

Analyzing the Competitive Insights, Regional Growth, and Recent Developments in the Automotive RADAR Market

Using Porter's Five Forces model and a PESTEL analysis, the report assesses the external and competitive forces that shape the industry.

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The automotive RADAR market report by Allied Market Research is an excellent source to gain insights into the key development, latest trends, market segmentation, research methodology, and regional analysis of the industry. The analyst review published in the report proves to be an essential tool for both new entrants and experienced players to understand the dynamics of the market and make well-informed decisions to increase their market presence.

As per the report, the [global automotive RADAR market](#) generated \$4.08 billion in 2020 and is expected to generate \$10.6 billion, growing at a CAGR of 12.6% from 2021 to 2028. Owing to the surge in demand for ingenious safety features in vehicles, the market is projected to witness lucrative opportunities during the forecast period. In addition, technological advancements in advanced driver assistance systems are expected to fuel the growth of the landscape.

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Navigating the Competitive Insights of the Industry

The report describes the top profiles in the automotive RADAR market and major developmental strategies adopted by them to stay ahead of the competition. New product launches, acquisitions, and product development have been the primary choices of companies to thrive in the industry. Key market players profiled in the report include:



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- BorgWarner Inc.
- Analog Devices, Inc.
- Continental AG
- NXP Semiconductors
- DENSO Corporation
- Robert Bosch GmbH
- Valeo
- Texas Instruments
- Veoneer Inc.
- ZF Friedrichshafen AG

Regional Analysis

Asia-Pacific is expected to dominate the global automotive RADAR market during the forecast period due to rise in disposable income, increase in awareness about safety systems, and changes in lifestyle with rapid urbanization. Furthermore, the rising adoption of ADAS in Japan, China, and India is expected to drive the demand for automotive RADAR, fueling the region's market growth.

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<https://www.alliedmarketresearch.com/automotive-RADAR-market/purchase-options>

Latest Developments

On January 6, 2025, Garmin, an American technology company, introduced zumo™ R1 Radar, a dedicated RADAR system for motorcycles. This robust system provides blind spot monitoring and high-performance rearview to riders. The device comprises side-facing amber lights and a discretionary rear-facing red light to maximize visibility to nearby vehicles. Furthermore, handlebars are equipped with indicator lights to make riders aware of approaching vehicles. This innovation is gaining attention from adventurers, athletes, and off-road explorers who prioritize motorcycle safety.

Texas Instruments, an American multinational semiconductor company, rolled out a new integrated AWRL6844 60GHz mm Wave radar sensor in January 2025. These sensors provide a secure driving environment by supporting occupancy monitoring for seat belt reminder systems, child presence detection, and intrusion detection, all through a single chip running edge AI algorithm. They also come equipped with three in-cabin sensing features that replace multiple sensor technologies, hence lowering the average implementation costs per vehicle by \$20.

Neural Propulsion Systems, a pioneer in RADAR operating systems, introduced the NPS Hyper-Definition Radar Operating System (HROS) in December 2024. This system is a combination of advanced AI with mathematical frameworks, which is designed to combat existing safety challenges and provide excellent visibility in low light or fog conditions. The key highlights of

HROS are 10x more resolution than tier 1 RADAR providers, 4x higher resolution than advanced radar technology for L4, and ability to identify a pedestrian next to a car within 150 meters range.

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In conclusion, the comprehensive report offered by Allied Market Research on the automotive RADAR market acts as step-by-step guide for businesses and stakeholders to understand the market dynamics and assist them in making plans for their long-term success in the industry. Market players use these important insights to discover future growth opportunities, improve their product offerings, and attract a wide base of consumers.

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