

Global Vulnerable Road User (VRU) 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 Vulnerable Road User (VRU) Targets market size was valued at US\$ 235 million in 2025 and is forecast to a readjusted size of US\$ 464 million by 2032 with a CAGR of 10.2% during review period.

Vulnerable Road User (VRU) targets are standardized test objects used for testing Advanced Driver Assistance Systems (ADAS), autonomous driving perception, and active safety. They simulate vulnerable road users such as pedestrians, cyclists, and motorcyclists in the real world. VRU targets typically have identifiable shapes, radar cross-sections, and textures, providing repeatable and quantifiable testing environments under static or dynamic conditions to evaluate the detection, identification, and collision avoidance performance of vehicle sensors for vulnerable road users. In 2025, global shipments of VRU targets were approximately 15,190 units, with an average price of approximately US\$15,060 per unit and a gross margin of approximately 40%.

The market for Vulnerable Road User (VRU) targets is expanding driven by stringent global safety protocols and the integration of ADAS/AEB systems in modern vehicles. Regulatory schemes such as Euro NCAP and other NCAP programs emphasize VRU protection and require rigorous testing against pedestrians and cyclists. This has prompted OEMs and independent test labs to invest in high-fidelity VRU targets that can deliver repeatable and realistic test scenarios. Pedestrian and cyclist targets hold majority market share as essential components for validating collision avoidance, emergency braking, and perception algorithms.

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

Global Vulnerable Road User (VRU) Targets market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Set), 2021-2032

Global Vulnerable Road User (VRU) Targets 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 Vulnerable Road User (VRU) Targets 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 Vulnerable Road User (VRU) 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 Vulnerable Road User (VRU) 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

Vulnerable Road User (VRU) 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

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

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 Vulnerable Road User (VRU) Targets product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Vulnerable Road User (VRU) Targets, with price, sales quantity, revenue, and global market share of Vulnerable Road User (VRU) Targets from 2021 to 2026.

Chapter 3, the Vulnerable Road User (VRU) Targets competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Vulnerable Road User (VRU) 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 Vulnerable Road User (VRU) 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 Vulnerable Road User (VRU) Targets.

Chapter 14 and 15, to describe Vulnerable Road User (VRU) Targets sales channel,

distributors, customers, research findings and conclusion.

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