

# Global Automotive Radar Market

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## Abstracts

Global Automotive Radar Market By Range (Long Range, Medium Range, Short Range), By Frequency (24-GHz, 77-GHz) By Vehicle (Passenger Cars, Commercial Vehicles), By Application (Adaptive Cruise Control (ACC), Autonomous Emergency Braking (AEB), Blind Spot Detection (BSD), Forward Collision Warning System, Intelligent Park Assist, Other ADAS systems) And By Geography – Market Analysis, Opportunities, Trends And Forecast From 2023 t-2035

The Global Automotive Radar Market was valued at \$9.29 Billion in 2024 and is anticipated t-grow at a CAGR of 35.77% from 2025 t-2035. This growth is attributed t-several macr-and microeconomic factors such as

Increasing Demand for Advanced Driver Assistance Systems (ADAS)

The increasing demand for Advanced Driver Assistance Systems (ADAS) is a primary driving factor propelling the growth of the global automotive radar market. Driven by a heightened focus on vehicle safety from consumers, stringent government regulations mandating safety features, and the ongoing development towards semi-autonomous and fully autonomous vehicles, ADAS features are becoming increasingly prevalent in new vehicles. Automotive radar sensors are integral components underpinning many critical ADAS functions, such as Adaptive Cruise Control (ACC), Automatic Emergency Braking (AEB), Blind Spot Detection (BSD), Forward Collision Warning (FCW), and Rear Cross-Traffic Alert (RCTA). Radar technology is particularly well-suited for these applications due t-its ability t-accurately measure the distance, speed, and direction of objects in various weather and lighting conditions where other sensors might struggle. Consequently, as automakers integrate more sophisticated ADAS suites, often requiring multiple radar units (short, medium, and long-range) per vehicle for comprehensive environmental perception, the demand for these essential sensors rises significantly,

fueling expansion in the automotive radar market.

Further several factors restraining the market growth include

### High Costs of RADAR Systems and Integration Challenges

High costs associated with automotive radar systems, coupled with significant integration challenges, act as considerable restraints on the growth of the global automotive radar market. The production of sophisticated radar sensors, particularly high-frequency (77/79 GHz) and advanced 4D imaging radars, involves expensive materials, precision engineering, and substantial research and development investment, leading to high component costs for automakers. These costs increase the overall price of vehicles, making radar-based ADAS features less accessible in budget-friendly models and price-sensitive markets, including India, thereby limiting widespread adoption. Furthermore, integrating these radar systems into vehicles presents complex technical hurdles. These include challenges in physical placement to avoid performance degradation from reflections off vehicle parts (ghosting), the high computational power needed to process vast amounts of real-time sensor data, the intricacies of fusing radar data accurately with inputs from other sensors like cameras and LiDAR, and the need for precise calibration. These cost barriers and integration complexities increase vehicle development time and expenses, slowing the deployment of advanced radar technology across all vehicle segments and hindering the market's overall growth trajectory.

The growing demand for connected and autonomous vehicles and collaborations and alliances in the Automotive Radar market are expected to generate higher avenues during the forecast period.

In the wake of the COVID-19 pandemic, supply chain disruptions have led to supply shortages or lower demand in the Automotive Radar market. The pandemic has caused a decline in new orders and a corresponding decrease in Rangeion.

This section will analyze how COVID-19 has impacted supply chains, leading to shortages and lower demand for Automotive Radar.

In terms of COVID-19 impact, the Automotive Radar market report also includes the following data points:

### Impact on Automotive Radar market size

Operating Weights Trend, Preferences, and Budget Impact

Regulatory Framework/Outdoor Policies

Key Players' Strategy to Tackle Negative Impact/Post-COVID Strategies

Opportunity in the Automotive Radar market

Key Insight in the report:

The global Automotive Radar market report covers an executive summary, market dynamics, COVID impact & post-COVID scenario, market size and forecast, competitive intelligence, market positioning, and Applications.

Our report covers extensive competitive intelligence which includes the following data points:

Business Overview

Business Segment Data

Financial Data

Range Segment Analysis and Specification

Recent Development and Company Strategy Analysis

SWOT Analysis

Automotive Radar Market Segmentation:

Range

Long Range

Medium Range

Short Range

Frequency

24-GHz

77-GHz

Vehicle

Passenger Cars

Commercial Vehicles

Application

Adaptive Cruise Control (ACC)

Autonomous Emergency Braking (AEB)

Blind Spot Detection (BSD)

Forward Collision Warning System

Intelligent Park Assist

Other ADAS systems

Region/ Countries Covered:

North America

US

Canada

Mexico

Europe

U.K.

Germany

BeNeLux

France

Italy

Spain

Russia

Rest of Europe

Asia Pacific

China

Japan

Australia

India

South Korea

Thailand

Rest of Asia Pacific

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Egypt

South Africa

Rest of Middle East & Africa

#### Key Players Analyzed in the Report:

Robert Bosch GmbH

Continental AG

Dens-Corporation

Aptiv PLC

Veoneer

Vale-S.A.

NXP Semiconductors N.V

Texas Instruments

ZF Friedrichshafen AG

Infineon Technologies AG

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