

Global Soft Pedestrian Target 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 Soft Pedestrian Target market size was valued at US\$ 164 million in 2025 and is forecast to a readjusted size of US\$ 324 million by 2032 with a CAGR of 10.2% during review period.

The Soft Pedestrian Target is a standardized software test target specifically designed for validating perception, collision warning, and active safety systems in Advanced Driver Assistance Systems (ADAS) and autonomous vehicles. Simulating pedestrian behavior, this target features a recognizable shape, radar reflectivity, and energy absorption properties. Deployable in static or dynamic conditions, it provides a repeatable, quantifiable, and safe testing environment for vehicle sensor detection, classification, and collision avoidance algorithms. The dynamic version can be used with motion platforms to achieve high-fidelity simulation of pedestrian trajectories for validating medium- or high-speed AEB systems. Global shipments of the Soft Pedestrian Target are projected to reach approximately 10,600 units in 2025, with an average price of approximately US\$15,060 per unit and a gross margin of approximately 40%.

The Pedestrian ADAS Target market is driven by the widespread adoption of Advanced Driver Assistance Systems (ADAS) and Automatic Emergency Braking (AEB) features across passenger and commercial vehicles. Stringent safety regulations in Europe, North America, and Asia increasingly include pedestrian protection protocols in safety rating frameworks, compelling OEMs and independent test labs to invest in high-fidelity pedestrian targets. These targets simulate real-world pedestrian scenarios to provide repeatable, quantifiable validation environments for vehicle perception sensors (radar, camera, lidar), helping manufacturers meet regulatory requirements and enhance safety

performance. Market growth is further supported by advancements in sensor fusion and autonomous driving validation.

This report is a detailed and comprehensive analysis for global Soft Pedestrian Target 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 Soft Pedestrian Target market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Set), 2021-2032

Global Soft Pedestrian Target market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Set), 2021-2032

Global Soft Pedestrian Target market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Set), 2021-2032

Global Soft Pedestrian Target market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), 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 Soft Pedestrian Target

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 Soft Pedestrian Target 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

Soft Pedestrian Target 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

Child

Adult

Market segment by Structure

Partially Articulated

Fully Articulated

Non-articulated

Market segment by Motion Capability

Static

Movable

Market segment by Material

Inflatable

Foam

Market segment by Application

ADAS Target

Soft Crash Target

Parking Assist Target

AEB Target

Others

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 Soft Pedestrian Target product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Soft Pedestrian Target, with price, sales quantity, revenue, and global market share of Soft Pedestrian Target from 2021 to 2026.

Chapter 3, the Soft Pedestrian Target competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Soft Pedestrian Target 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 Soft Pedestrian Target 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 Soft Pedestrian Target.

Chapter 14 and 15, to describe Soft Pedestrian Target sales channel, distributors, customers, research findings and conclusion.

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