

# Automotive airbags and seat belts: a US\$39 bn market with room for growth

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## Abstracts

Sales of automotive airbags and seat belts to original equipment manufacturer (OEM) car builders were worth US\$39 bn in 2017, and are expected to grow faster than sales achieved by the global car and light vehicle industry in general. This presents a significant opportunity for manufacturers of airbags and seat belts. However, the market for airbags and seat belts has seen considerable disruption over the past few years and, as a result, this competitive market is now dominated by a handful of key players which operate across global platforms. The Sweden-based company Autoliv is considered to be the market leader, and its main competitors include Joyson Safety Systems and ZF Friedrichshafen. Another key player in the market is Global Safety Textiles which specialises in the manufacture of fabrics for the passive safety market. This report provides an insight into the market for automotive airbags and seat belts, and provides an overview of the operations and strategies of the industry's key players—namely Autoliv, Global Safety Textiles, Joyson Safety Systems and ZF Friedrichshafen

## Contents

### SUMMARY

### IMPACT OF AIRBAGS AND SEAT BELTS ON FATALITIES AND

### SERIOUS INJURIES

### MARKET SIZE AND TRENDS

Development of the airbag market

### LEADING MANUFACTURERS OF AIRBAGS AND SEAT BELTS

#### AUTOLIV

Autoliv's role in the development of seat belts

Autoliv's innovations in airbag systems

Autoliv textile operations

Autoliv relocation and expansion measures

#### JOYSON SAFETY SYSTEMS

Key Safety Systems (KSS)

Airbags

Inflators

Seat belt systems

Takata

Innovations

#### ZF FRIEDRICHSHAFEN

TRW in China

TRW in Brazil

Innovations

#### GLOBAL SAFETY TEXTILES

OPW technology

## **CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table 1: Autoliv: key customer firsts in airbag development, 1994-2013

Table 2: Autoliv Passive Safety: timeline of expansion, 2000-13

Table 3: Key Safety Systems (KSS): global expansion timeline, 1958-2015

Table 4: Key Safety Systems (KSS): industry firsts and technology advances, 1990-2009

Table 5: Takata: expansion timeline, 1991-2012

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