

# **Global Automotive Active Seat Headrest Market Segmented By Product Type (Head Rest Activation, Seat Back Activation), By Vehicle Type (Passenger Vehicle, Commercial Vehicle) By Regional, Competition Forecast & Opportunities, 2018-2028F**

<https://marketpublishers.com/r/GD2CC0F9578EEN.html>

Date: October 2023

Pages: 170

Price: US\$ 4,900.00 (Single User License)

ID: GD2CC0F9578EEN

## **Abstracts**

The Global Automotive Active Seat Headrest Market achieved a valuation of USD 8 billion in 2022 and is poised for substantial growth in the projected period, exhibiting a Compound Annual Growth Rate (CAGR) of 6.2% through 2028. Active seat headrests, often referred to as active head restraints, represent a passive safety feature designed to safeguard occupants' necks in the event of accidents, particularly rear crashes. This technology proves especially effective in mitigating neck injuries resulting from rear-end collisions, as even minor impacts from the rear can lead to substantial neck injury. Such injuries are attributed to the relative backward movement of the neck and chest upon impact, where the chest receives seat support while the neck continues to move backward.

Key Market Drivers:

### **1. Growing Emphasis on Vehicle Safety and Regulatory Compliance:**

Vehicle safety remains a paramount concern in the automotive industry, driving the active seat headrest market. Governments and regulatory bodies worldwide are tightening safety standards, compelling automakers to enhance vehicle safety features. Active seat headrests, equipped with sensors and actuators, automatically adjust their position during collisions to provide optimal neck and head support. These systems meet rigorous safety standards and crash test requirements, aligning with both regulatory mandates and consumer demand for safer vehicles.

## 2. Increased Awareness and Understanding of Whiplash Injuries:

As awareness about the severity of whiplash injuries resulting from rear-end collisions grows among consumers, there is an increasing demand for solutions that address this specific safety concern. Active seat headrests are specifically designed to mitigate whiplash injuries by rapidly and accurately adjusting the headrest position during collisions. Educated consumers seek vehicles equipped with advanced safety features that reduce the risk of harm, driving the adoption of active seat headrests.

## 3. Advancements in Sensors and Actuators:

The performance and responsiveness of active seat headrests rely on advancements in sensor and actuator technology. These technologies continuously evolve, improving the accuracy and speed of these systems. Advanced sensors can precisely detect collision conditions and analyze crash dynamics in real-time. Actuators, responsible for adjusting headrest positions, are becoming more efficient, contributing to the overall effectiveness of active seat headrests in preventing whiplash injuries.

## 4. Integration with Vehicle Connectivity and Electronics:

The integration of vehicles with advanced sensors, control units, and communication networks is shaping the development of active seat headrests. Seamless integration with the vehicle's electronics allows these headrests to receive real-time data from other vehicle systems, such as collision detection sensors and electronic stability control. This integration optimizes their ability to prevent whiplash injuries by collaborating with other safety systems within the vehicle.

## 5. Consumer Demand for Enhanced Comfort and Convenience:

Beyond safety, consumers seek enhanced comfort and convenience in their vehicles. Active seat headrests, designed to provide optimal head and neck support, contribute to overall occupant comfort during daily commutes and long journeys. Manufacturers recognize the importance of creating comfortable interiors, and active seat headrests cater to this demand for luxurious and comfortable driving experiences.

## 6. Focus on Differentiation and Competitive Advantage:

To stand out in a competitive market, manufacturers seek unique selling propositions

that differentiate their vehicles. Equipping vehicles with advanced safety features like active seat headrests positions them as safer choices. Safety-conscious consumers are willing to invest in vehicles prioritizing occupant protection, making active seat headrests a valuable tool for creating brand identity and driving customer loyalty.

## 7. Collaborations and Partnerships between Automakers and Technology Companies:

The development of active seat headrests necessitates collaborations between traditional automakers and technology companies specializing in sensors, software, and electronics. These partnerships leverage expertise to create innovative solutions. By combining resources and knowledge, automakers and technology companies advance active seat headrest technology, driving growth and adoption.

### Key Market Challenges:

#### 1. Technological Complexity and Integration:

Active seat headrests involve sophisticated sensors, actuators, and control algorithms to accurately detect crash conditions and trigger appropriate responses. Integrating these complex systems within the existing vehicle architecture while ensuring cohesive operation with other safety systems is challenging. Rigorous testing, validation, and engineering expertise are necessary to maintain the systems' effectiveness and reliability.

#### 2. Cost and Affordability:

While active seat headrests enhance safety, they also increase vehicle costs. Automakers must balance safety advancements with affordability to cater to price-sensitive consumers. Striking this balance is crucial in a competitive market where manufacturers seek to offer Value & Volume without compromising safety.

#### 3. Regulatory Compliance and Standards:

Different regions have varying safety standards and regulations. Active seat headrests must meet diverse safety standards while delivering consistent safety performance. Manufacturers invest in research, development, and testing to ensure systems comply with market-specific requirements, leading to potential delays and increased costs.

#### 4. Consumer Awareness and Acceptance:

Educating consumers about the benefits of active seat headrests is essential. Manufacturers must communicate the Value & Volume proposition effectively to build consumer trust. Clear messaging explaining how the technology works and its contribution to overall safety is vital to fostering acceptance.

#### 5. Retrofitting and Aftermarket Challenges:

Retrofitting older vehicles with active seat headrests is challenging due to technical complexities and potential cost-prohibitive nature. Ensuring aftermarket systems are compatible with diverse vehicles while adhering to safety standards is also complex. Compatibility issues and system reliability must be addressed.

#### Key Market Trends:

##### 1. Growing Demand for Enhanced Occupant Safety:

The increasing demand for vehicles equipped with advanced safety features drives the adoption of active seat headrests. As consumer awareness of whiplash injuries and their consequences increases, the appeal of vehicles with safety-enhancing features like active seat headrests grows.

##### 2. Integration with Vehicle Connectivity and Electronics:

The integration of active seat headrests with vehicle electronics enhances their responsiveness and functionality. Real-time data exchange with other safety systems optimizes headrests' performance, contributing to a comprehensive safety network.

##### 3. Advancements in Sensor and Actuator Technology:

Advancements in sensor and actuator technology are enhancing the performance and reliability of active seat headrests. More accurate sensors and responsive actuators contribute to improved whiplash injury prevention.

##### 4. Customization and Personalization:

Consumer preferences for personalized driving experiences are shaping the active seat headrest market. Customizable features allowing adjustments to headrest positions cater to individual comfort needs and enhance passenger satisfaction.

## 5. Collaboration between Automotive and Technology Companies:

Partnerships between traditional automakers and technology companies drive innovation in active seat headrests. By combining resources and expertise, these collaborations accelerate technology development and adoption.

## 6. Regulatory Emphasis on Vehicle Safety:

Regulatory bodies' focus on vehicle safety standards accelerates the integration of advanced safety features like active seat headrests. Compliance with safety regulations and the reduction of whiplash injuries are drivers for their adoption.

## 7. Growing Awareness of Whiplash Injuries:

Increasing public awareness of whiplash injuries' severity fuels the demand for safety features like active seat headrests. Manufacturers respond by incorporating these systems to address consumer concerns.

## Segmental Insights:

### 1. Product Type Analysis:

The market is segmented into two product types: Head Rest Activation and Seat Back Activation. Due to stringent safety requirements, head rest activation is expected to dominate the market. Automakers are investing in research to develop technologically advanced head rest activation systems that reduce neck

injuries. The passenger automobile segment is likely to lead due to increasing global sales and production. Commercial vehicles are also projected to witness significant growth as active seat headrests become more prevalent in this category.

### 2. Regional Insights:

Asia-Pacific is projected to witness substantial growth due to a booming automotive sector and rising foreign direct investments. China, in particular, leads the market due to its growing automobile component sector, rapid technological innovation, GDP growth, and rising middle-class affluence. Europe is expected to be the second-largest market due to demand for passenger vehicles and stringent safety requirements.

## Key Market Players

Ts Tech Co. Ltd

Daimay Automotive Interior Co., Ltd

Adient Plc.

Toyota Boshoku Corporation

Grammer AG

Yanfeng Automotive Interiors

Lear Corporation

JR Manufacturing Inc.

Magna International Inc.

Ningbo Jifeng Auto Parts Co., Ltd

## Report Scope:

In this report, the Global Automotive Active Seat Headrest Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Automotive Active Seat Headrest Market, By Product Type:

Headrest Activation

Seat Back Activation

### Automotive Active Seat Headrest Market, By Vehicle Type:

Passenger Vehicle

## Commercial Vehicle

### Automotive Active Seat Headrest Market, By Region:

#### North America

United States

Canada

Mexico

#### Europe & CIS

Germany

Spain

France

Russia

Italy

United Kingdom

Belgium

#### Asia-Pacific

China

India

Japan

Indonesia

Thailand

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

Turkey

Iran

Saudi Arabia

UAE

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Automotive Active Seat Headrest Market.

## Available Customizations:

Global Automotive Active Seat Headrest Market report with the given market data, Tech Sci 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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