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

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Abstracts

The global UPA Ultrasonic Sensor market size is expected to reach $ 1914 million by 2032, rising at a market growth of 6.1% CAGR during the forecast period (2026-2032).

UPA (Ultrasonic Parking Assist) sensors are mature automotive acoustic sensors that utilize ultrasonic pulse emission and echo reception to detect obstacles within a range of 1 to 5 meters; they are widely used in reversing radar and automatic parking systems. In 2025, global sales volume is projected to reach approximately 540 million units, with an average unit price of around $2.30 and a capacity utilization rate of about 88%. Upstream players include piezoelectric ceramic manufacturers (e.g., Murata, Taicang), precision stamped aluminum housing suppliers (e.g., Sinbon Holdings), and signal processing chip providers (e.g., Texas Instruments, MEMSIC); direct downstream customers include OEMs and Tier 1 suppliers such as Bosch, Continental, Valeo, BYD, Tesla, Toyota, and Volkswagen, with gross margins remaining relatively thin at approximately 18% to 22%. Regarding cost structure, piezoelectric ceramic oscillators and metal housings account for about 35% of total costs, modulation circuits and wiring harnesses for 25%, assembly labor and testing for 20%, with the remainder covering packaging, logistics, and administrative expenses. In terms of demand and business opportunities, downstream requirements stem from features such as APA (Automatic Parking Assist), RPA (Remote Parking Assist), HPA (Home/Memory Parking Assist), BSD (Blind Spot Detection), and the need for short-range sensing redundancy for AEB (Autonomous Emergency Braking); the customer base encompasses nearly all passenger vehicle manufacturers, including NIO, Xpeng, Li Auto, BMW, Mercedes-Benz, Honda, and Great Wall Motor. Policy drivers include the incorporation of blind-spot monitoring and AEB into the scoring systems of China’s C-NCAP and the EU’s Euro NCAP. Technological innovation is exemplified by AK2-coded ultrasonic sensors, which significantly enhance ranging accuracy and anti-interference capabilities—enabling

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the detection of low curbs within a 4-meter range. Finally, shifting consumer preferences—specifically the desire for a scratch-free, fully automated parking experience—are driving the upgrade from a standard 4-sensor setup to 12 sensors or even configurations that include long-range side-facing ultrasonic sensors.

The UPA (Ultrasonic Parking Assist) sensor market remains substantial and robust, though it is undergoing a value transformation driven by technological evolution. With global annual vehicle production projected at approximately 93 million units by 2025, the average number of UPA sensors per vehicle is rising from four to a range of eight to twelve; specifically, models equipped with advanced parking functions require additional side-mounted sensors, driving total sales volume beyond 540 million units. However, unit prices have gradually declined from $3.00 a decade ago to $2.30; the maturation of AK2-encoded sensors has accelerated the replacement of traditional analog UPAs, causing the average unit price to briefly stabilize. In terms of the competitive landscape, multinational Tier 1 suppliers like Bosch and Valeo continue to dominate market share, yet domestic manufacturers—such as Hauen Auto Electronics, Audiowell, and Huichuang Electronics—have entered mainstream supply chains, maintaining high capacity utilization rates through cost advantages. Regarding business opportunities, the evolution from automatic parking to AVP (Automated Valet Parking) demands higher precision and encoded communication capabilities from ultrasonic sensors; sensors supporting the AK2 protocol can command unit prices of $3.50 to $4.00, pushing gross margins back above 25%. Policy drivers are also significant: the EU will mandate blind-spot monitoring and reversing assistance for all new vehicles by 2025, while China's C-NCAP 2025 standards will place unprecedented emphasis on active safety scoring. Meanwhile, the rise of solid-state blind-spot LiDAR has not displaced ultrasonic sensors but rather fostered redundant fusion systems; ultrasonic sensors remain the standard choice for low-speed, close-range scenarios due to their maturity, reliability, and cost-effectiveness. Technological innovation has also enabled the integration of ultrasonic sensors with curtain airbags for pedestrian collision prevention. Overall, the UPA market is expected to see sales volume climb steadily to 600 million units over the next five years, with value growth shifting toward intelligent ultrasonic modules and fusion algorithm licensing, placing performance pressure on traditional standalone sensor suppliers.

Report Scope

This report studies the global UPA Ultrasonic Sensor production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global UPA Ultrasonic Sensor total production and demand, 2021-2032, (Million Units)

Global UPA Ultrasonic Sensor total production value, 2021-2032, (USD Million)

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

Global UPA Ultrasonic Sensor consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: UPA Ultrasonic Sensor domestic production, consumption, key domestic manufacturers and share

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

Global UPA Ultrasonic Sensor production by Mounting Structure, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global UPA Ultrasonic Sensor production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global UPA Ultrasonic 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 Robert Bosch GmbH (DE), DENSO Corporation

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(JP), AUMOVIO SE (DE), ZF Friedrichshafen AG (DE), Valeo SE (FR), FORVIA SE (FR), Murata Manufacturing Co., Ltd. (JP), Nippon Ceramic Co., Ltd. (JP), HL Mando Corporation (KR), Hyundai Mobis Co., Ltd. (KR), 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 UPA Ultrasonic Sensor market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (Million Units) and average price (US$/Unit) by manufacturer, by Mounting Structure, 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 UPA Ultrasonic Sensor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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Market Segmentation

Global UPA Ultrasonic Sensor Market, Segmentation by Mounting Structure:

Flush-Mount Type

Snap-In Type

Concealed Type

Global UPA Ultrasonic Sensor Market, Segmentation by Operating Frequency:

40 kHz

48 kHz

58 kHz

Global UPA Ultrasonic Sensor Market, Segmentation by Detection Range:

?2.5 m

2.5–4.0 m

>4.0 m

Global UPA Ultrasonic Sensor Market, Segmentation by Application:

Automatic Parking

Reversing Assist

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Blind Spot Monitoring

Obstacle Detection

Other

Companies Profiled:

Robert Bosch GmbH (DE)

DENSO Corporation (JP)

AUMOVIO SE (DE)

ZF Friedrichshafen AG (DE)

Valeo SE (FR)

FORVIA SE (FR)

Murata Manufacturing Co., Ltd. (JP)

Nippon Ceramic Co., Ltd. (JP)

HL Mando Corporation (KR)

Hyundai Mobis Co., Ltd. (KR)

Parksol Technologies UAB (LT)

Enkoa System S.L. (ES)

Audiowell Electronics (Guangdong) Co., Ltd. (CN)

Whetron Electronics Co., Ltd. (TW)

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Shenzhen Hangsheng Electronics Co., Ltd. (CN)

Tung Thih Electronic Co., Ltd. (TW)

Key Questions Answered

1. How big is the global UPA Ultrasonic Sensor market?
2. What is the demand of the global UPA Ultrasonic Sensor market?
3. What is the year over year growth of the global UPA Ultrasonic Sensor market?
4. What is the total value of the global UPA Ultrasonic Sensor market?
5. Who are the Major Players in the global UPA Ultrasonic Sensor market?
6. What are the growth factors driving the market demand?

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