Global Automotive Active Seat Headrests Market Research Report, By Product Type (Seat Back Activation and Headrest Activation), By Application (Passenger Cars And Commercial Vehicles) And By Region (North America, APAC, Europe, Row) - Forecast To 2023

Market Synopsis

The automotive active seat headrest is a passive safety system in an automobile. The automotive component manufacturers majorly use active seat headrests with the objective of protecting the passengers from neck injuries, in the event of a collision. Active seat headrests are majorly used in the rear-end collision. However, these collisions could also be avoided by deploying advanced systems such as rear vehicle monitoring system.

The automotive active seat headrests market is majorly driven by an increase in demand for automotive safety systems. The increase in awareness and adoption of advanced automobile safety systems, results in the installation of electronic equipment, such as cameras and sensors in the vehicles. The installation of in-vehicle electronic devices is beneficial for the prevention of accidents. In the recent past, an increase in the adoption of advanced driver assistance systems has been witnessed. This has further increased the demand for car seat headrest, as they ensure reduction of whiplash and neck-related injuries.

Over the forecast period, the market is expected to gain traction with an increase in the use of inflatable active seat headrests in cars. Inflatable active seat headrests have a higher success rate as compared to various other trigger mechanisms. By filling the gap by fluctuating the size, the trigger mechanism protects drivers and passengers from whiplash.

Therefore, the automotive active seat headrests market has seen a remarkable growth in the global market and it has been observed that, it is expected to have ~9% CAGR.

Geographically, the global automotive active seat headrests market has been divided into four
major regions such as North America, Europe, Asia Pacific and Rest of the World. In Asia Pacific region, countries such as China, Japan, and India account for majority of the share of the automotive active seat headrests market. Government support for FDI has attractive market opportunities for the manufacturers and the automotive product suppliers. The automotive industry in the region is expanding significantly owing to factors such as low production costs, abundance of inexpensive labor, introduction of emission and safety norms, and rapidly increasing government initiatives for foreign direct investments. Further, growth in the automotive production is also positively impacting the active seat headrests market in the Asia Pacific.

The prominent players in the automotive active seat headrests market include Lear Corporation (U.S.), Johnson Controls International plc. (U.S.), Grammer AG (Germany), Toyota Boshoku Corporation (Japan), and Hyundai Dymos Inc. (South Korea). TS TECH Co. Ltd. (Japan), Deprag Schulz GmbH U. Co. (Germany), Yanfeng Automotive Interior Systems Co., Ltd. (China), JR Manufacturing, Inc. (U.S.) and Saab Automobile AB (Sweden) are among others.

The report for Global Automotive active seat headrests market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economic and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different market segments and regions.
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