

# Global Automotive Ultrasonic Radar Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Automotive Ultrasonic Radar market size is expected to reach \$ 3375 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

In 2025, global automotive ultrasonic radar production reached approximately 489.80 M Units, average price is about 4.08 US\$ per Unit.

Automotive ultrasonic radar (Ultrasonic Sensor, often simply referred to as 'USS' in the industry) is a type of short-range environmental perception sensor installed on vehicle bumpers, side panels, etc. It emits ultrasonic pulses of a certain frequency and receives the reflected echoes from target objects. Using the time-of-flight difference of the sound waves, it calculates the distance and relative orientation to obstacles, and is used for obstacle detection and ranging in low-speed, short-range scenarios. Its typical coverage area is usually in the close-range area around the vehicle body. It can provide stable distance information for targets such as walls, curbs, pillars, vehicles, and pedestrians under conditions such as parking and low-speed crawling. The ranging results are then output to controllers for functions such as parking assistance, automatic parking, low-speed AEB/collision avoidance warning, and blind spot proximity warning, achieving 'distance-level' safety redundancy and comfort control. Compared to cameras and millimeter-wave radar, ultrasonic radar has the advantages of intuitive ranging of close-range static obstacles, lower cost, and insensitivity to light. Its limitations include shorter detection range, weak reflection from soft/sound-absorbing materials (such as shrubs and fabrics), and potential echo attenuation and multipath interference in strong winds, rain, temperature changes, or complex geometric reflection environments. Therefore, vehicle applications typically employ a multi-sensor layout (such as multiple points on the front and rear bumpers) combined with signal processing and calibration strategies to meet the reliability and consistency requirements of parking and near-field protection. The continued boom in the automotive market provides the most stable and scalable

demand foundation for ultrasonic radar. The ongoing ownership and replacement of passenger cars and light commercial vehicles globally has driven 'reversing/parking assistance' from an optional feature to a mainstream configuration. Simultaneously, urban congestion and parking space shortages have increased the risk of low-speed collisions, enhancing consumers' willingness to pay for low-speed safety and parking convenience, thus driving the penetration rate of parking functions from UPA to APA and even higher levels. More importantly, with the evolution of smart cockpits towards larger screens and domain control architectures, ultrasonic radar, as a cost-effective sensor for near-field perception, can complement cameras and millimeter-wave sensors, achieving denser perimeter coverage of the vehicle at a lower cost in low-speed, close-range scenarios, thereby driving simultaneous growth in both the number of vehicles used and the overall value of the vehicle.

National industrial policy support has significantly reduced the uncertainty of industry R&D and adoption, and accelerated product iteration and localization processes. Policy guidance from various countries focusing on new energy vehicles, intelligent connectivity, and road safety is driving OEMs to accelerate the standardization of ADAS and parking functions. Simultaneously, the continuous improvement of standards systems for automotive-grade reliability, functional safety, communication interfaces, and testing and verification enables the supply chain to conduct platform-based development and mass production within clearly defined technical routes and compliance boundaries. For domestic supply chains, industrial policies often support sensor manufacturers in continuously investing in materials, packaging, processes, testing equipment, and quality systems through R&D subsidies, major projects, demonstration applications, industrial cluster construction, and strengthening and supplementing the supply chain for key components. This improves yield and consistency, thereby driving cost reduction and ASP structure optimization, forming a positive cycle of 'performance improvement?mass production?cost reduction?further penetration.'

The increasing pre-installation rate of ultrasonic radar is the primary driver of market expansion. As more consumers become aware of parking safety and the risks of low-speed collisions, reversing/parking assistance is gradually shifting from an 'optional comfort feature' to a 'basic safety and convenience feature.' Driven by cost reductions, platform development, and a mature supply chain, OEMs are making ultrasonic radar standard equipment or offering it as a high-end feature across a wider range of models. Market demand is rapidly penetrating from mid-to-high-end models to mainstream mid-to-low-end models. Once integrated into mainstream model platforms, ultrasonic radar exhibits a positive cycle of 'mass production ? further cost reduction ? continued increase in penetration rate,' leading to more stable incremental installations and more predictable shipment growth.

The shift in configuration structure from primarily 'front and rear UPA' to 'front and rear + lateral APA' is a key driver of increased per-vehicle value. Traditional UPA (Upper Usage Area Detection) sensors primarily address distance indication during reversing and low-speed edge maneuvers, with a relatively limited number of sensors. However, with the widespread adoption of automatic parking capabilities, vehicles require denser near-field coverage in areas such as the sides and corners. Side/corner APA sensors have become a crucial perception foundation for parking space recognition, parking space boundary constraints, and obstacle avoidance during parking, driving an upgrade in the number of sensors per vehicle from a few points to a multi-point perimeter deployment. Simultaneously, automatic parking places higher demands on interference resistance, refresh rate, blind spot control, functional safety, and communication interfaces, accelerating the adoption of next-generation high-performance ultrasonic solutions. Consequently, market growth stems not only from increased installation volume but also from improved ASP (Average Selling Price) and system value resulting from product generation upgrades.

This report studies the global Automotive Ultrasonic Radar production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Ultrasonic Radar and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automotive Ultrasonic Radar that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Automotive Ultrasonic Radar total production and demand, 2021-2032, (M Units)

Global Automotive Ultrasonic Radar total production value, 2021-2032, (USD Million)

Global Automotive Ultrasonic Radar production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global Automotive Ultrasonic Radar consumption by region & country, CAGR, 2021-2032 & (M Units)

U.S. VS China: Automotive Ultrasonic Radar domestic production, consumption, key domestic manufacturers and share

Global Automotive Ultrasonic Radar production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global Automotive Ultrasonic Radar production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

Global Automotive Ultrasonic Radar production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global Automotive Ultrasonic Radar market based on the following parameters - company overview, production, value, price, gross margin,

product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Valeo, Bosch, Tung Thih Electronic, Whetron, Denso, Hyundai Mobis, Panasonic Automotive Systems, Jingle Electronic, Longhorn, Softec, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive Ultrasonic Radar market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Automotive Ultrasonic Radar Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Ultrasonic Radar Market, Segmentation by Type:

APA Ultrasonic Radar

UPA Ultrasonic Radar

## Global Automotive Ultrasonic Radar Market, Segmentation by Technology:

AK1 Ultrasonic Radar

AK2 Ultrasonic Radar

## Global Automotive Ultrasonic Radar Market, Segmentation by Application:

OEM

Aftermarket

## Companies Profiled:

Valeo

Bosch

Tung Thih Electronic

Whetron

Denso

Hyundai Mobis

Panasonic Automotive Systems

Jingle Electronic

Longhorn

Softec

Coligen

Hikauto

Desay SV

Forvision

**Key Questions Answered:**

1. How big is the global Automotive Ultrasonic Radar market?
2. What is the demand of the global Automotive Ultrasonic Radar market?
3. What is the year over year growth of the global Automotive Ultrasonic Radar market?
4. What is the production and production value of the global Automotive Ultrasonic Radar market?
5. Who are the key producers in the global Automotive Ultrasonic Radar market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Automotive Ultrasonic Radar Introduction
- 1.2 World Automotive Ultrasonic Radar Supply & Forecast
  - 1.2.1 World Automotive Ultrasonic Radar Production Value (2021 & 2025 & 2032)
  - 1.2.2 World Automotive Ultrasonic Radar Production (2021-2032)
  - 1.2.3 World Automotive Ultrasonic Radar Pricing Trends (2021-2032)
- 1.3 World Automotive Ultrasonic Radar Production by Region (Based on Production Site)
  - 1.3.1 World Automotive Ultrasonic Radar Production Value by Region (2021-2032)
  - 1.3.2 World Automotive Ultrasonic Radar Production by Region (2021-2032)
  - 1.3.3 World Automotive Ultrasonic Radar Average Price by Region (2021-2032)
  - 1.3.4 North America Automotive Ultrasonic Radar Production (2021-2032)
  - 1.3.5 Europe Automotive Ultrasonic Radar Production (2021-2032)
  - 1.3.6 China Automotive Ultrasonic Radar Production (2021-2032)
  - 1.3.7 Japan Automotive Ultrasonic Radar Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Automotive Ultrasonic Radar Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Automotive Ultrasonic Radar Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Automotive Ultrasonic Radar Demand (2021-2032)
- 2.2 World Automotive Ultrasonic Radar Consumption by Region
  - 2.2.1 World Automotive Ultrasonic Radar Consumption by Region (2021-2026)
  - 2.2.2 World Automotive Ultrasonic Radar Consumption Forecast by Region (2027-2032)
- 2.3 United States Automotive Ultrasonic Radar Consumption (2021-2032)
- 2.4 China Automotive Ultrasonic Radar Consumption (2021-2032)
- 2.5 Europe Automotive Ultrasonic Radar Consumption (2021-2032)
- 2.6 Japan Automotive Ultrasonic Radar Consumption (2021-2032)
- 2.7 South Korea Automotive Ultrasonic Radar Consumption (2021-2032)
- 2.8 ASEAN Automotive Ultrasonic Radar Consumption (2021-2032)
- 2.9 India Automotive Ultrasonic Radar Consumption (2021-2032)

### 3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Automotive Ultrasonic Radar Production Value by Manufacturer (2021-2026)
- 3.2 World Automotive Ultrasonic Radar Production by Manufacturer (2021-2026)
- 3.3 World Automotive Ultrasonic Radar Average Price by Manufacturer (2021-2026)
- 3.4 Automotive Ultrasonic Radar Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global Automotive Ultrasonic Radar Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for Automotive Ultrasonic Radar in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for Automotive Ultrasonic Radar in 2025
- 3.6 Automotive Ultrasonic Radar Market: Overall Company Footprint Analysis
  - 3.6.1 Automotive Ultrasonic Radar Market: Region Footprint
  - 3.6.2 Automotive Ultrasonic Radar Market: Company Product Type Footprint
  - 3.6.3 Automotive Ultrasonic Radar Market: Company Product Application Footprint
- 3.7 Competitive Environment
  - 3.7.1 Historical Structure of the Industry
  - 3.7.2 Barriers of Market Entry
  - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

## **4 UNITED STATES VS CHINA VS REST OF THE WORLD**

- 4.1 United States VS China: Automotive Ultrasonic Radar Production Value Comparison
  - 4.1.1 United States VS China: Automotive Ultrasonic Radar Production Value Comparison (2021 & 2025 & 2032)
  - 4.1.2 United States VS China: Automotive Ultrasonic Radar Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Automotive Ultrasonic Radar Production Comparison
  - 4.2.1 United States VS China: Automotive Ultrasonic Radar Production Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Automotive Ultrasonic Radar Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Automotive Ultrasonic Radar Consumption Comparison
  - 4.3.1 United States VS China: Automotive Ultrasonic Radar Consumption Comparison (2021 & 2025 & 2032)
  - 4.3.2 United States VS China: Automotive Ultrasonic Radar Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Automotive Ultrasonic Radar Manufacturers and Market Share,

## 2021-2026

4.4.1 United States Based Automotive Ultrasonic Radar Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Automotive Ultrasonic Radar Production Value (2021-2026)

4.4.3 United States Based Manufacturers Automotive Ultrasonic Radar Production (2021-2026)

4.5 China Based Automotive Ultrasonic Radar Manufacturers and Market Share

4.5.1 China Based Automotive Ultrasonic Radar Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Automotive Ultrasonic Radar Production Value (2021-2026)

4.5.3 China Based Manufacturers Automotive Ultrasonic Radar Production (2021-2026)

4.6 Rest of World Based Automotive Ultrasonic Radar Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Automotive Ultrasonic Radar Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Automotive Ultrasonic Radar Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Automotive Ultrasonic Radar Production (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Automotive Ultrasonic Radar Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 APA Ultrasonic Radar

5.2.2 UPA Ultrasonic Radar

5.3 Market Segment by Type

5.3.1 World Automotive Ultrasonic Radar Production by Type (2021-2032)

5.3.2 World Automotive Ultrasonic Radar Production Value by Type (2021-2032)

5.3.3 World Automotive Ultrasonic Radar Average Price by Type (2021-2032)

## **6 MARKET ANALYSIS BY TECHNOLOGY**

6.1 World Automotive Ultrasonic Radar Market Size Overview by Technology: 2021 VS 2025 VS 2032

## 6.2 Segment Introduction by Technology

6.2.1 AK1 Ultrasonic Radar

6.2.2 AK2 Ultrasonic Radar

## 6.3 Market Segment by Technology

6.3.1 World Automotive Ultrasonic Radar Production by Technology (2021-2032)

6.3.2 World Automotive Ultrasonic Radar Production Value by Technology (2021-2032)

6.3.3 World Automotive Ultrasonic Radar Average Price by Technology (2021-2032)

## 7 MARKET ANALYSIS BY APPLICATION

7.1 World Automotive Ultrasonic Radar Market Size Overview by Application: 2021 VS 2025 VS 2032

### 7.2 Segment Introduction by Application

7.2.1 OEM

7.2.2 Aftermarket

### 7.3 Market Segment by Application

7.3.1 World Automotive Ultrasonic Radar Production by Application (2021-2032)

7.3.2 World Automotive Ultrasonic Radar Production Value by Application (2021-2032)

7.3.3 World Automotive Ultrasonic Radar Average Price by Application (2021-2032)

## 8 COMPANY PROFILES

### 8.1 Valeo

8.1.1 Valeo Details

8.1.2 Valeo Major Business

8.1.3 Valeo Automotive Ultrasonic Radar Product and Services

8.1.4 Valeo Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)

8.1.5 Valeo Recent Developments/Updates

8.1.6 Valeo Competitive Strengths & Weaknesses

### 8.2 Bosch

8.2.1 Bosch Details

8.2.2 Bosch Major Business

8.2.3 Bosch Automotive Ultrasonic Radar Product and Services

8.2.4 Bosch Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)

8.2.5 Bosch Recent Developments/Updates

8.2.6 Bosch Competitive Strengths & Weaknesses

### 8.3 Tung Thih Electronic

#### 8.3.1 Tung Thih Electronic Details

#### 8.3.2 Tung Thih Electronic Major Business

#### 8.3.3 Tung Thih Electronic Automotive Ultrasonic Radar Product and Services

#### 8.3.4 Tung Thih Electronic Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)

#### 8.3.5 Tung Thih Electronic Recent Developments/Updates

#### 8.3.6 Tung Thih Electronic Competitive Strengths & Weaknesses

### 8.4 Whetron

#### 8.4.1 Whetron Details

#### 8.4.2 Whetron Major Business

#### 8.4.3 Whetron Automotive Ultrasonic Radar Product and Services

#### 8.4.4 Whetron Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)

#### 8.4.5 Whetron Recent Developments/Updates

#### 8.4.6 Whetron Competitive Strengths & Weaknesses

### 8.5 Denso

#### 8.5.1 Denso Details

#### 8.5.2 Denso Major Business

#### 8.5.3 Denso Automotive Ultrasonic Radar Product and Services

#### 8.5.4 Denso Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)

#### 8.5.5 Denso Recent Developments/Updates

#### 8.5.6 Denso Competitive Strengths & Weaknesses

### 8.6 Hyundai Mobis

#### 8.6.1 Hyundai Mobis Details

#### 8.6.2 Hyundai Mobis Major Business

#### 8.6.3 Hyundai Mobis Automotive Ultrasonic Radar Product and Services

#### 8.6.4 Hyundai Mobis Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)

#### 8.6.5 Hyundai Mobis Recent Developments/Updates

#### 8.6.6 Hyundai Mobis Competitive Strengths & Weaknesses

### 8.7 Panasonic Automotive Systems

#### 8.7.1 Panasonic Automotive Systems Details

#### 8.7.2 Panasonic Automotive Systems Major Business

#### 8.7.3 Panasonic Automotive Systems Automotive Ultrasonic Radar Product and Services

#### 8.7.4 Panasonic Automotive Systems Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 8.7.5 Panasonic Automotive Systems Recent Developments/Updates
- 8.7.6 Panasonic Automotive Systems Competitive Strengths & Weaknesses
- 8.8 Jingle Electronic
  - 8.8.1 Jingle Electronic Details
  - 8.8.2 Jingle Electronic Major Business
  - 8.8.3 Jingle Electronic Automotive Ultrasonic Radar Product and Services
  - 8.8.4 Jingle Electronic Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 8.8.5 Jingle Electronic Recent Developments/Updates
  - 8.8.6 Jingle Electronic Competitive Strengths & Weaknesses
- 8.9 Longhorn
  - 8.9.1 Longhorn Details
  - 8.9.2 Longhorn Major Business
  - 8.9.3 Longhorn Automotive Ultrasonic Radar Product and Services
  - 8.9.4 Longhorn Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 8.9.5 Longhorn Recent Developments/Updates
  - 8.9.6 Longhorn Competitive Strengths & Weaknesses
- 8.10 Softec
  - 8.10.1 Softec Details
  - 8.10.2 Softec Major Business
  - 8.10.3 Softec Automotive Ultrasonic Radar Product and Services
  - 8.10.4 Softec Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 8.10.5 Softec Recent Developments/Updates
  - 8.10.6 Softec Competitive Strengths & Weaknesses
- 8.11 Coligen
  - 8.11.1 Coligen Details
  - 8.11.2 Coligen Major Business
  - 8.11.3 Coligen Automotive Ultrasonic Radar Product and Services
  - 8.11.4 Coligen Automotive Ultrasonic Radar Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 8.11.5 Coligen Recent Developments/Updates
  - 8.11.6 Coligen Competitive Strengths & Weaknesses
- 8.12 Hikauto
  - 8.12.1 Hikauto Details
  - 8.12.2 Hikauto Major Business
  - 8.12.3 Hikauto Automotive Ultrasonic Radar Product and Services
  - 8.12.4 Hikauto Automotive Ultrasonic Radar Production, Price, Value, Gross Margin

and Market Share (2021-2026)

8.12.5 Hikauto Recent Developments/Updates

8.12.6 Hikauto Competitive Strengths & Weaknesses

8.13 Desay SV

8.13.1 Desay SV Details

8.13.2 Desay SV Major Business

8.13.3 Desay SV Automotive Ultrasonic Radar Product and Services

8.13.4 Desay SV Automotive Ultrasonic Radar Production, Price, Value, Gross Margin

and Market Share (2021-2026)

8.13.5 Desay SV Recent Developments/Updates

8.13.6 Desay SV Competitive Strengths & Weaknesses

8.14 Forvision

8.14.1 Forvision Details

8.14.2 Forvision Major Business

8.14.3 Forvision Automotive Ultrasonic Radar Product and Services

8.14.4 Forvision Automotive Ultrasonic Radar Production, Price, Value, Gross Margin

and Market Share (2021-2026)

8.14.5 Forvision Recent Developments/Updates

8.14.6 Forvision Competitive Strengths & Weaknesses

## **9 INDUSTRY CHAIN ANALYSIS**

9.1 Automotive Ultrasonic Radar Industry Chain

9.2 Automotive Ultrasonic Radar Upstream Analysis

9.2.1 Automotive Ultrasonic Radar Core Raw Materials

9.2.2 Main Manufacturers of Automotive Ultrasonic Radar Core Raw Materials

9.3 Midstream Analysis

9.4 Downstream Analysis

9.5 Automotive Ultrasonic Radar Production Mode

9.6 Automotive Ultrasonic Radar Procurement Model

9.7 Automotive Ultrasonic Radar Industry Sales Model and Sales Channels

9.7.1 Automotive Ultrasonic Radar Sales Model

9.7.2 Automotive Ultrasonic Radar Typical Distributors

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Process and Data Source

11.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Automotive Ultrasonic Radar Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Automotive Ultrasonic Radar Production Value by Region (2021-2026) & (USD Million)

Table 3. World Automotive Ultrasonic Radar Production Value by Region (2027-2032) & (USD Million)

Table 4. World Automotive Ultrasonic Radar Production Value Market Share by Region (2021-2026)

Table 5. World Automotive Ultrasonic Radar Production Value Market Share by Region (2027-2032)

Table 6. World Automotive Ultrasonic Radar Production by Region (2021-2026) & (M Units)

Table 7. World Automotive Ultrasonic Radar Production by Region (2027-2032) & (M Units)

Table 8. World Automotive Ultrasonic Radar Production Market Share by Region (2021-2026)

Table 9. World Automotive Ultrasonic Radar Production Market Share by Region (2027-2032)

Table 10. World Automotive Ultrasonic Radar Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Automotive Ultrasonic Radar Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Automotive Ultrasonic Radar Major Market Trends

Table 13. World Automotive Ultrasonic Radar Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (M Units)

Table 14. World Automotive Ultrasonic Radar Consumption by Region (2021-2026) & (M Units)

Table 15. World Automotive Ultrasonic Radar Consumption Forecast by Region (2027-2032) & (M Units)

Table 16. World Automotive Ultrasonic Radar Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Automotive Ultrasonic Radar Producers in 2025

Table 18. World Automotive Ultrasonic Radar Production by Manufacturer (2021-2026) & (M Units)

Table 19. Production Market Share of Key Automotive Ultrasonic Radar Producers in 2025

Table 20. World Automotive Ultrasonic Radar Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Automotive Ultrasonic Radar Company Evaluation Quadrant

Table 22. World Automotive Ultrasonic Radar Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Automotive Ultrasonic Radar Production Site of Key Manufacturer

Table 24. Automotive Ultrasonic Radar Market: Company Product Type Footprint

Table 25. Automotive Ultrasonic Radar Market: Company Product Application Footprint

Table 26. Automotive Ultrasonic Radar Competitive Factors

Table 27. Automotive Ultrasonic Radar New Entrant and Capacity Expansion Plans

Table 28. Automotive Ultrasonic Radar Mergers & Acquisitions Activity

Table 29. United States VS China Automotive Ultrasonic Radar Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Automotive Ultrasonic Radar Production Comparison, (2021 & 2025 & 2032) & (M Units)

Table 31. United States VS China Automotive Ultrasonic Radar Consumption Comparison, (2021 & 2025 & 2032) & (M Units)

Table 32. United States Based Automotive Ultrasonic Radar Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Automotive Ultrasonic Radar Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Automotive Ultrasonic Radar Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Automotive Ultrasonic Radar Production (2021-2026) & (M Units)

Table 36. United States Based Manufacturers Automotive Ultrasonic Radar Production Market Share (2021-2026)

Table 37. China Based Automotive Ultrasonic Radar Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Automotive Ultrasonic Radar Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Automotive Ultrasonic Radar Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Automotive Ultrasonic Radar Production, (2021-2026) & (M Units)

Table 41. China Based Manufacturers Automotive Ultrasonic Radar Production Market

Share (2021-2026)

Table 42. Rest of World Based Automotive Ultrasonic Radar Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Automotive Ultrasonic Radar Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Automotive Ultrasonic Radar Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Automotive Ultrasonic Radar Production, (2021-2026) & (M Units)

Table 46. Rest of World Based Manufacturers Automotive Ultrasonic Radar Production Market Share (2021-2026)

Table 47. World Automotive Ultrasonic Radar Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Automotive Ultrasonic Radar Production by Type (2021-2026) & (M Units)

Table 49. World Automotive Ultrasonic Radar Production by Type (2027-2032) & (M Units)

Table 50. World Automotive Ultrasonic Radar Production Value by Type (2021-2026) & (USD Million)

Table 51. World Automotive Ultrasonic Radar Production Value by Type (2027-2032) & (USD Million)

Table 52. World Automotive Ultrasonic Radar Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Automotive Ultrasonic Radar Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Automotive Ultrasonic Radar Production Value by Technology, (USD Million), 2021 & 2025 & 2032

Table 55. World Automotive Ultrasonic Radar Production by Technology (2021-2026) & (M Units)

Table 56. World Automotive Ultrasonic Radar Production by Technology (2027-2032) & (M Units)

Table 57. World Automotive Ultrasonic Radar Production Value by Technology (2021-2026) & (USD Million)

Table 58. World Automotive Ultrasonic Radar Production Value by Technology (2027-2032) & (USD Million)

Table 59. World Automotive Ultrasonic Radar Average Price by Technology (2021-2026) & (US\$/Unit)

Table 60. World Automotive Ultrasonic Radar Average Price by Technology (2027-2032) & (US\$/Unit)

Table 61. World Automotive Ultrasonic Radar Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 62. World Automotive Ultrasonic Radar Production by Application (2021-2026) & (M Units)

Table 63. World Automotive Ultrasonic Radar Production by Application (2027-2032) & (M Units)

Table 64. World Automotive Ultrasonic Radar Production Value by Application (2021-2026) & (USD Million)

Table 65. World Automotive Ultrasonic Radar Production Value by Application (2027-2032) & (USD Million)

Table 66. World Automotive Ultrasonic Radar Average Price by Application (2021-2026) & (US\$/Unit)

Table 67. World Automotive Ultrasonic Radar Average Price by Application (2027-2032) & (US\$/Unit)

Table 68. Valeo Basic Information, Manufacturing Base and Competitors

Table 69. Valeo Major Business

Table 70. Valeo Automotive Ultrasonic Radar Product and Services

Table 71. Valeo Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 72. Valeo Recent Developments/Updates

Table 73. Valeo Competitive Strengths & Weaknesses

Table 74. Bosch Basic Information, Manufacturing Base and Competitors

Table 75. Bosch Major Business

Table 76. Bosch Automotive Ultrasonic Radar Product and Services

Table 77. Bosch Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 78. Bosch Recent Developments/Updates

Table 79. Bosch Competitive Strengths & Weaknesses

Table 80. Tung Thih Electronic Basic Information, Manufacturing Base and Competitors

Table 81. Tung Thih Electronic Major Business

Table 82. Tung Thih Electronic Automotive Ultrasonic Radar Product and Services

Table 83. Tung Thih Electronic Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 84. Tung Thih Electronic Recent Developments/Updates

Table 85. Tung Thih Electronic Competitive Strengths & Weaknesses

Table 86. Whetron Basic Information, Manufacturing Base and Competitors

Table 87. Whetron Major Business

Table 88. Whetron Automotive Ultrasonic Radar Product and Services

Table 89. Whetron Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 90. Whetron Recent Developments/Updates

Table 91. Whetron Competitive Strengths & Weaknesses

Table 92. Denso Basic Information, Manufacturing Base and Competitors

Table 93. Denso Major Business

Table 94. Denso Automotive Ultrasonic Radar Product and Services

Table 95. Denso Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 96. Denso Recent Developments/Updates

Table 97. Denso Competitive Strengths & Weaknesses

Table 98. Hyundai Mobis Basic Information, Manufacturing Base and Competitors

Table 99. Hyundai Mobis Major Business

Table 100. Hyundai Mobis Automotive Ultrasonic Radar Product and Services

Table 101. Hyundai Mobis Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 102. Hyundai Mobis Recent Developments/Updates

Table 103. Hyundai Mobis Competitive Strengths & Weaknesses

Table 104. Panasonic Automotive Systems Basic Information, Manufacturing Base and Competitors

Table 105. Panasonic Automotive Systems Major Business

Table 106. Panasonic Automotive Systems Automotive Ultrasonic Radar Product and Services

Table 107. Panasonic Automotive Systems Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 108. Panasonic Automotive Systems Recent Developments/Updates

Table 109. Panasonic Automotive Systems Competitive Strengths & Weaknesses

Table 110. Jingle Electronic Basic Information, Manufacturing Base and Competitors

Table 111. Jingle Electronic Major Business

Table 112. Jingle Electronic Automotive Ultrasonic Radar Product and Services

Table 113. Jingle Electronic Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 114. Jingle Electronic Recent Developments/Updates

Table 115. Jingle Electronic Competitive Strengths & Weaknesses

Table 116. Longhorn Basic Information, Manufacturing Base and Competitors

Table 117. Longhorn Major Business

- Table 118. Longhorn Automotive Ultrasonic Radar Product and Services
- Table 119. Longhorn Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 120. Longhorn Recent Developments/Updates
- Table 121. Longhorn Competitive Strengths & Weaknesses
- Table 122. Softec Basic Information, Manufacturing Base and Competitors
- Table 123. Softec Major Business
- Table 124. Softec Automotive Ultrasonic Radar Product and Services
- Table 125. Softec Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 126. Softec Recent Developments/Updates
- Table 127. Softec Competitive Strengths & Weaknesses
- Table 128. Coligen Basic Information, Manufacturing Base and Competitors
- Table 129. Coligen Major Business
- Table 130. Coligen Automotive Ultrasonic Radar Product and Services
- Table 131. Coligen Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 132. Coligen Recent Developments/Updates
- Table 133. Coligen Competitive Strengths & Weaknesses
- Table 134. Hikauto Basic Information, Manufacturing Base and Competitors
- Table 135. Hikauto Major Business
- Table 136. Hikauto Automotive Ultrasonic Radar Product and Services
- Table 137. Hikauto Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 138. Hikauto Recent Developments/Updates
- Table 139. Hikauto Competitive Strengths & Weaknesses
- Table 140. Desay SV Basic Information, Manufacturing Base and Competitors
- Table 141. Desay SV Major Business
- Table 142. Desay SV Automotive Ultrasonic Radar Product and Services
- Table 143. Desay SV Automotive Ultrasonic Radar Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 144. Desay SV Recent Developments/Updates
- Table 145. Desay SV Competitive Strengths & Weaknesses
- Table 146. Forvision Basic Information, Manufacturing Base and Competitors
- Table 147. Forvision Major Business
- Table 148. Forvision Automotive Ultrasonic Radar Product and Services
- Table 149. Forvision Automotive Ultrasonic Radar Production (M Units), Price

(US\$/Unit), Production Value (USD Million), Gross Margin and Market Share  
(2021-2026)

Table 150. Forvision Recent Developments/Updates

Table 151. Forvision Competitive Strengths & Weaknesses

Table 152. Global Key Players of Automotive Ultrasonic Radar Upstream (Raw  
Materials)

Table 153. Global Automotive Ultrasonic Radar Typical Customers

Table 154. Automotive Ultrasonic Radar Typical Distributors

## List Of Figures

### LIST OF FIGURES

Figure 1. Automotive Ultrasonic Radar Picture

Figure 2. World Automotive Ultrasonic Radar Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Automotive Ultrasonic Radar Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Automotive Ultrasonic Radar Production (2021-2032) & (M Units)

Figure 5. World Automotive Ultrasonic Radar Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Automotive Ultrasonic Radar Production Value Market Share by Region (2021-2032)

Figure 7. World Automotive Ultrasonic Radar Production Market Share by Region (2021-2032)

Figure 8. North America Automotive Ultrasonic Radar Production (2021-2032) & (M Units)

Figure 9. Europe Automotive Ultrasonic Radar Production (2021-2032) & (M Units)

Figure 10. China Automotive Ultrasonic Radar Production (2021-2032) & (M Units)

Figure 11. Japan Automotive Ultrasonic Radar Production (2021-2032) & (M Units)

Figure 12. Automotive Ultrasonic Radar Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Automotive Ultrasonic Radar Consumption (2021-2032) & (M Units)

Figure 15. World Automotive Ultrasonic Radar Consumption Market Share by Region (2021-2032)

Figure 16. United States Automotive Ultrasonic Radar Consumption (2021-2032) & (M Units)

Figure 17. China Automotive Ultrasonic Radar Consumption (2021-2032) & (M Units)

Figure 18. Europe Automotive Ultrasonic Radar Consumption (2021-2032) & (M Units)

Figure 19. Japan Automotive Ultrasonic Radar Consumption (2021-2032) & (M Units)

Figure 20. South Korea Automotive Ultrasonic Radar Consumption (2021-2032) & (M Units)

Figure 21. ASEAN Automotive Ultrasonic Radar Consumption (2021-2032) & (M Units)

Figure 22. India Automotive Ultrasonic Radar Consumption (2021-2032) & (M Units)

Figure 23. Producer Shipments of Automotive Ultrasonic Radar by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Automotive Ultrasonic Radar Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Automotive Ultrasonic

## Radar Markets in 2025

Figure 26. United States VS China: Automotive Ultrasonic Radar Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Automotive Ultrasonic Radar Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Automotive Ultrasonic Radar Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Automotive Ultrasonic Radar Production Market Share 2025

Figure 30. China Based Manufacturers Automotive Ultrasonic Radar Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Automotive Ultrasonic Radar Production Market Share 2025

Figure 32. World Automotive Ultrasonic Radar Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Automotive Ultrasonic Radar Production Value Market Share by Type in 2025

Figure 34. APA Ultrasonic Radar

Figure 35. UPA Ultrasonic Radar

Figure 36. World Automotive Ultrasonic Radar Production Market Share by Type (2021-2032)

Figure 37. World Automotive Ultrasonic Radar Production Value Market Share by Type (2021-2032)

Figure 38. World Automotive Ultrasonic Radar Average Price by Type (2021-2032) & (US\$/Unit)

Figure 39. World Automotive Ultrasonic Radar Production Value by Technology, (USD Million), 2021 & 2025 & 2032

Figure 40. World Automotive Ultrasonic Radar Production Value Market Share by Technology in 2025

Figure 41. AK1 Ultrasonic Radar

Figure 42. AK2 Ultrasonic Radar

Figure 43. World Automotive Ultrasonic Radar Production Market Share by Technology (2021-2032)

Figure 44. World Automotive Ultrasonic Radar Production Value Market Share by Technology (2021-2032)

Figure 45. World Automotive Ultrasonic Radar Average Price by Technology (2021-2032) & (US\$/Unit)

Figure 46. World Automotive Ultrasonic Radar Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 47. World Automotive Ultrasonic Radar Production Value Market Share by Application in 2025

Figure 48. OEM

Figure 49. Aftermarket

Figure 50. World Automotive Ultrasonic Radar Production Market Share by Application (2021-2032)

Figure 51. World Automotive Ultrasonic Radar Production Value Market Share by Application (2021-2032)

Figure 52. World Automotive Ultrasonic Radar Average Price by Application (2021-2032) & (US\$/Unit)

Figure 53. Automotive Ultrasonic Radar Industry Chain

Figure 54. Automotive Ultrasonic Radar Procurement Model

Figure 55. Automotive Ultrasonic Radar Sales Model

Figure 56. Automotive Ultrasonic Radar Sales Channels, Direct Sales, and Distribution

Figure 57. Methodology

Figure 58. Research Process and Data Source

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