

Global Radar Message Signs 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 Radar Message Signs market size was valued at US\$ 261 million in 2025 and is forecast to a readjusted size of US\$ 341 million by 2032 with a CAGR of 3.7% during review period.

In 2025, global Radar Message Sign production reached approximately 61.41 K Units, with an average global market price of around 4126 USD per Unit.

Radar Message Sign is an intelligent speed measurement device designed based on radar or the Doppler effect principle. It is primarily used to monitor and dynamically display vehicle speed in real time to assist drivers in controlling their speed and improving road safety. Its core function is to emit electromagnetic waves from a microwave radar to illuminate a moving vehicle, receive the reflected signal, and analyze the frequency changes (Doppler shift) to accurately calculate the vehicle's speed, then provide the result to the driver in a visual format. This device typically integrates an LED display screen, using dual-color (green/red) or dot-matrix display technology. When the vehicle speed is below the speed limit, a green number is displayed; when speeding, a red warning light is switched on. Some models also support icon or text prompts to enhance the visual warning effect.

The upstream raw materials for Radar Message Signs mainly include radar sensors, LED screens, and controllers. Typical suppliers include Continental, NXP Semiconductors, Robert Bosch, Liantronics, Leyard, Daktronics, and Unilumin. Downstream applications are primarily in highways and urban roads, with end users mainly being road management and traffic enforcement departments in various countries.

The annual production capacity of a single Radar Message Sign production line varies considerably depending on the level of factory automation and product specifications, typically ranging from 3,000 to 5,000 units per year. The gross profit margin of the Radar Message Sign industry is relatively high, usually between 30% and 40%.

Radar Message Sign, leveraging the fusion of real-time radar sensing and high-definition LED displays, replace traditional passive speed limit signs with active speed reminders. This precisely addresses long-standing industry pain points such as difficulty in controlling speeding, weak driver perception, high enforcement costs, and limited warning effectiveness. Through instant and intuitive speed feedback, it awakens drivers' awareness to proactively slow down, effectively reducing the risk of accidents on road sections. It is suitable for deployment in various scenarios including municipalities, school districts, industrial parks, and highways, and boasts practical advantages such as low power consumption, easy installation, and long lifespan, making it a core device for improving road safety and traffic management efficiency.

Currently, the global Radar Message Sign industry has entered a stage of steady development, with regional markets exhibiting differentiated patterns. North America and Europe, due to their well-established traffic safety regulations and leading smart city construction, have high market penetration and stable demand. The Asia-Pacific region, driven by urbanization and the widespread adoption of intelligent transportation, has become a core growth area. In terms of competition, leading international companies occupy the high-end market with their technological accumulation and brand advantages, while local manufacturers are rapidly rising by relying on cost advantages and localized services. The industry as a whole presents a development trend characterized by diversified competition, accelerated technological iteration, and product homogenization.

The increasing global awareness of traffic safety, the continuous advancement of smart city and smart transportation construction, the breakthroughs in radar and LED technologies, and the demand for digital transformation in traffic management are all the core driving forces of the industry. These forces are propelling Radar Message Sign to upgrade from simple speed measurement displays to intelligent, networked, and data-driven technologies. Application scenarios are continuously expanding, and the market space is steadily growing. In the future, with the support of vehicle-road cooperation, big data management, and green energy-saving technologies, the industry has long-term and stable growth potential, making it a highly promising sub-sector in the field of intelligent transportation.

This report is a detailed and comprehensive analysis for global Radar Message Signs 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 Radar Message Signs market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Radar Message Signs market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Radar Message Signs market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Radar Message Signs market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Radar Message Signs

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 Radar Message Signs 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 MPD (Kustom Signals, MPH Industries), Ver-Mac, TAPCO (All Traffic Solutions, Traffic Logix), Photonplay Systems, Radarsign, Stalker Radar (Applied Concepts), Carmanah Technologies (Synapse ITS), International Road Dynamics (IRD), Solar Technology, Inc. SolarTech?, KELIAS, etc.

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

Market Segmentation

Radar Message Signs 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

Fixed Type

Mobile Type

Market segment by Power

Battery Power

AC Power

Solar Power

Market segment by Function

With Data Upload

Without Data Upload

Market segment by Application

Highway

City Road

Others

Major players covered

MPD (Kustom Signals, MPH Industries)

Ver-Mac

TAPCO (All Traffic Solutions, Traffic Logix)

Photonplay Systems

Radarsign

Stalker Radar (Applied Concepts)

Carmanah Technologies (Synapse ITS)

International Road Dynamics (IRD)

Solar Technology, Inc.?SolarTech?

KELIAS

American Signal Company

Wanco

TraffiCalm

Kalitec

SWARCO

Fortel Traffic

Elan City

SA-SO

RTC Manufacturing

HMI Technologies

FoxCanada

via traffic controlling gmbh

TWM Traffic Control Systems

Traffic Technology Ltd

Icoms Detections S.A.

Sierzega Elektronik GmbH

Traffic Safety Corp

OPTRAFFIC CO.,LTD

Sinowatcher Technology Co., Ltd.

Shenzhen Guang'an Intelligent Transportation Technology

Chainzone Technology (Foshan)

LUBAO SMART LLC

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 Radar Message Signs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Radar Message Signs, with price, sales quantity, revenue, and global market share of Radar Message Signs from 2021 to 2026.

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

Chapter 4, the Radar Message Signs 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 Radar Message Signs 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 Radar Message Signs.

Chapter 14 and 15, to describe Radar Message Signs sales channel, distributors, customers, research findings and conclusion.

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