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Global Ultrasonic Reversing Sensor Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Ultrasonic Reversing Sensor market size is expected to reach $ 3216 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

In 2025, global ultrasonic reversing sensor production reached approximately 481.24 M Units, average price is about 4.08 US$ per Unit.

Ultrasonic reversing sensor (ultrasonic radar, 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

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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

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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 Ultrasonic Reversing Sensor production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Ultrasonic Reversing Sensor 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 Ultrasonic Reversing Sensor that contribute to its increasing demand across many markets.

Highlights and key features of the study
Global Ultrasonic Reversing Sensor total production and demand, 2021-2032, (M Units)
Global Ultrasonic Reversing Sensor total production value, 2021-2032, (USD Million)
Global Ultrasonic Reversing Sensor production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)
Global Ultrasonic Reversing Sensor consumption by region & country, CAGR, 2021-2032 & (M Units)

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U.S. VS China: Ultrasonic Reversing Sensor domestic production, consumption, key domestic manufacturers and share
Global Ultrasonic Reversing Sensor production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)
Global Ultrasonic Reversing Sensor production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)
Global Ultrasonic Reversing Sensor production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global Ultrasonic Reversing Sensor 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, Whetron, Tung Thih Electronic, Denso, Hyundai Mobis, Longhorn, Panasonic Automotive Systems, Jingle Electronic, Coligen, 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 Ultrasonic Reversing Sensor 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 Ultrasonic Reversing Sensor Market, By Region:

United States

China

Europe

Japan

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South Korea

ASEAN

India

Rest of World

Global Ultrasonic Reversing Sensor Market, Segmentation by Type:

APA Ultrasonic Radar

UPA Ultrasonic Radar

Global Ultrasonic Reversing Sensor Market, Segmentation by Technology:

AK1 Ultrasonic Radar

AK2 Ultrasonic Radar

Global Ultrasonic Reversing Sensor Market, Segmentation by End User:

New Energy Vehicles

ICE Vehicles

Global Ultrasonic Reversing Sensor Market, Segmentation by Application:

OEM

Aftermarket

Companies Profiled:

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Valeo

Bosch

Whetron

Tung Thih Electronic

Denso

Hyundai Mobis

Longhorn

Panasonic Automotive Systems

Jingle Electronic

Coligen

Forvision

Softec

Hikauto

Desay SV

Key Questions Answered:
1. How big is the global Ultrasonic Reversing Sensor market?
2. What is the demand of the global Ultrasonic Reversing Sensor market?
3. What is the year over year growth of the global Ultrasonic Reversing Sensor market?
4. What is the production and production value of the global Ultrasonic Reversing Sensor market?
5. Who are the key producers in the global Ultrasonic Reversing Sensor market?
6. What are the growth factors driving the market demand?

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