

Automotive Radar Market by Range (Short Range, Medium Range, Long Range), Vehicle Type (PC, LCV, HCV), Frequency (2X-GHz and 7X-GHz), EV Type (BEV, PHEV, FCEV, HEV), Mounting (In-cabin, Exterior), Application, and Region - Global Forecast to 2032

Market Report | 2025-05-30 | 319 pages | MarketsandMarkets

AVAILABLE LICENSES:

- Single User \$4950.00
- Multi User \$6650.00
- Corporate License \$8150.00
- Enterprise Site License \$10000.00

Report description:

The automotive radar market is estimated to be USD 5.36 billion in 2025 and is projected to reach USD 22.83 billion by 2032 at a CAGR of 23.0% from 2025 to 2032. The automotive sector is witnessing a major shift from emphasizing vehicle performance and fuel efficiency to focusing on safety and convenience. Applications such as intelligent park assist, cross traffic alert, and autonomous emergency braking rely on radar technology for precise short-range detection, enhancing vehicle safety and maneuverability. Further, the market is also witnessing the emergence of 4D imaging radar systems, capable of high-resolution object detection over extended ranges, further solidifying radar's role in the evolution of autonomous driving technologies. "The 7X-GHz frequency segment to dominate market during the forecast period"

The 7X-GHz radar systems, particularly those operating at 77 GHz and 79 GHz, are poised to dominate the automotive radar market in 2025, driven by their superior resolution and range capabilities essential for advanced driver-assistance system (ADAS) and autonomous driving features. These high-frequency radars offer enhanced object detection and tracking precision, making them critical for applications like adaptive cruise control, lane keeping assist, and automatic emergency braking. The surge in demand is further fueled by stringent government regulations mandating vehicle safety features; for instance, the European Union's Vehicle General Safety Regulations, effective from July 2024, require all new vehicles to incorporate specific ADAS functionalities such as intelligent speed assistance, automatic emergency braking, and lane keeping assist, thereby accelerating the adoption of 7X-GHz radar systems. In response to this growing demand, companies are innovating products; for instance, in November 2024, at the electronica 2024 trade fair in Munich, with its SX600 and SX601, Bosch offered system-on-a-chip (SoC) solutions for radar systems that operate in the 77 GHz band. Such advancements underscore the pivotal role of 7X-GHz radar

technology in shaping the future of vehicular safety and automation.

"Medium-range radar to hold significant market share during forecast period"

The medium-range radar segment is projected to hold a prominent share of the automotive radar market due to its optimal balance between performance and cost, making it suitable for a wide range of applications such as adaptive cruise control, blind spot detection, and lane change assistance. These radars typically cover a range of 30 to 80 meters, which is ideal for mid-range detection scenarios required in both highway and urban driving environments. Models such as the Mercedes-Benz C-Class, Volkswagen ID.4, and Toyota Camry integrate medium-range radar for functions like adaptive cruise control, lane change assist, and blind spot monitoring. Their ability to function effectively in various weather and lighting conditions, along with increasing integration in mid-range and premium vehicles, further supports their dominant market position as automakers prioritize safety and semi-autonomous features.

"China to hold largest market share in Asia Pacific during forecast period"

China continues to dominate the Asia Pacific automotive radar market, driven by rapid advancements in 4D millimeter-wave (mmWave) radar technology and a surge in domestic production. For instance, NIO's second brand, Lixiang L60, launched in 2024 with all models equipped with 4D imaging millimeter-wave radar, was developed by SAEON Lingdong. This technology, backed by investments from Xiaomi and NIO Capital, enhances the perception capabilities of intelligent driving systems. Further, in April 2025, BYD Auto recently unveiled its new self-driving system called the God's Eye. The company says it will integrate the solution across all of its models, including its subsidiary brands like Denza, Fangcheng Bao, and Yangwang. BYD's strategy of developing its own SoC for the God's Eye system while partnering with NVIDIA and Horizon Robotics for computing has produced a cost-effective ADAS for entry-level EVs under USD 10,000. This move is likely to intensify price competition in China's EV market and push competitors to offer ADAS in budget models, accelerating ADAS adoption nationwide and positively impacting market growth. Also, Chinese OEMs such as BYD, NIO, and Li Auto are increasingly adopting a 5-radar (5R) approach for ADAS to enhance features like Navigation on Autopilot (NOA) and Level 3 (L3) autonomous driving. Such developments would drive automotive radar market growth during the forecast period.

Breakup of Primary Interviews:

In-depth interviews have been conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in this market.

- By Company Type: Tier I - 41%, Tier II - 24%, and OEMs - 35%

- By Designation: C Level - 35%, D Level - 49%, and Others - 16%

- By Region: Asia Pacific-37%, Europe-36%, North America-24%, Rest of the World-7%

The automotive radar market is dominated by key players such as Robert Bosch GmbH (Germany), Continental AG (Germany), Aptiv (Ireland), Denso Corporation (Japan), and NXP Semiconductors (Netherlands).

The study includes an in-depth competitive analysis of these key players in the automotive radar market, with their company profiles, recent developments, and key market strategies.

Research Coverage:

This research report categorizes the automotive radar market By range (short-range radar, medium-range radar, and long-range radar), by vehicle type (passenger car, light commercial vehicle, heavy commercial vehicle), by frequency (2X-GHz and 7X-GHz), by EV type (BEV, PHEV, FCEV, and HEV), by application [adaptive cruise control (ACC), autonomous emergency braking (AEB), blind spot detection (BSD), forward collision warning system (FCWS), intelligent parking assistance (IPA), cross traffic alert (CTA), lane departure warning system (LDW) and traffic jam assist (TJA)], by mounting (in-cabin and exterior) and by region (North America, Europe, Asia Pacific, and the Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions & services, key strategies, contracts, partnerships, agreements, new product & service launches, mergers & acquisitions, and recent developments associated with the automotive radar market. Competitive analysis of upcoming startups in the automotive radar market ecosystem has been covered in this report.

Reasons to Buy this Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall automotive radar market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report will also help stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

-[Analysis of key drivers (increasing consumer demand for ADAS in vehicles, increasing reliance on Doppler frequency shift technology impacting the market growth, advancements in 7X-GHZ radar technology driving the market growth, integration with electric and connected vehicles), restraints (inability to distinguish multiple targets, varying climate conditions affecting radar performance and reliability), opportunities (growing push for autonomous vehicles, unlocking new business models and smart mobility solutions with automotive radar technology models, growing adoption of 4D imaging radar for enhanced safety, autonomy, and cost-effective sensor fusion in next-gen vehicles), and challenges (competition from alternate technologies, fluctuating raw material prices and supply chain disruptions) influencing the growth of the automotive radar market

- Product Development/Innovation: Detailed insights into upcoming technologies and research & development activities in the automotive radar market

- Market Development: Comprehensive information about lucrative markets (the report analyses the automotive radar market across varied regions)

-[Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the automotive radar market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players: Robert Bosch GmbH (Germany), Continental AG (Germany), Aptiv (Ireland), Denso Corporation (Japan), and NXP Semiconductors (Netherlands), among others, in the automotive radar market

Table of Contents:

1 INTRODUCTION 28 1.1 STUDY OBJECTIVES 28 1.2 MARKET DEFINITION 29 1.3 STUDY SCOPE 33 1.3.1 MARKET SEGMENTATION & REGIONAL SCOPE 33 1.3.2 INCLUSIONS & EXCLUSIONS 33 1.4 YEARS CONSIDERED 34 1.5 CURRENCY CONSIDERED 35 1.6 UNITS CONSIDERED 35 1.7 STAKEHOLDERS 35 1.8 SUMMARY OF CHANGES 36 2 RESEARCH METHODOLOGY 37 2.1 RESEARCH DATA 37 2.1.1 SECONDARY DATA 38 2.1.1.1 List of key secondary sources 39 2.1.1.2 Key data from secondary sources 40 2.1.2 PRIMARY DATA 40 2.1.2.1 Primary interviews: Demand and supply sides 41

2.1.2.2 Primary participants 41 2.1.2.3 Objectives of primary research 42 2.2 MARKET SIZE ESTIMATION 42 2.2.1 BOTTOM-UP APPROACH 44 2.2.2 TOP-DOWN APPROACH 44 2.3 DATA TRIANGULATION 46 2.4 FACTOR ANALYSIS 48 2.4.1 DEMAND- AND SUPPLY-SIDE FACTOR ANALYSIS 48 2.5 RESEARCH ASSUMPTIONS 48 2.6 RESEARCH LIMITATIONS 49 2.7 RISK ANALYSIS 50 3 EXECUTIVE SUMMARY 52 4 PREMIUM INSIGHTS 56 4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN AUTOMOTIVE RADAR MARKET 56 4.2□AUTOMOTIVE RADAR MARKET, BY RANGE□56 4.3∏AUTOMOTIVE RADAR MARKET, BY VEHICLE TYPE∏57 4.4□AUTOMOTIVE RADAR MARKET, BY FREQUENCY□57 4.5□AUTOMOTIVE RADAR MARKET, BY EV TYPE□58 4.6 AUTOMOTIVE RADAR MARKET, BY REGION 58 5⊓MARKET OVERVIEW∏59 5.1 INTRODUCTION 59 5.2 MARKET DYNAMICS 61 5.2.1 || DRIVERS || 61 5.2.1.1 Surging demand for ADAS and technological advancements to drive growth 61 5.2.1.2 Increasing reliance on Doppler frequency shift technology 62 5.2.1.3 Advancements in 7X-GHZ radar technology 63 5.2.1.4 Integration with electric and connected vehicles 64 5.2.2 RESTRAINTS 65 5.2.2.1 Inability to distinguish multiple targets 65 5.2.2.2 Varying weather conditions affecting radar performance and reliability 65 5.2.3 OPPORTUNITIES 66 5.2.3.1 Rising demand for autonomous vehicles 66 5.2.3.2 Unlocking new business models and smart mobility solutions with automotive radar technology models 67 5.2.3.3 Growing adoption of 4D imaging radar for enhanced safety, autonomy, and cost-effective sensor fusion in next-gen vehicles[67 5.2.4 CHALLENGES 68 5.2.4.1 Competition from substitute technologies 68 5.2.4.2 Fluctuating raw material prices and supply chain disruptions 69 5.3 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS 71 5.4 PRICING ANALYSIS 72 5.4.1 AVERAGE SELLING PRICES OF KEY PLAYERS, BY RANGE 72 5.4.2 AVERAGE SELLING PRICE, BY REGION 73 5.5 COSYSTEM ANALYSIS 74 5.6 SUPPLY CHAIN ANALYSIS 75 5.7 CASE STUDY ANALYSIS 77 5.7.1 CONTINENTAL IMPLEMENTED 4D IMAGING RADAR TECHNOLOGY WITH SOPHISTICATED MIMO ARCHITECTURE 77 5.7.2 NXP DEVELOPED SAF85XX FAMILY OF RADAR SOCS TO OVERCOME LIMITATIONS OF EXISTING RADAR SYSTEMS 77

5.7.3 ROBERT BOSCH LEVERAGED SYNTHETIC APERTURE RADAR (SAR) TECHNOLOGY TO OVERCOME LIMITATIONS OF TRADITIONAL AUTOMOTIVE RADAR SYSTEMS 78 5.7.4 VECTOR & ROHDE AND SCHWARZ HIL SYSTEM COLLABORATED TO OFFER SOLUTION FOR COMPREHENSIVE TESTING ENVIRONMENT[]78 5.8 INVESTMENT & FUNDING SCENARIO 79 5.9 PATENT ANALYSIS 80 5.9.1 INTRODUCTION 80 5.9.2 TOP PATENT APPLICANTS 81 5.10 IMPACT OF AI/GEN AI 83 5.11 TECHNOLOGY ANALYSIS 84 5.11.1 || KEY TECHNOLOGIES || 84 5.11.1.1 Multi-radar systems 84 5.11.1.1.1 Functions of multi-radar systems 84 5.11.1.2 Al-integrated radar 5.11.1.3 Radar systems for autonomous vehicles 85 5.11.2 COMPLEMENTARY TECHNOLOGIES 87 5.11.2.1 Sub-Terahertz radar 87 5.11.3 ADJACENT TECHNOLOGIES 88 5.11.3.1 5G network on machine-to-machine communication 88 5.12 HS CODES 88 5.12.1 IMPORT SCENARIO 88 5.12.2 EXPORT SCENARIO 90 5.13 UPPLIER ANALYSIS 91 5.14 TARIFF AND REGULATORY LANDSCAPE 93 5.14.1 TARIFF DATA 93 5.14.2 ⊓REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS []95 5.15 KEY CONFERENCES & EVENTS, 2025-2026 99 5.16 KEY STAKEHOLDERS AND BUYING CRITERIA 99 5.16.1 KEY STAKEHOLDERS IN BUYING PROCESS 99 5.16.2 BUYING CRITERIA 100 5.17 US 2025 TARIFF 102 5.17.1 INTRODUCTION 102 5.17.2 KEY TARIFF RATES 103 5.17.3 PRICE IMPACT ANALYSIS 104 5.17.4 IMPACT ON COUNTRY/REGION 104 5.17.4.1 North America 104 5.17.4.1.1 United States-Mexico-Canada Agreement (USMCA) 104 5.17.4.2 Europe 104 5.17.4.2.1 Germany 105 5.17.4.2.2 UK 105 5.17.4.2.3 Slovakia 105 5.17.4.2.4 Belgium 105 5.17.4.2.5 Other countries 105 5.17.4.3 Asia Pacific 105 5.17.4.3.1 China 105 5.17.4.3.2[]Japan[]106 5.17.4.3.3 South Korea 106

5.17.4.3.4 India 106 ? 5.17.5 IMPACT ON END USE INDUSTRY 106 5.17.5.1 Strategies followed by OEMs/Automotive component manufacturers 107 6 AUTOMOTIVE RADAR MARKET, BY VEHICLE TYPE 108 6.1⊓INTRODUCTION⊓109 6.2 PASSENGER CAR 6.2.1 REGULATORY MANDATES AND ADAS INTEGRATION DRIVE RADAR ADOPTION IN PASSENGER VEHICLES 111 6.3 LIGHT COMMERCIAL VEHICLE 112 6.3.1 TRISING DEMAND FOR SAFETY FEATURES IN LIGHT COMMERCIAL VEHICLES TO DRIVE MARKET 112 6.4 HEAVY COMMERCIAL VEHICLE 6.4.1 ADVANCED RADAR ENHANCES SAFETY, AUTOMATION, AND EFFICIENCY IN HEAVY COMMERCIAL VEHICLES 114 6.5 KEY PRIMARY INSIGHTS 117 7 AUTOMOTIVE RADAR MARKET, BY FREQUENCY 118 7.1 INTRODUCTION 119 7.202X-GHZ0121 7.2.1 2X-GHZ RADAR IS COST-EFFECTIVE IN MID-RANGE AND ENTRY-LEVEL VEHICLES 7.3[]7X-GHZ[]124 7.3.1 NEED FOR HIGH RESOLUTION AND ACCURACY TO DRIVE DEMAND FOR 7X-GHZ RADAR SYSTEM 124 7.4 KEY PRIMARY INSIGHTS 126 8 AUTOMOTIVE RADAR MARKET, BY RANGE 127 8.1 INTRODUCTION 128 8.2 SHORT-RANGE RADAR 131 8.2.1 NEED FOR QUICK AND PRECISE RESPONSES TO IMPROVE SAFETY TO DRIVE MARKET 131 8.3 MEDIUM-RANGE RADAR 133 8.3.1 FOCUS ON MAINTAINING BALANCE BETWEEN CLOSE-RANGE PRECISION OF SHORT-RANGE RADAR AND EXTENDED REACH OF LONG-RANGE RADAR TO DRIVE DEMAND 133 8.4 LONG-RANGE RADAR 135 8.4.1 INCREASING DEMAND FOR LEVELS 2 AND 3 AUTONOMY TO DRIVE GROWTH 135 8.5 KEY PRIMARY INSIGHTS 136 9⊓AUTOMOTIVE RADAR MARKET, BY EV TYPE⊓137 9.1 INTRODUCTION 138 9.2 BATTERY ELECTRIC VEHICLE 140 9.2.1∏INCREASING SAFETY REGULATIONS TO DRIVE ADOPTION OF RADAR SYSTEMS IN BATTERY ELECTRIC VEHICLES∏140 ? 9.3 PLUG-IN HYBRID ELECTRIC VEHICLE 140 9.3.1 DEMAND FOR LEVELS 2 AND 3 DRIVING CAPABILITIES TO BOOST ADOPTION OF RADAR SYSTEMS IN PLUG-IN HYBRID ELECTRIC VEHICLES 140 9.4 FUEL CELL ELECTRIC VEHICLE 140 9.4.1 FOCUS ON INTEGRATING ADAS WITH AUTONOMOUS DRIVING TECHNOLOGIES TO FUEL ADOPTION OF RADAR SYSTEMS IN FUEL CELL ELECTRIC VEHICLES 140 9.5 HYBRID ELECTRIC VEHICLE 141 9.5.1 RISING DEMAND FOR ADOPTION OF ADAS IN HYBRID ELECTRIC VEHICLES TO BOOST GROWTH 141 9.6 KEY PRIMARY INSIGHTS 141 10 AUTOMOTIVE RADAR MARKET, BY MOUNTING 142 10.1 INTRODUCTION 143 10.2 EXTERIOR 145

10.2.1 DEMAND FOR VEHICLES WITH HIGH-RESOLUTION OBJECT DETECTION AND TRACKING CAPABILITIES TO DRIVE MARKET 145 10.3[IN-CABIN[]147 10.3.1 FOCUS ON ENHANCING CABIN SAFETY, COMFORT, AND CONVENIENCE TO DRIVE MARKET 147 11 AUTOMOTIVE RADAR MARKET, BY APPLICATION 151 11.1 INTRODUCTION 151 11.2 ADAPTIVE CRUISE CONTROL (ACC) 151 11.3 AUTOMATIC EMERGENCY BRAKING (AEB) 152 11.4 BLIND SPOT DETECTION (BSD) 154 11.5 FORWARD COLLISION WARNING SYSTEM (FCWS) 155 11.6 INTELLIGENT PARKING ASSISTANCE (IPA) 156 11.7 CROSS TRAFFIC ALERT (CTA) 157 11.8 LANE DEPARTURE WARNING SYSTEM (LDWS) 158 11.9 TRAFFIC JAM ASSIST (TJA) 158 12 AUTOMOTIVE RADAR MARKET, BY REGION 160 12.1 INTRODUCTION 161 12.2 ASIA PACIFIC 164 12.2.1 MACROECONOMIC OUTLOOK 164 12.2.2 CHINA 169 12.2.2.1 Rising demand for ADAS features in passenger cars to drive market 169 12.2.3 || APAN || 171 12.2.3.1 Government initiatives to enhance ADAS features to drive market 171 12.2.4 INDIA 172 12.2.4.1 Rising focus on affordable safety solutions and technologies to drive market 172 ? 12.2.5 SOUTH KOREA 174 12.2.5.1 Introduction of new vehicle models equipped with ADAS to drive market 174 12.2.6 THAILAND 175 12.2.6.1 Rising demand for electric vehicles to drive market 175 12.2.7 INDONESIA 177 12.2.7.1 Local ADAS production and strategic partnerships by OEMs to drive growth 177 12.2.8 REST OF ASIA PACIFIC 179 12.3 EUROPE 180 12.3.1 MACROECONOMIC OUTLOOK 181 12.3.2 FRANCE 186 12.3.2.1 [Stringent government policies for vehicle and passenger safety to drive market 186 12.3.3 GERMANY 188 12.3.3.1 [Increasing sales of luxury vehicles with advanced safety features to drive market [188 12.3.4 SPAIN 189 12.3.4.1 Focus on enhanced road safety to drive market 189 12.3.5 UK 191 12.3.5.1 [Focus on innovation and high-tech manufacturing to drive market]191 12.3.6 RUSSIA 192 12.3.6.1 Growing adoption of ADAS in passenger car models to drive market 192 12.3.7 TURKEY 194 12.3.7.1 Government support to modernize automotive sector to drive market 194 12.3.8 REST OF EUROPE 195 12.4 NORTH AMERICA 197

12.4.1 MACROECONOMIC OUTLOOK 197 12.4.2 US 203 12.4.2.1 [Rising need for adopting high-quality radar across various vehicle segments to drive market 203 12.4.3 CANADA 204 12.4.3.1 [Increasing consumer demand for vehicles equipped with advanced features to drive market [204 12.4.4 MEXICO 206 12.4.4.1 [Stringent safety standards to drive demand for automotive radar systems]206 12.5 REST OF THE WORLD 207 12.5.1 MACROECONOMIC OUTLOOK 208 12.5.2 BRAZIL 211 12.5.2.1 Strategic investments by automotive giants to drive market 211 12.5.3 || IRAN || 213 12.5.3.1 Policies promoting adoption of radar technology in commercial vehicles to drive market 213 12.5.4 SOUTH AFRICA 214 12.5.4.1 Shift in preference toward electric and connected vehicles to drive market 214 13 COMPETITIVE LANDSCAPE 217 13.1 INTRODUCTION 217 13.2 KEY PLAYER STRATEGIES/RIGHT TO WIN 217 13.3 MARKET SHARE ANALYSIS, 2024 220 13.4 REVENUE ANALYSIS, 2020-2024 222 13.5 COMPANY VALUATION AND FINANCIAL METRICS 223 13.5.1 COMPANY VALUATION 223 13.5.2 FINANCIAL METRICS 223 13.6 BRAND/PRODUCT COMPARISON 224 13.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024 224 13.7.1 STARS 225 13.7.2 EMERGING LEADERS 225 13.7.3 PERVASIVE PLAYERS 225 13.7.4 PARTICIPANTS 225 13.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024 227 13.7.5.1 Company footprint 227 13.7.5.2 Region footprint 227 13.7.5.3 Frequency footprint 228 13.7.5.4 Range footprint 228 13.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024 229 13.8.1 PROGRESSIVE COMPANIES 229 13.8.2 RESPONSIVE COMPANIES 229 13.8.3 DYNAMIC COMPANIES 229 13.8.4 STARTING BLOCKS 229 13.8.5 COMPETITIVE BENCHMARKING 231 13.9 COMPETITIVE SCENARIOS 232 13.9.1 PRODUCT LAUNCHES 232 13.9.2 DEALS 234 13.9.3 EXPANSIONS 235 14 COMPANY PROFILES 237 14.1 KEY PLAYERS 237 14.1.1 ROBERT BOSCH GMBH 237

14.1.1.1 Business overview 237 14.1.1.2 Products offered 238 14.1.1.3 Recent developments 239 14.1.1.3.1 Product launches/developments 239 14.1.1.3.2 Deals 240 14.1.1.3.3 Expansions 240 14.1.1.4 MnM view 241 14.1.1.4.1 Key strengths 241 14.1.1.4.2 Strategic choices 241 14.1.1.4.3 Weaknesses and competitive threats 241 14.1.2 CONTINENTAL AG 14.1.2.1 Business overview 242 14.1.2.2 Products offered 244 14.1.2.3 Recent developments 245 14.1.2.3.1 Product launches/developments 245 14.1.2.3.2 Expansions 246 14.1.2.3.3 Other developments 247 14.1.2.4 MnM view 247 14.1.2.4.1 Key strengths 247 14.1.2.4.2 Strategic choices 247 14.1.2.4.3 Weaknesses and competitive threats 248 14.1.3 APTIV 249 14.1.3.1 Business overview 249 14.1.3.2 Products offered 250 14.1.3.3 Recent developments 251 14.1.3.3.1 Product launches/developments 251 14.1.3.3.2 Deals 252 14.1.3.3.3 Expansions 252 14.1.3.4[MnM view]253 14.1.3.4.1 Key strengths 253 14.1.3.4.2 Strategic choices 253 14.1.3.4.3 Weaknesses and competitive threats 253 14.1.4 DENSO CORPORATION 254 14.1.4.1 Business overview 254 14.1.4.2 Products offered 256 14.1.4.3 Recent developments 256 14.1.4.3.1 Product launches/developments 256 14.1.4.3.2 Deals 257 14.1.4.3.3 Expansions 257 14.1.4.4 MnM view 258 14.1.4.4.1 Key strengths 258 14.1.4.4.2 Strategic choices 258 14.1.4.4.3 Weaknesses and competitive threats 258 14.1.5 NXP SEMICONDUCTORS 259 14.1.5.1 Business overview 259 14.1.5.2 Products offered 260 14.1.5.3 Recent developments 261

14.1.5.3.1 Product launches/developments 261 14.1.5.3.2 Deals 262 14.1.5.4 MnM view 263 14.1.5.4.1 Key strengths 263 14.1.5.4.2 Strategic choices 263 14.1.5.4.3 Weaknesses and competitive threats 263 14.1.6 FICOSA INTERNACIONAL SA 264 14.1.6.1 Business overview 264 14.1.6.2 Products offered 265 14.1.6.3 Recent developments 265 14.1.6.3.1 Product launches/developments 265 14.1.6.3.2 Deals 265 14.1.6.3.3 Expansions 266 14.1.6.3.4 Other developments 266 14.1.7 INFINEON TECHNOLOGIES AG 267 14.1.7.1 Business overview 267 14.1.7.2 Products offered 268 14.1.7.3 Recent developments 269 14.1.7.3.1 Product launches/developments 269 14.1.7.3.2 Deals 270 14.1.8 VALEO 271 14.1.8.1 Business overview 271 14.1.8.2 Products offered 273 14.1.8.3 Recent developments 273 14.1.8.3.1 Product launches/developments 273 14.1.8.3.2 Deals 274 14.1.8.3.3 Expansions 275 14.1.8.3.4 Other developments 275 14.1.9 ZF FRIEDRICHSHAFEN AG 276 14.1.9.1 Business overview 276 14.1.9.2 Products offered 277 14.1.9.3 Recent developments 278 14.1.9.3.1 Product launches/developments 278 14.1.9.3.2 Deals 279 14.1.9.3.3 Expansions 279 14.1.10 TEXAS INSTRUMENTS INCORPORATED 280 14.1.10.1 Business overview 280 14.1.10.2 Products offered 281 14.1.10.3 Recent developments 282 14.1.10.3.1 Product launches/developments 282 14.1.10.3.2 Deals 282 ? 14.1.11 MAGNA INTERNATIONAL INC. 284 14.1.11.1 Business overview 284 14.1.11.2 Products offered 285 14.1.11.3 Recent developments 286 14.1.11.3.1 Deals 286

14.1.11.3.2 Expansions 287 14.1.11.3.3 Other developments 288 14.1.12 RENESAS ELECTRONICS CORPORATION 289 14.1.12.1 Business overview 289 14.1.12.2 Products offered 290 14.1.12.3 Recent developments 291 14.1.12.3.1 Product launches/developments 291 14.1.12.3.2 Deals 291 14.2 OTHER PLAYERS 292 14.2.1 HL KLEMOVE 292 14.2.2 AMBARELLA INTERNATIONAL LP 293 14.2.3 ASTEMO, LTD. 294 14.2.4 KYOCERA CORPORATION 295 14.2.5 SAMSUNG ELECTRO-MECHANICS 296 14.2.6 HYUNDAI MOBIS 297 14.2.7 STONKAM CO., LTD. 298 14.2.8 BRIGADE ELECTRONICS GROUP PLC 299 14.2.9 LG ELECTRONICS 299 14.2.10 VAYYAR AUTOMOTIVE 300 14.2.11 STMICROELECTRONICS 301 14.2.12 NOVELIC 302 14.2.13 HUAWEI TECHNOLOGIES CO., LTD. 303 14.2.14 HELLA GMBH & CO. KGAA 304 14.2.15 SPARTAN RADAR, INC. 305 14.2.16 BITSENSING INC. 305 14.2.17 ALTOS RADAR 306 14.2.18 LUNEWAVE INC. 307 14.2.19 NPS (NEURAL PROPULSION SYSTEMS, INC) 308 15 RECOMMENDATIONS BY MARKETSANDMARKETS 309 15.1⊓EUROPE TO BE PROMINENT MARKET FOR AUTOMOTIVE RADAR⊓309 15.2 TECHNICAL DEVELOPMENTS IN 7X-GHZ RADAR TECHNOLOGY TO IMPACT MARKET GROWTH 309 15.3 DEMAND FOR ADVANCED DRIVER ASSISTANCE SYSTEMS TO DRIVE NEED FOR AUTOMOTIVE RADAR SYSTEMS 15.4 CONCLUSION 311 ? 16 APPENDIX 312 16.1 KEY INSIGHTS OF INDUSTRY EXPERTS 312 16.2 DISCUSSION GUIDE 312 16.3 KNOWLEDGESTORE: MARKETSANDMARKETS? SUBSCRIPTION PORTAL 315 16.4 CUSTOMIZATION OPTIONS 317 16.4.1 COMPANY PROFILES 317 16.4.1.1 Profiling of Additional Market Players (Up to 5) 317 16.4.2 AUTOMOTIVE RADAR MARKET, BY RANGE, AT COUNTRY LEVEL 317 16.4.3∏AUTOMOTIVE RADAR MARKET, BY FREQUENCY, AT COUNTRY LEVEL∏317 16.5 RELATED REPORTS 317 16.6 AUTHOR DETAILS 318



Automotive Radar Market by Range (Short Range, Medium Range, Long Range), Vehicle Type (PC, LCV, HCV), Frequency (2X-GHz and 7X-GHz), EV Type (BEV, PHEV, FCEV, HEV), Mounting (In-cabin, Exterior), Application, and Region - Global Forecast to 2032

Market Report | 2025-05-30 | 319 pages | MarketsandMarkets

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|-------------------------|------------|
| | Single User | \$4950.00 |
| | Multi User | \$6650.00 |
| | Corporate License | \$8150.00 |
| | Enterprise Site License | \$10000.00 |
| | VAT | |
| | Total | |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. []** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| Email* | Phone* | |
|---------------|-----------------------|---------|
| First Name* | Last Name* | |
| Job title* | | |
| Company Name* | EU Vat / Tax ID / NIP | number* |
| Address* | City* | |

| 7in | Code* |
|-----|-------|
| Zip | Coue |

Country*

Date

Signature

2025-06-14