

Global 77-81 GHz Automotive Radar Transceiver Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global 77-81 GHz Automotive Radar Transceiver market size was valued at US\$ 2367 million in 2025 and is forecast to a readjusted size of US\$ 6406 million by 2032 with a CAGR of 15.2% during review period.

The 77-81 GHz automotive radar transceiver is the core front-end chip or highly integrated single-chip platform used in vehicle millimeter-wave radar systems. It primarily serves passenger and commercial vehicle active safety and driver-assistance systems by transmitting signals, receiving echoes, resolving range, velocity, and angle, and separating multiple targets in all-weather conditions, thereby addressing the limitations of cameras under poor lighting, the short detection range of ultrasonic sensors, and the higher cost and deployment constraints of lidar. The mainstream technology path is evolving from standalone analog front-end transceivers toward solutions that integrate analog-to-digital conversion, frequency synthesis, on-chip signal processing, on-chip safety monitoring, and even software-defined radar stacks, while also moving toward higher-channel-count imaging radar chipsets. Typical applications include automatic emergency braking, adaptive cruise control, blind-spot detection, lane change assist, rear cross-traffic alert, parking assist, corner radar, door radar, and higher-resolution sensing for L2+ and above. Primary customers include automotive Tier 1 suppliers, OEM perception platform teams, and autonomous-driving solution providers. Common delivery forms include standalone transceiver chips, radar SoCs, imaging radar chipsets, together with evaluation boards, software development kits, and reference designs. Revenue remains centered on chip sales, but the value of supporting services around functional safety, algorithm adaptation, production ramp, and regional technical support is rising steadily. Within the value chain, these devices sit between

automotive sensing semiconductors and radar modules, making them a decisive component for radar cost, resolution, power consumption, size, and mass-production feasibility, and therefore one of the most platform-like foundational devices in the ongoing upgrade of vehicle safety and higher-level assisted driving.

The upgrade logic of 77-81 GHz automotive radar transceivers is shifting from isolated feature-level procurement for traditional driver assistance toward foundational chip competition centered on vehicle safety ratings, regulatory compliance, and platform reuse efficiency. Official product pages show that leading vendors are no longer emphasizing only transmit and receive capability. They are simultaneously strengthening low power consumption, on-chip monitoring, functional safety, cascade expansion, on-chip processing, and software toolchains. This means customers are no longer buying a single RF component, but rather a radar semiconductor base that can support multiple vehicle generations. For OEMs and Tier 1 suppliers, the most direct value lies in achieving a better mass-production balance among higher resolution, smaller size, and stronger environmental robustness, while reusing the same technology path across automatic emergency braking, adaptive cruise control, blind-spot detection, lane change assist, parking, and higher-end imaging radar. As the United States and Europe continue raising expectations for active safety performance, radar chips are no longer just parts inside an individual radar module. They are increasingly becoming a foundational platform that can be reused across forward radar, corner radar, door radar, and imaging radar. Vendors that can simultaneously deliver higher integration, higher safety levels, stronger development tools, and more robust production support on one platform will be better positioned in the next round of vehicle platform nominations. Based on the product characteristics disclosed on official pages, automotive radar chips are moving from a component mindset to a platform mindset, and their configurability, cascade capability, and safety redundancy are already directly affecting vehicle project schedules, validation cost, and future model expansion.

From a technology-route perspective, this market has clearly stratified. The first layer is still represented by automotive-qualified transceivers and front-end MMICs from TI, NXP, Infineon, ST, and Renesas. Their core strengths are maturity, cost control, and flexibility when paired with external processors. These devices are generally suitable for short-range, mid-range, and long-range radar and allow customers to perform secondary development based on their own algorithms and system architecture. The second layer is represented by highly integrated radar SoCs, with Calterah as a key example. By integrating RF, conversion, computing, and packaging into a smaller footprint, these devices are pushing corner radar, door radar, and forward radar toward platformization and are especially suitable for mass-production vehicle programs that

are more sensitive to cost, size, and development cycle. The third layer is represented by imaging-radar routes led by Uhnder and Arbe, which target L2+ assisted driving and autonomous-driving perception through higher channel counts, more virtual channels, richer point clouds, and stronger interference resistance. These three routes are not replacing one another. They are evolving in parallel across different cost bands, resolution requirements, and vehicle E/E architectures, and together they are moving millimeter-wave radar from a traditional blind-spot complementary sensor toward one of the primary perception sensors. The next stage of competition will not be defined only by single-chip performance, but by who can deliver the chip, algorithm interfaces, toolchain, validation platform, and production collaboration as one package. This also explains why products operating in the same 76-81 GHz band are diverging into transceivers, SoCs, and imaging chipsets, each serving different price segments and autonomy targets.

Demand-side growth drivers are also strengthening continuously. The United States has already issued a mandatory automatic emergency braking standard for light vehicles. Euro NCAP is further restructuring its 2026 framework around safe driving and crash avoidance, and China's C-NCAP 2024 edition also makes continued improvement of active vehicle safety a clear objective. These changes will move the effectiveness of sensing hardware from an optional feature toward a higher-weight production metric. Looking at vendors' regional moves, supply is still concentrated in the United States, Europe, Japan, Israel, and China, while the center of sales and program introduction is expanding across China, Europe, and North America at the same time. In particular, local support for OEMs and Tier 1 suppliers, validation platforms, and production collaboration are becoming decisive factors in winning projects. Caltech's expansion of local support in Europe and Arbe's office opening in Shanghai show that suppliers are no longer satisfied with remotely selling chips. They are building deeper commercial touchpoints around nominations, joint development, and local validation. Overall, the main growth increment in the next two years will not come only from whether a vehicle has radar, but increasingly from the rising number of radar sensors per vehicle, deeper penetration of imaging radar, and value expansion from chip sales into platform services and software support. Under this trend, vendors that can simultaneously satisfy regulatory requirements, vehicle-platform reuse, and regional service capability will be better positioned to capture the next wave of demand released by the transition from driver assistance to higher-level perception.

This report is a detailed and comprehensive analysis for global 77-81 GHz Automotive Radar Transceiver market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is

constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global 77-81 GHz Automotive Radar Transceiver market size and forecasts, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global 77-81 GHz Automotive Radar Transceiver market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global 77-81 GHz Automotive Radar Transceiver market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global 77-81 GHz Automotive Radar Transceiver market shares of main players, shipments in revenue (\$ Million), sales quantity (Million Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for 77-81 GHz Automotive Radar Transceiver

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global 77-81 GHz Automotive Radar Transceiver market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include NXP, STMicroelectronics, Infineon Technologies, TI, Calterah, Renesas Electronics Corporation, Uhnder, Inc.,

Arbe Robotics Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

77-81 GHz Automotive Radar Transceiver market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

77-79GHz

79-81GHz

Market segment by Product Form Factor

Transceiver MMIC

Radar SoC

Imaging Radar Chipset

Market segment by Channel Configuration

3T4R

4T4R

6T6R And Above

Market segment by Application

General ADAS Radar

Surround Short-Range Radar

Forward High-Resolution / Imaging Radar

Major players covered

NXP

STMicroelectronics

Infineon Technologies

TI

Calterah

Renesas Electronics Corporation

Uhnder, Inc.

Arbe Robotics Ltd.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe 77-81 GHz Automotive Radar Transceiver product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of 77-81 GHz Automotive Radar Transceiver, with price, sales quantity, revenue, and global market share of 77-81 GHz Automotive Radar Transceiver from 2021 to 2026.

Chapter 3, the 77-81 GHz Automotive Radar Transceiver competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the 77-81 GHz Automotive Radar Transceiver breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and 77-81 GHz Automotive Radar Transceiver market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of 77-81 GHz Automotive Radar Transceiver.

Chapter 14 and 15, to describe 77-81 GHz Automotive Radar Transceiver sales channel, distributors, customers, research findings and conclusion.

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