

# Global 77GHz Automotive Millimeter Wave Radar Market Growth 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global 77GHz Automotive Millimeter Wave Radar market size was valued at US\$ 2785.4 million in 2023. With growing demand in downstream market, the 77GHz Automotive Millimeter Wave Radar is forecast to a readjusted size of US\$ 5100 million by 2030 with a CAGR of 9.0% during review period.

The research report highlights the growth potential of the global 77GHz Automotive Millimeter Wave Radar market. 77GHz Automotive Millimeter Wave Radar are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of 77GHz Automotive Millimeter Wave Radar. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the 77GHz Automotive Millimeter Wave Radar market.

A 77GHz automotive millimeter-wave radar is a type of radar system used in automobiles for various safety and driver-assistance functions. It operates in the millimeter-wave frequency band at approximately 77 gigahertz (GHz), which is a portion of the electromagnetic spectrum that falls in the microwave range. These radar systems use radio waves with wavelengths in the millimeter range, typically between 3.9 millimeters and 2.5 millimeters, to detect objects and gather information about the vehicle's surroundings.

**Growing Demand for ADAS:** The automotive industry has been increasingly integrating

ADAS into vehicles to enhance safety and driver convenience. 77GHz radar systems play a crucial role in these systems, providing capabilities such as adaptive cruise control, lane-keeping assistance, and collision avoidance.

**High Resolution and Accuracy:** 77GHz radar systems offer higher resolution and accuracy compared to lower-frequency radar systems, making them suitable for applications that require precise object detection and tracking, especially in complex urban environments.

**Autonomous Vehicles:** As the development of autonomous vehicles continues, 77GHz radar systems are becoming an integral part of sensor suites. They are used for perception tasks such as detecting pedestrians, cyclists, and other vehicles, as well as for long-range sensing capabilities in highway driving scenarios.

**Integration with Other Sensors:** Automotive manufacturers are increasingly using a combination of radar, lidar, cameras, and other sensors to provide redundancy and improve the overall reliability of autonomous and ADAS systems.

#### Key Features:

The report on 77GHz Automotive Millimeter Wave Radar market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the 77GHz Automotive Millimeter Wave Radar market. It may include historical data, market segmentation by Type (e.g., Medium-Range Millimeter Wave Radar, Long-Range Millimeter Wave Radar), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the 77GHz Automotive Millimeter Wave Radar market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the 77GHz Automotive Millimeter Wave Radar market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the 77GHz Automotive Millimeter Wave Radar industry. This include advancements in 77GHz Automotive Millimeter Wave Radar technology, 77GHz Automotive Millimeter Wave Radar new entrants, 77GHz Automotive Millimeter Wave Radar new investment, and other innovations that are shaping the future of 77GHz Automotive Millimeter Wave Radar.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the 77GHz Automotive Millimeter Wave Radar market. It includes factors influencing customer ' purchasing decisions, preferences for 77GHz Automotive Millimeter Wave Radar product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the 77GHz Automotive Millimeter Wave Radar market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting 77GHz Automotive Millimeter Wave Radar market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the 77GHz Automotive Millimeter Wave Radar market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the 77GHz Automotive Millimeter Wave Radar industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the 77GHz Automotive Millimeter Wave Radar market.

**Market Segmentation:**

77GHz Automotive Millimeter Wave Radar market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume

and value.

### Segmentation by type

Medium-Range Millimeter Wave Radar

Long-Range Millimeter Wave Radar

### Segmentation by application

Blind Spot Detection

Adaptive Cruise Control System

Other

This report also splits the market by region:

#### Americas

United States

Canada

Mexico

Brazil

#### APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Bosch

Continental

Hella

Denso

Veoneer

Valeo

Aptiv

ZF

Hitachi

Nidec Elesys

### Key Questions Addressed in this Report

What is the 10-year outlook for the global 77GHz Automotive Millimeter Wave Radar market?

What factors are driving 77GHz Automotive Millimeter Wave Radar market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do 77GHz Automotive Millimeter Wave Radar market opportunities vary by end market size?

How does 77GHz Automotive Millimeter Wave Radar break out type, application?

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