

# **Markets for Automotive Airbags and Profiles of Autoliv, Takata and TRW Automotive**

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## **Abstracts**

Automotive airbags are among the most important automotive safety products in modern cars. Although the market is somewhat saturated in developed countries, the introduction of tougher safety regulations in passenger car manufacture provides scope for further development. In emerging markets, however, there is enormous commercial potential for the airbags sector due to rising prosperity and demand for new cars. This report assesses the markets for automotive airbags in both developed countries and emerging markets. It also includes detailed information on the development of the automotive airbag and describes in detail the components which make up an airbag system. Furthermore, the report provides a profile and outlook for each of three prominent suppliers of airbags, namely the Swedish company Autoliv, the Japanese company Takata Corporation and the US company TRW Automotive.

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