Global Automotive Airbag Yarn Market by Vehicle Type, by Airbag Type, by Yarn Type, by Region, Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2016 - 2021

Description: This report provides detailed insights on the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

The Automotive Airbag Yarn Market: Highlights

An airbag is the most important safety device in an automobile. There are different types of airbags installed in an automobile such as driver bags, passenger bags, side bags, curtain bags, knee bags, roll-over bags, and others. The market for airbag has been growing at a higher pace than that of automotive market due to increasing awareness towards passenger safety.

The automotive airbag yarn market offers a healthy growth opportunity and is likely to grow at a 7.1% CAGR during the forecast period of 2016 to 2021. Currently, airbag fabrics based upon polyamide yarns dominate the global automotive airbag market. Compact cars, MPVs, and LCVs are expected to offer a robust growth opportunity for airbag yarns in the global automotive industry. Expected growth in automotive production, introduction of more bags per car, growth in Asia Pacific, and increasing safety standards across the globe are the major drivers of airbag yarns market.

Asia Pacific is the largest market for airbag yarns. North America's fitment rate is generally higher than that of Asia Pacific and Europe. Asia Pacific is expected to be the dominant market for airbag yarns during the forecast period. Asia Pacific is set to experience the highest growth in the coming years with most of the growth coming from developing nations including India and China. Most of the major airbag yarn producers are forming strategic alliances with Asian companies to set up plant in Asia, mainly in China to tap the market potential.

The supply chain of this market comprises raw materials manufacturers, yarn manufacturers, distributors, part fabricators, and OEMs. Some of airbag manufacturers are Autoliv, Takata, TRW, Delphi, and Jinheng and OEMs are General Motors, BMW, Toyota, and Ford.

The key airbag yarn suppliers for automotive industry are Invista, PHP, Toyobo, Toray, Hyosung, and Asahi Kasei Fibers. New product development, new optimized manufacturing process development, collaboration with customers, and long term contacts are the key strategies adopted by the key players to gain competitive edge in the market.

Report Features:

This report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights on the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market.

The following are the key features of the report:

- Market structure: Overview, industry life cycle analysis, supply chain analysis
- Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis
- Market trend and forecast analysis
- Market segment trend and forecast
- Competitive landscape and dynamics: Market share, product portfolio, product launches, etc.
- Attractive market segments and associated growth opportunities
- Emerging trends
- Strategic growth opportunities for the existing and new players
- Key success factors

The automotive airbag yarn market is segmented into the following categories:
Automotive Airbag Yarn Market by Vehicle Type:
- Compact Car
- Mid-Size Car
- Large Car
- MPV & LCV
- SUV
- Others

Automotive Airbag Yarn by Airbag Type:
- Driver Airbag
- Passenger Airbag
- Side Airbag
- Knee Airbag
- Curtain Airbag

Automotive Airbag Yarn Market by Yarn Type:
- Nylon Yarn
- Polyester Yarn

Automotive Airbag Yarn Market by Region:
- North America
- Europe
- Asia Pacific
- Rest of the World

Contents:
1. Executive Summary
2. Industry Overview
   2.1. Introduction
   2.2. Automotive Airbag Yarns Overview
   2.3. Supply Chain Analysis
   2.4. Market Classification
      2.4.1. By Vehicle Type
      2.4.2. By Airbag Type
      2.4.3. By Yarn Type
      2.4.4. By Region
3. Market Environment Analysis
   3.2. Market Drivers
   3.3. Market Constraints
   3.4. Porter Five Forces Analysis
      3.4.1. Bargaining Power of Suppliers
      3.4.2. Bargaining Power of Customers
      3.4.3. Threat of New Entrants
      3.4.4. Threat of Substitutes
      3.4.5. Competitive Rivalry
   3.5. SWOT Analysis
4. Global Automotive Airbag Yarn Market - By Vehicle Type
   4.1. Strategic Insights
   4.2. Global Automotive Airbag Yarn Market by Vehicle Type in 2015
   4.3. Global Automotive Airbag Yarn Market Trend and Forecast by Vehicle Type (in US$ Million)
   4.4. Global Automotive Airbag Yarn Market Trend and Forecast by Vehicle Type (in Tons)
   4.5. Growth Magnitude in the Automotive Airbag Yarn Market by Vehicle Type
   4.6. Compact Car: Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)
   4.7. Mid-size Car: Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)
4.8. Large Car: Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)
4.9. MPV and LCV: Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)
4.10. SUV: Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)
4.11. Other Vehicles: Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)

5. Global Automotive Airbag Yarn Market - By Yarn Type
5.1. Strategic Insights
5.2. Global Automotive Airbag Yarn Market by Yarn Type in 2015
5.3. Global Automotive Airbag Yarn Market Trend and Forecast by Yarn Type (in US$ Million)
5.4. Global Automotive Airbag Yarn Market Trend and Forecast by Yarn Type (In Tons)
5.5. Growth Magnitude in the Automotive Airbag Yarn Market by Yarn Type
5.7. Polyester Yarn: Global Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)

6. Global Automotive Airbag Yarn Market - By Airbag Type
6.1. Strategic Insights
6.2. Global Automotive Airbag Yarn Market by Airbag Type in 2015
6.3. Global Automotive Airbag Yarn Market Trend and Forecast by Airbag Type (in US$ Million)
6.4. Global Automotive Airbag Yarn Market Trend and Forecast by Airbag Type (In Tons)
6.5. Growth Magnitude of the Automotive Airbag Yarn Market by Airbag Type

7. Global Automotive Airbag Yarn Market - By Region Type
7.1. Strategic Insights
7.2. Global Automotive Airbag Yarn Market by Region in 2015
7.3. Global Automotive Airbag Yarn Market Trend and Forecast by Region (in US$ Million)
7.4. Global Automotive Airbag Yarn Market Trend and Forecast by Region (In Tons)
7.5. Growth Magnitude of the Automotive Airbag Yarn Market by Region
7.6. North America's Automotive Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)
7.7. Europe's Automotive Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)
7.8. Asia Pacific's Automotive Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)
7.9. Rest of the World's Automotive Airbag Yarn Market Trend and Forecast (in US$ Million and Tons)

8. Competitive Analysis
8.1. Strategic Insights
8.2. Product Portfolio Analysis
8.3. Presence by Automotive Segment
8.4. Geographical Presence
8.5. New Product Launches
8.6. Mergers and Acquisitions
8.7. Market Share Analysis

9. Strategic Growth Opportunities
9.1. Strategic Insights
9.2. Market Attractive Analysis
9.2.1. Market Attractiveness by Vehicle Type
9.2.2. Market Attractiveness by Airbag Type
9.2.3. Market Attractiveness by Coating Type
9.2.4. Market Attractiveness by Region
9.3. Emerging Trends
9.4. Key Success Factors
9.5. Growth Matrix Analysis

10. Company Profile of Key Players
10.1. Invista
10.2. PHP Fibers
10.3. Toyobo
10.4. Toray Industries
10.5. Hyosung
10.6. Asahi Kasei Fibers & Textiles
10.7. Ascend Performance Materials
10.8. Nexis Fibers

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