



# Vehicle occupant restraint systems: trends, companies, market forecasts to 2020



The average safety content per vehicle has risen 17% since 2004 to around \$270 per car in 2012. And this figure is set to grow, both in the established markets of North America, Western Europe and Japan, as well as the developing markets such as China and Brazil. But although the prospects look good for the major suppliers of conventional and advanced occupant safety systems, increasing unit growth will be partly offset by strong pricing pressure from vehicle manufacturers.

## Brand new research on automotive passive safety systems

The 2012 edition of this report reviews the key market drivers for vehicle occupant restraint systems, extending and updating the analysis originally published in 2004, as well as reviewing the trends in the intervening eight years.

This second edition study provides fresh, unbiased insight in a number of areas, including:

- The market for vehicle occupant restraint systems, determining the trends and topical issues, as well as providing valuable market sector data;
- Market forecasts for passive safety systems through to 2020;
- Technical advances made in vehicle occupant restraint systems, including the latest advanced airbag technologies, inflatable seatbelts, and the latest developments in pedestrian protection; and
- The main manufacturers in the passive safety system sector; profiling the major airbag module and seatbelt manufacturers, namely Autoliv, TRW, Takata, Key Safety Systems, Nihon Plast and Toyoda Gosei.

## The report provides answers to such vital questions as:

- Will the adoption of new car assessment programmes in developing countries accelerate the growth of safety equipment in these markets?
- How significant is the difference between the current average safety content per vehicle in developed markets and growth markets such as South America?
- What will be the value of the vehicle occupant restraint systems market in 2020, across all regions?
- What are the current market shares and values in the Chinese vehicle occupant restraint systems market? How does this compare to the market in India and the rest of Asia?
- To what extent are safety system manufacturers moving their activities to low-cost countries and regions?

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