

# **Global Automotive Airbag Market Segmented By Type (Curtain Airbags, Knee Airbags, Front Airbags, and Inflatable Seat Belt), By Vehicle Type (Passenger Cars and Commercial Vehicles), By Demand Category (OEM and Aftermarket), By Regional, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

In 2022, the Global Automotive Airbag Market achieved a valuation of USD 13 billion, and it is poised for robust growth throughout the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 5.97% until 2028. This significant growth can be attributed to a convergence of factors placing heightened importance on vehicle safety and occupant protection within the Global Airbag Market.

One of the primary drivers of this growth is the imposition of stringent safety regulations and mandates by governments and regulatory bodies worldwide. These regulations compel automakers to integrate airbag systems into their vehicle offerings.

Organizations like the National Highway Traffic Safety Administration (NHTSA) in the United States and the European New Car Assessment Programme (Euro NCAP) have defined specific standards for airbag deployment, crash testing, and occupant protection. To adhere to these regulations, automakers invest in research and development to create advanced airbag technologies that efficiently mitigate collision impact and safeguard occupants.

Another driving force behind this market expansion is the increasing awareness among consumers regarding road safety. As consumers become more conscious of accident risks, they prioritize safety features in their vehicle purchasing decisions. This prompts automakers to incorporate advanced airbag technologies as a selling point, offering

tailored protection for various collision scenarios.

## Key Market Drivers

- 1. Stringent Safety Regulations and Mandates:** Global airbag market growth is strongly influenced by stringent safety regulations and mandates imposed by governments and regulatory bodies worldwide. These regulations necessitate the integration of airbag systems in vehicles to enhance passenger and driver safety during collisions.
- 2. Growing Emphasis on Vehicle Safety:** Consumer awareness of vehicle safety has increased significantly in recent years. As a result, automakers prioritize the integration of advanced airbag systems into their vehicles to meet consumer demand for comprehensive safety features.
- 3. Advancements in Airbag Technology:** Continuous advancements in airbag technology have led to the development of smarter and more efficient airbag systems. Innovations in sensor technology, crash detection algorithms, and inflation mechanisms have resulted in airbags that deploy more accurately based on collision severity and occupant position.
- 4. Evolving Automotive Industry Trends:** The changing trends in the automotive industry, including the rise of electric vehicles (EVs) and autonomous vehicles, present new challenges and opportunities for airbag integration. These trends demand innovative solutions to cater to the specific safety needs of these vehicle types.
- 5. Globalization and Urbanization:** Ongoing globalization and rapid urbanization have led to increased vehicle ownership and demand for safer transportation options, driving the growth of the airbag market in both developed and developing economies.
- 6. Rise of Shared Mobility Services:** The proliferation of shared mobility services has created a need for airbag systems that can withstand repeated deployments while ensuring the safety of diverse passengers and usage patterns.
- 7. Innovative Materials and Manufacturing Techniques:** Advances in materials science and manufacturing techniques contribute to the efficient production of airbag components, enhancing their performance while promoting cost-effectiveness and sustainability.

## Key Market Challenges

1. **Technological Complexity and Innovation:** The constant evolution of vehicle technology demands continuous research and development efforts to design airbag systems that accurately assess collision dynamics, occupant positions, and impact severity.
2. **Multi-Market Regulations and Standards:** Navigating diverse global regulations and safety standards poses a logistical challenge for manufacturers, increasing development costs and time-to-market.
3. **Occupant Diversity and Positioning:** Designing airbags that provide optimal protection for occupants of varying sizes and positions requires sophisticated engineering and sensor technologies.
4. **Cost Pressures and Affordability:** Balancing the integration of advanced safety features with vehicle affordability remains a challenge for automakers and airbag manufacturers.
5. **Increasing Vehicle Complexity and Integration:** Integrating airbag systems with other vehicle safety and connectivity features requires intricate software development and rigorous testing to ensure compatibility and seamless operation.

### Key Market Trends

1. **Advancements in Airbag Technology:** Manufacturers focus on developing airbags that offer enhanced protection for occupants in various collision scenarios, including multi-stage airbags, side-impact airbags, and advanced systems that detect passengers.
2. **Integration of Sensor Technology:** Sensor technology plays a pivotal role in modern airbag systems, providing real-time data to enhance deployment precision based on collision forces and occupant positions.
3. **Focus on Pedestrian and Cyclist Protection:** External airbags are being developed to mitigate the impact of collisions with pedestrians and cyclists, improving road safety.
4. **Integration with Advanced Driver Assistance Systems (ADAS):** Airbag systems are increasingly integrated with ADAS technologies to detect potential collisions and optimize protection.

5. Rear Seat Occupant Protection: Manufacturers are enhancing protection for rear seat occupants with advanced rear-seat airbag systems.

6. Integration of Inflatable Seat Belts: Inflatable seat belts are emerging as a trend, distributing crash forces more effectively across the body.

7. Customization and Personalization: Automakers offer customizable airbag systems to cater to individual preferences and needs, reflecting a shift towards consumer-centric safety features.

### Segmental Insights

- The market is categorized into types such as frontal airbags, side airbags, knee airbags, and others. Frontal airbags lead the market, driven by their standard inclusion in all car models. The installation of frontal passenger airbags further boosts this segment's growth. Side airbags also retain a significant market share due to increasing safety concerns and regulatory standards.

### Regional Insights

- The Asia Pacific region dominates the global automobile airbag market, driven by China's thriving automobile sector, rising population, urbanization, and government regulations. Other countries in the region, such as Japan and India, also contribute to market growth due to high automobile demand and government mandates.

### Key Market Players

Autoliv Inc.

ZF Friedrichshafen AG

Yanfeng (Huayu Automotive Systems Co., Ltd.)

Joyson Safety Systems

Toyoda Gosei Co. Ltd.

East Joy Long Motor

Takata Corporation

Neaton Auto Products Manufacturing Inc.

Sumitomo Corporation.

Report Scope:

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

Automotive Airbag Market, By Type:

Curtain Airbags

Knee Airbags

Front Airbags

Inflatable Seat Belts

Automotive Airbag Market, By Vehicle Type:

Passenger Cars

Commercial Vehicles

Automotive Airbag Market, By Demand Category:

OEM

Aftermarket

Automotive Airbag 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

Australia

South Korea

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 Airbag Market.

Available Customizations:

Global Automotive Airbag 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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