

Global ADAS 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 ADAS Millimeter Wave Radar market size was valued at US\$ 15560 million in 2024 and is forecast to a readjusted size of USD 49810 million by 2031 with a CAGR of 17.7% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Millimeter Wave Radar is a crucial sensor technology widely used in Advanced Driver Assistance Systems (ADAS). It operates by emitting electromagnetic waves in the millimeter-wave frequency range (typically between 24GHz and 77GHz) and detecting the reflected signals to measure the distance, speed, and angle of objects around the vehicle. This enables the ADAS to perform functions such as automatic emergency braking, lane-keeping assistance, and adaptive cruise control. Due to its reliable performance in adverse weather conditions, millimeter-wave radar is essential in ADAS systems.

ADAS (Advanced Driver Assistance System) millimeter wave radar is a crucial component of modern intelligent driving technology, using high-frequency electromagnetic waves (typically 24GHz, 77GHz, or 79GHz) for precise environmental sensing. Compared to cameras and LiDAR, millimeter wave radar excels in harsh weather conditions, such as rain and fog, making it essential for Automatic Emergency Braking (AEB), Adaptive Cruise Control (ACC), Blind Spot Detection (BSD), and Lane Keep Assist (LKA).

The key advantages of millimeter wave radar include high penetration capability, all-weather functionality, and long-range detection. It accurately measures the distance, speed, and angle of surrounding objects, allowing ADAS to make real-time decisions that improve road safety. For instance, ACC systems use radar to maintain a safe following distance by automatically adjusting vehicle speed, reducing driver fatigue. Additionally, radar-based collision warning and automatic braking systems help prevent accidents by detecting potential hazards early.

However, challenges remain. Multipath reflections and signal obstructions in urban environments can affect detection accuracy. As autonomous driving technology advances, radar must achieve higher resolution, faster response times, and better sensor fusion. The future of ADAS radar will focus on multi-sensor integration (radar + camera + LiDAR) and AI-based radar processing algorithms to enhance object recognition and environmental adaptation.

In summary, ADAS millimeter wave radar is a cornerstone of intelligent driving, offering reliable sensing and enhanced safety. As technology improves and costs decrease, radar adoption will continue to grow, paving the way for fully autonomous vehicles.

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

Global ADAS 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 ADAS 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 ADAS 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 ADAS 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 ADAS 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

ADAS 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

77 GHz

24 GHz

Others

Market segment by Application

Passenger Cars

Commercial Vehicles

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

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

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

Chapter 4, the ADAS 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 ADAS 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 ADAS Millimeter Wave Radar.

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

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