

# **Automotive Radar Market Report by Range (Long Range, Medium and Short Range), Vehicle Type (Passenger Cars, Commercial Vehicles), Application (Adaptive Cruise Control (ACC), Autonomous Emergency Braking (AEB), Blind Spot Detection (BSD), Forward Collision Warning (FCW), Intelligent Park Assist, and Others), and Region 2023-2028**

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## **Abstracts**

The global automotive radar market size reached US\$ 4.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 15.0 Billion by 2028, exhibiting a growth rate (CAGR) of 22.2% during 2022-2028. The increasing demand for advanced driver-assistance systems (ADAS), various technological advancements in radar technology, and the implementation of stringent government regulations and safety standards are some of the major factors propelling the market.

Automotive radar refers to a specialized radar system that is designed and utilized for automotive applications. It is a sensor technology that uses radio waves to detect and track objects in the vicinity of a vehicle. It also provides crucial information about the surrounding environment to assist in various functions, primarily related to safety and driving assistance. These systems are utilized in numerous advanced driver-assistance systems (ADAS) and safety features. Some common applications include adaptive cruise control, blind spot detection, lane change assist, collision avoidance, pedestrian detection, and automatic emergency braking.

The global automotive radar market is primarily driven by the growing incidences of road accidents involving pedestrians and cyclists. Nowadays, there has been a growing emphasis on developing safety systems to protect vulnerable road users. Automotive radar plays a crucial role in detecting and alerting drivers to the presence of pedestrians and cyclists, helping to mitigate accidents. The rising adoption of electric vehicles (EVs)

and autonomous vehicles (AVs) has further fueled the demand for automotive radar systems. Automotive radar, with its ability to provide accurate object detection and distance measurement, is a vital sensor technology for EVs and AVs, contributing to the growth of the market. Moreover, the automotive industry is witnessing significant growth in emerging economies, such as China and India. These regions have experienced rapid urbanization, increasing disposable incomes, and a rising middle class, leading to higher vehicle sales.

#### Automotive Radar Market Trends/Drivers:

##### Increasing demand for advanced driver-assistance systems (ADAS)

ADAS technologies rely heavily on automotive radar systems for object detection, distance measurement, and collision avoidance. For instance, radar-based adaptive cruise control (ACC) systems use radar sensors to maintain a safe distance from the vehicle ahead, automatically adjusting the speed. Similarly, radar-based collision warning systems detect potential collisions and provide timely alerts to the driver. The increasing adoption of these radar-based ADAS features directly drives the demand for automotive radar systems. Moreover, manufacturers are constantly improving radar technology to enhance accuracy, range, resolution, and overall performance. These advancements lead to more sophisticated radar sensors that can support advanced ADAS functionalities, further fueling the growth of the automotive radar market.

##### Implementation of government regulations and safety standards

Governments and regulatory bodies around the world are implementing safety regulations that require certain features to be incorporated into vehicles. Many of these regulations focus on enhancing vehicle safety and reducing accidents. For instance, requirements for autonomous emergency braking (AEB) systems and forward collision warning (FCW) systems are becoming increasingly common. Automotive radar plays a crucial role in these safety features, as it enables object detection and collision avoidance. The implementation of such regulations directly drives the demand for automotive radar systems. Moreover, to comply with regulations and meet safety standards, manufacturers and suppliers invest in developing advanced radar systems that offer improved performance, accuracy, and reliability, which in turn, is augmenting the market growth.

##### Various technological advancements in radar technology

One of the key advancements in radar technology is the improvement in range and resolution capabilities. Higher-frequency radar systems offer better range and resolution, enabling more precise detection and tracking of objects. This advancement allows automotive radar systems to detect and identify objects at greater distances and with greater accuracy, enhancing their effectiveness in various applications. Besides this, technological advancements have led to improved object detection and classification capabilities of automotive radar systems. Advanced radar signal

processing algorithms and machine learning techniques enable radar systems to distinguish between different types of objects, such as vehicles, pedestrians, and cyclists, which is accelerating their adoption across the globe.

Automotive Radar Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global automotive radar market report, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on range, vehicle type, and application.

Breakup by Range:

Long Range

Medium and Short Range

Medium and short-range automotive radars dominate the automotive radar market. The report has provided a detailed breakup and analysis of the automotive radar market based on the range. This includes long and medium and short range. According to the report, medium and short range automotive radars represented the largest segment. Medium and short-range radar systems are generally more cost-effective compared to long-range radar systems. They require less complex hardware and have lower manufacturing costs, making them more affordable for automakers and consumers. Besides, they are well-suited for various safety applications, particularly in urban and congested environments. These radars provide precise object detection and tracking capabilities within a limited range, making them ideal for collision avoidance systems, blind spot detection, parking assistance, and other safety features that operate at shorter distances.

Long-range radars are particularly beneficial for highway and freeway driving scenarios. They also provide advanced object detection capabilities over a wide range, allowing for early detection of vehicles and objects at high speeds. This enables features such as collision warning systems and lane change assist, enhancing safety during long-distance travel, which is expected to drive their adoption in the coming years.

Breakup by Vehicle Type:

Passenger Cars

Commercial Vehicles

Passenger cars hold the majority of the market share

A detailed breakup and analysis of the automotive radar market based on the vehicle type has also been provided in the report. This includes passenger cars and commercial vehicles. According to the report, passenger cars accounted for the largest market share.

Passenger cars are produced in significantly higher volumes compared to other vehicle types, such as commercial vehicles or motorcycles. This high production volume translates into a larger addressable market for automotive radar systems. In recent

years, there has been an increasing demand for safer and more technologically advanced passenger cars. Consumers are increasingly aware of the benefits of radar-based safety features and are willing to pay for vehicles equipped with them. This consumer demand drives the integration of radar systems in passenger cars and contributes to the larger market share. Moreover, the integration of radar systems is increasingly common in passenger cars to enhance safety and provide a more comfortable driving experience. The higher demand for safety and ADAS features in passenger cars drives the market share of automotive radar systems in this segment.

Breakup by Application:

Adaptive Cruise Control (ACC)

Autonomous Emergency Braking (AEB)

Blind Spot Detection (BSD)

Forward Collision Warning (FCW)

Intelligent Park Assist

Others

Adaptive cruise control (ACC) represents the largest application segment

A detailed breakup and analysis of the automotive radar market based on the application has also been provided in the report. This includes adaptive cruise control (ACC), autonomous emergency braking (AEB), blind spot detection (BSD), forward collision warning (FCW), intelligent park assist and others. According to the report, adaptive cruise control (ACC) accounted for the largest market share.

ACC systems are designed to enhance driving comfort and convenience by automatically adjusting the vehicle's speed to maintain a safe distance from the vehicle ahead. This feature reduces the need for constant speed adjustments and allows drivers to relax during long journeys or in congested traffic conditions. As consumers increasingly seek convenience and comfort in their vehicles, the demand for ACC systems equipped with radar technology has grown significantly. Moreover, the integration of ACC with other ADAS features enhances the overall functionality and effectiveness of the system, making it a sought-after feature in modern vehicles.

Autonomous emergency braking (AEB) systems equipped with radar technology play a crucial role in enhancing vehicle safety. These systems are designed to detect potential collision risks and automatically apply the brakes to mitigate or prevent accidents. Presently, the emphasis on safety and the increasing demand for advanced safety features drive the adoption of AEB systems, thereby impacting the automotive radar market.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Europe exhibits a clear dominance, accounting for the largest automotive radar market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

Europe has been at the forefront of implementing stringent safety regulations and standards for vehicles. The European Union (EU) has introduced regulations such as the General Safety Regulation (GSR) and Euro NCAP safety ratings, which mandate or encourage the inclusion of advanced safety features in vehicles, including automotive radar systems. These regulations drive the adoption of radar-based safety technologies in European vehicles, resulting in a larger market share for automotive radar systems in the region. Moreover, Europe has numerous automotive manufacturers, suppliers, and research institutions that actively contribute to the development and advancement of automotive radar technology.

There is a growing emphasis on vehicle safety in North America, driven by regulatory bodies, safety organizations, and consumer demand. Governments and organizations in

the region have been implementing safety regulations and encouraging the adoption of advanced safety features in vehicles which is escalating the demand for automotive radar in the region.

#### Competitive Landscape:

The competitive landscape of the automotive radar market is dynamic and highly competitive, with several key players competing for market share. At present, the leading companies are introducing advanced sensors that offer improved performance and accuracy for detection in advanced driver-assistance systems (ADAS) and autonomous driving applications. They are also investing in research and development (R&D) activities for developing high-performance compact radars at low manufacturing costs. Besides this, various key players are engaging in collaborations, partnerships, and mergers and acquisitions (M&As) to strengthen their foothold in the market. They are also focusing on increasing their production capacities and facility expansion to gain a competitive edge in untapped markets.

The report has provided a comprehensive analysis of the competitive landscape in the global automotive radar market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Analog Devices Inc

Aptiv plc

Autoliv Inc.

Continental AG

Denso Corporation

HELLA GmbH & Co. KGaA

Infineon Technologies AG

NXP Semiconductors

Robert Bosch GmbH

Texas Instruments Incorporated

Valeo

ZF Friedrichshafen AG

#### Recent Developments:

Continental AG developed a new short-range radar sensor called the ARS540. This radar sensor provides enhanced detection capabilities for close-range objects, enabling features such as parking assistance and low-speed collision avoidance.

Infineon Technological AG collaborated with a leading automotive manufacturer to develop a new 77-GHz radar system-on-chip (SoC) solution. This radar SoC integrates multiple functions, reducing system complexity and cost while improving performance and range.

Texas Instruments Incorporated introduced a new single-chip radar sensor solution for automotive applications. The radar chip integrates high-resolution sensing capabilities



with low-power consumption, enabling compact and cost-effective radar systems.

#### Key Questions Answered in This Report

1. How big is the global automotive radar market?
2. What is the expected growth rate of the global automotive radar market during 2023-2028?
3. What are the key factors driving the global automotive radar market?
4. What has been the impact of COVID-19 on the global automotive radar market?
5. What is the breakup of the global automotive radar market based on the range?
6. What is the breakup of the global automotive radar market based on the vehicle type?
7. What is the breakup of the global automotive radar market based on application?
8. What are the key regions in the global automotive radar market?
9. Who are the key players/companies in the global automotive radar market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL AUTOMOTIVE RADAR MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### 6 MARKET BREAKUP BY RANGE

- 6.1 Long Range
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Medium and Short Range
  - 6.2.1 Market Trends



## 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY VEHICLE TYPE**

### 7.1 Passenger Cars

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 Commercial Vehicles

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY APPLICATION**

### 8.1 Adaptive Cruise Control (ACC)

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Autonomous Emergency Braking (AEB)

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

### 8.3 Blind Spot Detection (BSD)

#### 8.3.1 Market Trends

#### 8.3.2 Market Forecast

### 8.4 Forward Collision Warning (FCW)

#### 8.4.1 Market Trends

#### 8.4.2 Market Forecast

### 8.5 Intelligent Park Assist

#### 8.5.1 Market Trends

#### 8.5.2 Market Forecast

### 8.6 Others

#### 8.6.1 Market Trends

#### 8.6.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

### 9.1 North America

#### 9.1.1 United States

##### 9.1.1.1 Market Trends

##### 9.1.1.2 Market Forecast

#### 9.1.2 Canada

- 9.1.2.1 Market Trends
- 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
  - 9.2.1 China
    - 9.2.1.1 Market Trends
    - 9.2.1.2 Market Forecast
  - 9.2.2 Japan
    - 9.2.2.1 Market Trends
    - 9.2.2.2 Market Forecast
  - 9.2.3 India
    - 9.2.3.1 Market Trends
    - 9.2.3.2 Market Forecast
  - 9.2.4 South Korea
    - 9.2.4.1 Market Trends
    - 9.2.4.2 Market Forecast
  - 9.2.5 Australia
    - 9.2.5.1 Market Trends
    - 9.2.5.2 Market Forecast
  - 9.2.6 Indonesia
    - 9.2.6.1 Market Trends
    - 9.2.6.2 Market Forecast
  - 9.2.7 Others
    - 9.2.7.1 Market Trends
    - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy
    - 9.3.4.1 Market Trends
    - 9.3.4.2 Market Forecast
  - 9.3.5 Spain
    - 9.3.5.1 Market Trends

- 9.3.5.2 Market Forecast
- 9.3.6 Russia
  - 9.3.6.1 Market Trends
  - 9.3.6.2 Market Forecast
- 9.3.7 Others
  - 9.3.7.1 Market Trends
  - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
  - 9.5.1 Market Trends
  - 9.5.2 Market Breakup by Country
  - 9.5.3 Market Forecast

## **10 SWOT ANALYSIS**

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Analog Devices Inc

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.1.3 Financials

14.3.1.4 SWOT Analysis

14.3.2 Aptiv plc

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.2.3 Financials

14.3.3 Autoliv Inc.

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.3.3 Financials

14.3.3.4 SWOT Analysis

14.3.4 Continental AG

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.4.3 Financials

14.3.4.4 SWOT Analysis

14.3.5 Denso Corporation

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.5.3 Financials

14.3.5.4 SWOT Analysis

14.3.6 HELLA GmbH & Co. KGaA

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.6.3 Financials

#### 14.3.7 Infineon Technologies AG

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.7.3 Financials

14.3.7.4 SWOT Analysis

#### 14.3.8 NXP Semiconductors

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio

14.3.8.3 Financials

14.3.8.4 SWOT Analysis

#### 14.3.9 Robert Bosch GmbH

14.3.9.1 Company Overview

14.3.9.2 Product Portfolio

#### 14.3.10 Texas Instruments Incorporated

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

14.3.10.3 Financials

14.3.10.4 SWOT Analysis

#### 14.3.11 Valeo

14.3.11.1 Company Overview

14.3.11.2 Product Portfolio

14.3.11.3 Financials

14.3.11.4 SWOT Analysis

#### 14.3.12 ZF Friedrichshafen AG

14.3.12.1 Company Overview

14.3.12.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Automotive Radar Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Automotive Radar Market Forecast: Breakup by Range (in Million US\$), 2023-2028

Table 3: Global: Automotive Radar Market Forecast: Breakup by Vehicle Type (in Million US\$), 2023-2028

Table 4: Global: Automotive Radar Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 5: Global: Automotive Radar Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Automotive Radar Market: Competitive Structure

Table 7: Global: Automotive Radar Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Automotive Radar Market: Major Drivers and Challenges

Figure 2: Global: Automotive Radar Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Automotive Radar Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Automotive Radar Market: Breakup by Range (in %), 2022

Figure 5: Global: Automotive Radar Market: Breakup by Vehicle Type (in %), 2022

Figure 6: Global: Automotive Radar Market: Breakup by Application (in %), 2022

Figure 7: Global: Automotive Radar Market: Breakup by Region (in %), 2022

Figure 8: Global: Automotive Radar (Long Range) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Automotive Radar (Long Range) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Automotive Radar (Medium and Short Range) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Automotive Radar (Medium and Short Range) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Automotive Radar (Passenger Cars) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Automotive Radar (Passenger Cars) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Automotive Radar (Commercial Vehicles) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Automotive Radar (Commercial Vehicles) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Automotive Radar (Adaptive Cruise Control-ACC) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Automotive Radar (Adaptive Cruise Control-ACC) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Automotive Radar (Autonomous Emergency Braking-AEB) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Automotive Radar (Autonomous Emergency Braking-AEB) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Automotive Radar (Blind Spot Detection-BSD) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Automotive Radar (Blind Spot Detection-BSD) Market Forecast:



Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Automotive Radar (Forward Collision Warning-FCW) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Automotive Radar (Forward Collision Warning-FCW) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Automotive Radar (Intelligent Park Assist) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Automotive Radar (Intelligent Park Assist) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Automotive Radar (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Automotive Radar (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: North America: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: North America: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: United States: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: United States: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Canada: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Canada: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Asia-Pacific: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Asia-Pacific: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: China: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: China: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Japan: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Japan: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: India: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: India: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: South Korea: Automotive Radar Market: Sales Value (in Million US\$), 2017 &

2022

Figure 43: South Korea: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Australia: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Australia: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Indonesia: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Indonesia: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Others: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Others: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Europe: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Europe: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Germany: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Germany: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: France: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: France: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: United Kingdom: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: United Kingdom: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Italy: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Italy: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Spain: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Spain: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Russia: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Russia: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Others: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Others: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Latin America: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Latin America: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Brazil: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Brazil: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Mexico: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Mexico: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Others: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Others: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Middle East and Africa: Automotive Radar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Middle East and Africa: Automotive Radar Market: Breakup by Country (in %), 2022

Figure 76: Middle East and Africa: Automotive Radar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Global: Automotive Radar Industry: SWOT Analysis

Figure 78: Global: Automotive Radar Industry: Value Chain Analysis

Figure 79: Global: Automotive Radar Industry: Porter's Five Forces Analysis

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