

Global Soft Targets 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 Targets market size was valued at US\$ 368 million in 2025 and is forecast to a readjusted size of US\$ 726 million by 2032 with a CAGR of 10.2% during review period.

Soft targets are standardized test objects specifically designed for autonomous driving, ADAS (Advanced Driver Assistance Systems), and crash simulation testing. They are typically soft, movable simulated objects that mimic the behavior of pedestrians, cyclists, or other road users, used to validate the perception, decision-making, and control performance of autonomous vehicles. These products provide repeatable and quantifiable data, supporting accurate identification of vehicle sensors, collision warnings, and automatic braking functions, ensuring the safety and realism of the test environment. In 2025, Soft Targets shipped approximately 23,800 units globally, with an average price of approximately US\$15,000 per unit and a gross margin of approximately 40%.

The rapid development of autonomous driving and ADAS technologies has significantly increased demand for high-precision, repeatable test targets. Soft targets provide a safe and controllable testing environment in both lab and field conditions, serving as critical infrastructure for autonomous vehicle and ADAS development.

Developing and manufacturing soft targets require high-precision materials, flexible designs, and quantifiable behavior simulation. The technical barrier is high, and small-to-medium enterprises may struggle to scale, resulting in higher product costs that could slow adoption.

Primarily used for passenger and commercial vehicle autonomous driving testing. Other

applications include traffic safety assessment, collision simulation, and intelligent transportation system integration. Demand is expected to expand further as L3+ autonomous vehicles undergo more comprehensive testing.

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

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

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

Global Soft Targets market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Soft Targets

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 Targets 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 Targets 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 Motion Capability

Static

Movable

Market segment by Material

Inflatable

Foam

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

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

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

Chapter 4, the Soft Targets 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 Targets 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 Targets.

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

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