

Automotive Microcontrollers Market Size, Trends, Analysis, and Outlook by Product (8-bit, 16-bit, 32-bit), Application (Powertrain and Chassis, Safety and Security, Body Electronics, Telematics and Infotainment), Vehicle (Passenger ICE vehicle, Commercial ICE vehicle), Electric Vehicle (BEV, HEV, PHEV, FCEV), by Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/A8FD0290AA4AEN.html>

Date: April 2024

Pages: 204

Price: US\$ 3,980.00 (Single User License)

ID: A8FD0290AA4AEN

Abstracts

The global Automotive Radar market size is poised to register 19.16% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The study analyzes the global Automotive Radar market by Range (Long Range, Medium & Short Range), Vehicle (Passenger Cars, Commercial Vehicles), Application (Adaptive Cruise Control (ACC), Autonomous Emergency Braking (AEB), Blind Spot Detection (BSD), Forward Collision Warning (FCW), Intelligent Park Assist, Others).

The Automotive Radar Market is poised for significant growth, driven by the increasing adoption of advanced driver assistance systems (ADAS) and autonomous driving technologies are fueling demand for automotive radar sensors, which provide crucial data for collision avoidance, adaptive cruise control, and pedestrian detection. This trend is further bolstered by regulatory mandates aimed at improving vehicle safety and reducing road accidents, driving the integration of radar sensors into vehicles across various segments and price points. Secondly, advancements in radar technology, including the development of higher-frequency radar systems and phased array antennas, are enabling improved detection capabilities, increased range, and enhanced resolution for automotive radar sensors, allowing for more precise object detection and

tracking in diverse driving conditions. Further, the rise of electric and autonomous vehicles is reshaping radar requirements, with a focus on radar sensors capable of detecting and classifying stationary and moving objects, including cyclists, pedestrians, and infrastructure elements, to support safe navigation and decision-making in complex urban environments. In addition, the proliferation of vehicle-to-everything (V2X) communication and connectivity solutions is driving the integration of radar sensors into intelligent transportation systems (ITS) and cooperative driving applications, facilitating real-time sharing of sensor data and collaborative decision-making among vehicles and infrastructure. .

Automotive Radar Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Automotive Radar market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Automotive Radar survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Automotive Radar industry.

Key market trends defining the global Automotive Radar demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Automotive Radar Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Automotive Radar industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Automotive Radar companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Automotive Radar industry

Leading Automotive Radar companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced

technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Automotive Radar companies.

Automotive Radar Market Study- Strategic Analysis Review

The Automotive Radar market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis.

Explore potential market disruptions, technology advancements, and economic changes.

Automotive Radar Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Automotive Radar industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Automotive Radar Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

North America Automotive Radar Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Automotive Radar market segments. Similarly, Strong end-user demand is encouraging Canadian Automotive Radar companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Automotive Radar market is expected to experience significant expansion, offering lucrative opportunities

for both domestic and international stakeholders.

Europe Automotive Radar Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Automotive Radar industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Automotive Radar market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Automotive Radar Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Automotive Radar in Asia Pacific. In particular, China, India, and South East Asian Automotive Radar markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Automotive Radar Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Automotive Radar Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Automotive Radar market potential. Fueled by increasing consumption expenditure, growing population,

and high demand across a few markets drives the demand for Automotive Radar.

Automotive Radar Market Company Profiles

The global Automotive Radar market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Autoliv Inc, Continental AG, Delphi Automotive PLC., Denso Corp, HELLA KGaA, Infineon Technologies AG, NXP Semiconductors, Robert Bosch GmbH, Texas Instruments Inc, Valeo S.A..

Recent Automotive Radar Market Developments

The global Automotive Radar market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Automotive Radar Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

Range

Long Range

Medium & Short Range

Vehicle

Passenger Cars

Commercial Vehicles

Application

Adaptive Cruise Control (ACC)

Autonomous Emergency Braking (AEB)
Blind Spot Detection (BSD)
Forward Collision Warning (FCW)
Intelligent Park Assist
Others

Geographical Segmentation:
North America (3 markets)
Europe (6 markets)
Asia Pacific (6 markets)
Latin America (3 markets)
Middle East Africa (5 markets)

Companies

Autoliv Inc
Continental AG
Delphi Automotive PLC.
Denso Corp
HELLA KGaA
Infineon Technologies AG
NXP Semiconductors
Robert Bosch GmbH
Texas Instruments Inc
Valeo S.A..
Formats Available: Excel, PDF, and PPT

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8-BIT

16-BIT

32-BIT

Application

Powertrain and Chassis

Safety and Security

Body Electronics

Telematics and Infotainment

Vehicle

Passenger ICE vehicle

Commercial ICE vehicle

Electric Vehicle

BEV

HEV

PHEV

FCEV

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