

Global Soft Target Vehicles for ADAS Testing 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 Target Vehicles for ADAS Testing market size was valued at US\$ 132 million in 2025 and is forecast to a readjusted size of US\$ 261 million by 2032 with a CAGR of 10.2% during review period.

Soft Target Vehicles for ADAS Testing are standardized soft vehicle test targets specifically designed for Advanced Driver Assistance Systems (ADAS), autonomous driving, and crash simulation validation. These vehicle targets are deformable and energy-absorbing, suitable for both static and dynamic testing, providing repeatable, quantifiable, and safe test conditions for perception algorithms, Automatic Emergency Braking (AEB) triggering, and crash response. These soft target vehicles can be used in conjunction with motion platforms to achieve high-fidelity dynamic testing and simulate real-world vehicle behavior across various speeds and scenarios. In 2025, global shipments of Soft Target Vehicles for ADAS Testing were estimated at approximately 8,580 units, with an average price of approximately US\$15,000 per unit and a gross margin of approximately 40%.

With the rapid development of autonomous driving technology and Advanced Driver Assistance Systems (ADAS), the demand for high-precision, repeatable test targets has increased significantly. Soft vehicle targets can provide a safe and controlled testing environment in both laboratory and field testing, thus becoming a key infrastructure for the development of autonomous vehicles and ADAS. The demand for soft vehicle targets continues to grow with the development of autonomous driving and active safety technologies. Dynamic soft vehicle targets are typically equipped with motion platforms and programmable functions, simulating real vehicle behavior; they are more expensive and suitable for medium- to high-speed crash simulations and AEB system verification.

Static low-speed soft vehicle targets are suitable for perception algorithm verification and low-speed obstacle avoidance testing. Market supply is concentrated among a few international manufacturers and a small number of domestic companies. In addition, traffic safety assessments, collision simulations, and intelligent transportation system integration testing are also potential growth areas. With the increase in testing of L3 and above autonomous vehicles in the future, industry demand will further expand.

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

Global Soft Target Vehicles for ADAS Testing 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 Target Vehicles for ADAS Testing 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 Target Vehicles for ADAS Testing 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 Target Vehicles for ADAS Testing

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 Target Vehicles for ADAS Testing 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 Target Vehicles for ADAS Testing 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

Micro

Sedan

Hatchback

Others

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 Target Vehicles for ADAS Testing product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Soft Target Vehicles for ADAS Testing 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 Target Vehicles for ADAS Testing 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 Target Vehicles for ADAS Testing.

Chapter 14 and 15, to describe Soft Target Vehicles for ADAS Testing sales channel, distributors, customers, research findings and conclusion.

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