

Global ADAS Soft Targets Market Growth 2026-2032

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Abstracts

The global ADAS Soft Targets market size is predicted to grow from US\$ 350 million in 2025 to US\$ 714 million in 2032; it is expected to grow at a CAGR of 10.8% from 2026 to 2032.

ADAS 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, ADAS 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.

LP Information, Inc. (LPI) ' newest research report, the "ADAS Soft Targets Industry Forecast" looks at past sales and reviews total world ADAS Soft Targets sales in 2025, providing a comprehensive analysis by region and market sector of projected ADAS Soft Targets sales for 2026 through 2032. With ADAS Soft Targets sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world ADAS Soft Targets industry.

This Insight Report provides a comprehensive analysis of the global ADAS Soft Targets landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on ADAS Soft Targets portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global ADAS Soft Targets market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for ADAS Soft Targets and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global ADAS Soft Targets.

This report presents a comprehensive overview, market shares, and growth opportunities of ADAS Soft Targets market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Soft Pedestrian

Soft Motorcycle

Bicycle Target

Car Target

Animal Target

Others

Segmentation by Motion Capability:

Static

Movable

Segmentation by Material:

Inflatable

Foam

Segmentation by Application:

ADAS Target

Soft Crash Target

Parking Assist Target

Parking Assist Target

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

AB Dynamics

4activeSystems

Humanetics

Dynamic Research, Inc.

Industrial Measurement Solutions

MoshonData

MESSRING

Changsha Lizhong Automobile Design & Development Co., Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global ADAS Soft Targets market?

What factors are driving ADAS Soft Targets market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do ADAS Soft Targets market opportunities vary by end market size?

How does ADAS Soft Targets break out by Type, by Application?

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