

Daicel Corporation

Nihon Plast Co. Ltd

Ashimori Industry Co. Ltd

Sumitomo Corporation

Robert Bosch GmbH

Kolon Industries Inc.

Report Scope

In this report, the Global Light Vehicle Airbag Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Light Vehicle Airbag Market, By Vehicle Type

Hatchback

SUV & MPV

Sedan

LCV

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Light Vehicle Airbag Market, By Airbag Type

- Front Airbag
- Knee Airbag
- Side Airbag
- Curtain Airbag

Light Vehicle Airbag Market, By Demand Category

- OEM
- Replacement

Light Vehicle Airbag Market, By Yarn Type

- Nylon Type
- Polyester Type

Light Vehicle Airbag Market, By Region

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - France
  - United Kingdom

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Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Light Vehicle Airbag Market.

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Available Customizations:

Global Light Vehicle Airbag Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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