

# **Automotive Ultrasonic Technologies Market Report by Type (Proximity Detection, Range Measurement), Vehicle Type (Passenger Cars, Light Commercial Vehicles, Heavy Commercial Vehicles, Electric Vehicles), Application (Park Assist, Blind Spot Detection, and Others), and Region 2024-2032**

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## **Abstracts**

The global automotive ultrasonic technologies market size reached US\$ 1.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.2 Billion by 2032, exhibiting a growth rate (CAGR) of 6.98% during 2024-2032. The augmenting demand for safety features in vehicles, increasing awareness among consumers about the importance of road safety, and inflating disposable income levels represent some of the key factors driving the market.

Automotive ultrasonic technologies are techniques that use ultrasonic waves to detect or measure objects in the vicinity of a vehicle, usually having a frequency above 20 kHz. Automotive ultrasonic sensors use sound waves to measure the distance between the sensor and the object, and can be mounted on various parts of a vehicle, such as the front or rear bumper, to aid in parking and maneuvering. Automotive ultrasonic technologies are commonly used in parking assist systems to detect the proximity of objects to provide visual or auditory directions, in collision avoidance systems to adjust the speed to avoid a collision, and in blind spot monitoring systems to detect vehicles or objects in the driver's blind spot. Automotive ultrasonic technologies are able to detect soft or irregularly shaped objects as compared to other sensors, such as cameras or radar. They provide several advantages such as accurate and reliable measurements even in adverse weather conditions. In addition to this, they are relatively inexpensive and require minimal maintenance.

### Automotive Ultrasonic Technologies Market Trends:

The global market is primarily driven by the augmenting demand for safety features in vehicles, such as advanced driver assistance systems (ADAS). This can be attributed to the increasing awareness among consumers about the importance of road safety, especially in developing countries with a higher prevalence of road accidents. In line with this, numerous technological advancements in the automotive ultrasonic technology, including the introduction of high-frequency ultrasonic sensors, artificial intelligence (AI) and the internet of things (IoT), is propelling the market. Additionally, the emerging trend of vehicle electrification, along with the rising popularity of electric vehicles (EVs) due to an increasing focus on reducing vehicular emissions across the globe is resulting in a higher product uptake. Besides this, the escalating demand for efficient parking assistance and obstacle detection systems for providing accurate range measurement in automobiles is creating lucrative growth opportunities in the market. Some of the other factors contributing to the market include the inflating disposable income levels, rising adoption of luxury autonomous vehicles, favorable government regulations mandating the installation of safety features in vehicles, and extensive research and development (R&D) activities.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global automotive ultrasonic technologies market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on type, vehicle type and application.

### Type Insights

Proximity Detection

Range Measurement

The report has provided a detailed breakup and analysis of the automotive ultrasonic technologies market based on the type. This includes proximity detection and range measurement. According to the report, proximity detection represented the largest segment.

### Vehicle Type Insights

Passenger Cars

Light Commercial Vehicles

## Heavy Commercial Vehicles Electric Vehicles

The report has provided a detailed breakup and analysis of the automotive ultrasonic technologies market based on the vehicle type. This includes passenger cars, light commercial vehicles, heavy commercial vehicles, and electric vehicles. According to the report, passenger cars represented the largest segment.

## Application Insights

Park Assist  
Blind Spot Detection  
Others

A detailed breakup and analysis of the automotive ultrasonic technologies market based on the application has also been provided in the report. This includes park assist, blind spot detection, and others. According to the report, park assist accounted for the largest market share.

## Regional Insights

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

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, 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. According to the report, Asia Pacific was the largest market for automotive ultrasonic technologies. Some of the factors driving the Asia Pacific automotive ultrasonic technologies market included the escalating demand for efficient parking assistance, the augmenting demand for safety features in vehicles, extensive research and development activities, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global automotive ultrasonic technologies market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Aisin Corporation, Continental AG, Elmos Semiconductor SE, Hella KGaA Hueck & Co. (Faurecia SE), Hyundai Motor Company, Magna International Inc., Murata Manufacturing Co. Ltd., Panasonic Holdings Corporation, Robert Bosch GmbH, TDK Corporation, Texas Instruments Inc., Valeo., etc.

#### Key Questions Answered in This Report:

How has the global automotive ultrasonic technologies market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global automotive ultrasonic technologies market?

What are the key regional markets?

Which countries represent the most attractive automotive ultrasonic technologies markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the vehicle type?

What is the breakup of the market based on the application?

What is the competitive structure of the global automotive ultrasonic technologies market?

Who are the key players/companies in the global automotive ultrasonic technologies market?

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