

# Global Soft Target Drive System Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Soft Target Drive System market size is expected to reach \$ 913 million by 2032, rising at a market growth of 10.2% CAGR during the forecast period (2026-2032).

The Soft Target Drive System is a dynamic motion control system specifically designed for testing Advanced Driver Assistance Systems (ADAS) and autonomous vehicles. It provides soft test targets?such as pedestrians, cyclists, motorcyclists, or full-scale vehicle targets?with controllable movement, including speed, trajectory, acceleration, and time-synchronized control. The system typically comprises a drive mechanism, motion platform, controller, and accompanying software, enabling programmable operation of static or dynamic test scenarios, multi-target coordination, and high-fidelity reproduction. It supports applications including vehicle perception algorithm validation, collision simulation, low-speed parking assist testing, and high-speed AEB verification. In 2025, global shipments of Soft Target Drive Systems 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 studies the global Soft Target Drive System production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Soft Target Drive System and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Soft Target Drive System that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Soft Target Drive System total production and demand, 2021-2032, (Sets)

Global Soft Target Drive System total production value, 2021-2032, (USD Million)

Global Soft Target Drive System production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Sets), (based on production site)

Global Soft Target Drive System consumption by region & country, CAGR, 2021-2032 & (Sets)

U.S. VS China: Soft Target Drive System domestic production, consumption, key domestic manufacturers and share

Global Soft Target Drive System production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Sets)

Global Soft Target Drive System production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Sets)

Global Soft Target Drive System production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Sets)

This report profiles key players in the global Soft Target Drive System market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Soft Target Drive System market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Sets) and average price (US\$/Set) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Soft Target Drive System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Soft Target Drive System Market, Segmentation by Type:

Soft Pedestrian

Soft Motorcycle

Bicycle Target

Car Target

Animal Target

Others

Global Soft Target Drive System Market, Segmentation by Speed Range:

?30 km/h

30-60 km/h

60-120 km/h

Global Soft Target Drive System Market, Segmentation by Drive System:

Robotic Platform

Belt System

Global Soft Target Drive System Market, Segmentation by Application:

ADAS Target

Soft Crash Target

Parking Assist Target

AEB Target

Companies Profiled:

AB Dynamics

4activeSystems

Humanetics

Dynamic Research, Inc.

Industrial Measurement Solutions

MoshonData

MESSRING

Changsha Lizhong Automobile Design & Development Co., Ltd.

#### Key Questions Answered:

1. How big is the global Soft Target Drive System market?
2. What is the demand of the global Soft Target Drive System market?
3. What is the year over year growth of the global Soft Target Drive System market?
4. What is the production and production value of the global Soft Target Drive System market?
5. Who are the key producers in the global Soft Target Drive System market?
6. What are the growth factors driving the market demand?

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