

Global 77GHz Millimeter Wave Radar Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global 77GHz Millimeter Wave Radar market size was valued at US\$ 13770 million in 2024 and is forecast to a readjusted size of USD 49750 million by 2031 with a CAGR of 19.9% during review period.

77GHz millimeter wave radar is a high-frequency automotive radar technology that operates in the 76-81 GHz frequency band. It provides high resolution, long-range detection (up to 250 meters), and superior object differentiation, making it a key component in Advanced Driver Assistance Systems (ADAS) and autonomous driving. Compared to 24GHz radar, 77GHz radar offers better accuracy, narrower beam width, and improved multi-target detection, which enhances safety features such as adaptive cruise control (ACC), emergency braking, lane change assistance, and blind-spot monitoring.

The 77GHz millimeter wave radar is one of the most widely used radar technologies in ADAS (Advanced Driver Assistance Systems) and autonomous driving. Compared to 24GHz radar, 77GHz radar operates at a higher frequency with shorter wavelengths, offering higher resolution, longer detection range, and stronger anti-interference capabilities. As a result, it is commonly used in Forward Collision Warning (FCW), Adaptive Cruise Control (ACC), Blind Spot Detection (BSD), Lane Change Assist (LCA), and Automatic Emergency Braking (AEB).

Key Advantages of 77GHz Radar:

Higher Resolution: The shorter wavelength allows for more precise object detection and

differentiation, improving ADAS performance in detecting vehicles, pedestrians, and obstacles.

Longer Detection Range: 77GHz radar can detect objects up to 200 meters or more, making it ideal for high-speed driving scenarios where early detection is critical.

Superior Anti-Interference Capability: It is less affected by multipath reflections from urban buildings or highway structures, ensuring more stable and accurate sensing.

All-Weather Functionality: Unlike cameras and LiDAR, millimeter wave radar is unaffected by lighting conditions, rain, fog, or snow, providing reliable performance in extreme weather conditions.

Despite its advantages, 77GHz radar faces some challenges. The higher production cost, especially for advanced MIMO (Multiple-Input Multiple-Output) architectures, increases hardware and computational expenses. Additionally, object recognition accuracy can be affected by signal reflections in complex urban environments. Future advancements will focus on AI-enhanced radar processing, multi-sensor fusion (camera + radar + LiDAR), and radar chip integration to improve efficiency and reduce costs.

In conclusion, 77GHz millimeter wave radar is a critical technology in intelligent driving, playing an essential role in ADAS and autonomous driving. As signal processing, AI algorithms, and radar chip technologies evolve, 77GHz radar will continue to improve in resolution, affordability, miniaturization, and intelligence, ensuring safer and more efficient autonomous vehicle operation.

This report is a detailed and comprehensive analysis for global 77GHz Millimeter Wave Radar 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 77GHz Millimeter Wave Radar market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global 77GHz Millimeter Wave Radar market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global 77GHz Millimeter Wave Radar market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global 77GHz Millimeter Wave Radar market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 77GHz Millimeter Wave Radar
- 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 77GHz Millimeter Wave Radar 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 Bosch, Continental, Denso, Hella, Veoneer, Valeo, Aptiv, ZF, WHST, Hitachi Astemo, etc.

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

Market Segmentation

77GHz Millimeter Wave Radar market is split by Type and by Application. For the period 2020-2031, 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

Short Range

Medium Range

Long Range

Market segment by Application

Passenger Vehicle

Commercial Vehicle

Major players covered

Bosch

Continental

Denso

Hella

Veoneer

Valeo

Aptiv

ZF

WHST

Hitachi Astemo

Nidec Elesys

Cheng-Tech

Chuhang Tech

HUAYU Automotive Systems

Desay SV

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 77GHz Millimeter Wave Radar product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of 77GHz Millimeter Wave Radar, with price, sales quantity, revenue, and global market share of 77GHz Millimeter Wave Radar from 2020 to 2025.

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

Chapter 4, the 77GHz Millimeter Wave Radar breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and 77GHz Millimeter Wave Radar market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 77GHz Millimeter Wave Radar.

Chapter 14 and 15, to describe 77GHz Millimeter Wave Radar sales channel, distributors, customers, research findings and conclusion.

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