

Global ADAS Robotic Platform Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global ADAS Robotic Platform market size was valued at US\$ 463 million in 2025 and is forecast to a readjusted size of US\$ 913 million by 2032 with a CAGR of 10.2% during review period.

The ADAS Robotic Platform is a dynamic testing platform for Advanced Driver Assistance Systems (ADAS) and autonomous vehicles. By integrating a robotic chassis, drive system, precision positioning equipment, and control software, it provides programmable and repeatable motion trajectories and speed control for soft targets (such as pedestrians, cyclists, motorcycles, and full-vehicle soft targets). The platform can simulate low-speed, medium-speed, and high-speed dynamic scenarios to verify vehicle perception algorithms, AEB (Automatic Emergency Braking), parking assistance, and collision simulation functions. Its core value lies in providing high-precision, multi-target linkage, and automated testing capabilities, making test results quantifiable, repeatable, and programmable. In 2025, global shipments of ADAS Robotic Platform were approximately 3,000 sets, with an average unit price of around USD 150,000 per set and a gross margin of about 35%.

With the rapid adoption of Advanced Driver Assistance Systems (ADAS) and autonomous driving technologies worldwide, increasing demands for test precision, scenario complexity, and automation are driving high growth for Soft Target Drive Systems. As the core of dynamic testing, these systems can precisely control soft test targets including pedestrians, cyclists, motorcyclists, and full-scale vehicle targets across low, medium, and high-speed scenarios, supporting applications such as AEB verification, ADAS perception algorithm calibration, low-speed parking assist testing, and high-speed collision simulation. Stricter safety regulations (Euro NCAP,

C?NCAP, IIHS) regarding VRU protection and collision warning require OEMs and third-party labs to adopt high-fidelity, programmable dynamic platforms. Meanwhile, multi-sensor fusion testing and automated workflow demands further increase the need for programmable, multi-target coordinated systems with high-precision positioning and closed-loop data analysis. Therefore, Soft Target Drive Systems are not only motion control devices for dynamic targets but also a critical component of the ADAS testing ecosystem.

This report is a detailed and comprehensive analysis for global ADAS Robotic Platform market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global ADAS Robotic Platform market size and forecasts, in consumption value (\$ Million), sales quantity (Sets), and average selling prices (US\$/Set), 2021-2032

Global ADAS Robotic Platform market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Sets), and average selling prices (US\$/Set), 2021-2032

Global ADAS Robotic Platform market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Sets), and average selling prices (US\$/Set), 2021-2032

Global ADAS Robotic Platform market shares of main players, shipments in revenue (\$ Million), sales quantity (Sets), and ASP (US\$/Set), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for ADAS Robotic Platform

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global ADAS Robotic Platform market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include AB Dynamics, 4activeSystems, Humanetics, Dynamic Research, Inc., Industrial Measurement Solutions, MoshonData, MESSRING, Changsha Lizhong Automobile Design & Development Co., Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

ADAS Robotic Platform market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Soft Pedestrian

Soft Motorcycle

Bicycle Target

Car Target

Animal Target

Others

Market segment by Speed Range

?30 km/h

30-60 km/h

60-120 km/h

Market segment by Specification

Small

Medium

Large

Market segment by Application

ADAS Target

Soft Crash Target

Parking Assist Target

AEB Target

Major players covered

AB Dynamics

4activeSystems

Humanetics

Dynamic Research, Inc.

Industrial Measurement Solutions

MoshonData

MESSRING

Changsha Lizhong Automobile Design & Development Co., Ltd.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe ADAS Robotic Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of ADAS Robotic Platform, with price, sales quantity, revenue, and global market share of ADAS Robotic Platform from 2021 to 2026.

Chapter 3, the ADAS Robotic Platform competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the ADAS Robotic Platform breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and ADAS Robotic Platform market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of ADAS Robotic Platform.

Chapter 14 and 15, to describe ADAS Robotic Platform sales channel, distributors, customers, research findings and conclusion.

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