
Description: The automotive airbag market is valued at $13.75 billion by the end of 2015. The market is expected to grow at a CAGR of 18.25% during the forecast period. The installation rates of curtain airbags in new vehicles is expected to exceed 65% in both North America and Europe by the end of 2017, driven by the mandate of the federal law in these regions.

In the effort to develop safer cars, OEMs are keen on providing airbags for additional safety. A recent and trendy innovation is the usage of the curtain airbags, which has proven to be valuable as well as handy. Increased emphasis on safety by the OEMs coupled with the growing pressure from regulatory bodies are helping to drive the growth of this market. Curtain airbags are effective in reducing the impact of side-crashes. The significant reduction in the cost of these airbags have resulted to a greater adoption among the high volume mid-segment vehicles. Curtain airbags has earned significantly higher safety ratings for passenger cars and minivans as well. OEMs are finding different ways to adopt side curtain technology for niche applications, especially for commercial vehicles and SUVs, which are vulnerable to higher degree of risk and safety concerns. Drivers of convertibles and SUVs, currently relish the benefits of side curtain protection and rollover-specific security vulnerable for these vehicles. In addition, curtain airbags are equally useful with the growing popularity of subcompacts. Further, the increasing demand of micro cars, which would use curtain airbags to protect the passengers’ necks, would help in driving the need of curtain airbags. If curtain airbags prove effective for rear collisions, they could be instrumental in helping improve public perception of small and efficient cars.

Curtain airbags are side airbags for head protection. There are other kinds too, such as combination head and torso designs which are comparatively less effective than curtain airbags in rollover crashes. Unlike the driver airbags which come as standard in many cars, they do not provide protection in a side impact crash.

The market is segmented on the basis of vehicle types, technology type and geographies. Europe is expected to constitute the bulk of the market share with more than 28% of the geography. Autoliv, Takata, Delphi, TRW are some of the leading vendors in this market.

The Report Offers:

- Market Definition along with identification of key drivers and restraints for the market.
- Market analysis with region specific assessments and competition analysis on the market
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market.
- Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.
- Identification and analysis of the Macro and Micro factors that affect the industry in the region as well as in the country.

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Contents:

1. Introduction
   1.1 Research Methodology
   1.2 Key Findings Of The Study
2. Key Findings
3. Executive Summary
4. Market Overview And Technology Trends
   4.1 Current Market Scenario
   4.2 Technology Trends
   4.3 Porter's Five Forces Framework
   4.3.1 Bargaining Power Of Suppliers
   4.3.2 Bargaining Power Of Consumers
   4.3.3 Threat Of New Entrants
4.3.4 Threat Of Substitute Products And Services
4.3.5 Competitive Rivalry Within The Industry
5. Market Dynamics
5.1 Drivers
5.2 Restraints
5.3 Opportunities
5.4 Latest Technological Developments
6. Global Automotive Curtain Airbags Market, By Application (Growth, Innovations And Feasibility Of Sensor Type)
6.1 Torso Curtain Airbags
6.2 Head Curtain Airbags
6.3 Combo Curtain Airbags
6.4 Others
7. Global Automotive Curtain Airbags Market, By End Consumers (Growth, Trends And Durability)
7.1 Oems
7.2 Aftermarket
7.3 Others
8. Global Automotive Curtain Airbags Market, By Vehicle Type
8.1 Suvs And Crossovers
8.2 Sedans
8.3 Premium Luxury
8.4 Commercial Vehicles
8.5 Others
9. Global Automotive Curtain Airbags Market, By Geography
9.1 North America (Na)
  9.1.1 Introduction
  9.1.2 United States
  9.1.3 Canada
9.2 Europe (Eu)
  9.2.1 Introduction
  9.2.2 U.K.
  9.2.3 France
  9.2.4 Germany
  9.2.5 Russia
  9.2.6 Italy
  9.2.7 Rest Of Europe
9.3 Asia-Pacific (APAC)
  9.3.1 Introduction
  9.3.2 China
  9.3.3 Japan
  9.3.4 India
  9.3.5 Australia
  9.3.6 South Korea
  9.3.7 Rest Of Asia-Pacific
9.4 Middle-East And Africa (MEA)
  9.4.1 Introduction
  9.4.2 South Africa
  9.4.3 Saudi Arabia
  9.4.4 UAE
  9.4.5 Rest Of The MEA
9.5 Latin America
  9.5.1 Introduction
  9.5.2 Brazil
  9.5.3 Argentina
  9.5.4 Mexico
  9.5.5 Rest Of Latin America
10. Competitive Landscape
10.1 Introduction
10.2 Market Share Analysis
10.3 Developments Of Key Players
11. Key Vendor Analysis
  11.1 Aihiti
  11.2 Autoliv
11.3 Continental
11.4 Delphi
11.5 East Joy Long Motor Airbag
11.6 Neaton
11.7 Sumitomo Corp
11.8 Takata
11.9 TG
11.10 Toyoda Gosei
11.11 Trw
11.12 Visteon Corp
12. Future And Investment Outlook
13. Disclaimer

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