

Global Pedestrian ADAS Target Market Growth 2026-2032

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Abstracts

The global Pedestrian ADAS Target market size is predicted to grow from US\$ 156 million in 2025 to US\$ 319 million in 2032; it is expected to grow at a CAGR of 10.8% from 2026 to 2032.

The Pedestrian ADAS Target is a standardized software test target specifically designed for validating perception, collision warning, and active safety systems in Advanced Driver Assistance Systems (ADAS) and autonomous vehicles. Simulating pedestrian behavior, this target features a recognizable shape, radar reflectivity, and energy absorption properties. Deployable in static or dynamic conditions, it provides a repeatable, quantifiable, and safe testing environment for vehicle sensor detection, classification, and collision avoidance algorithms. The dynamic version can be used with motion platforms to achieve high-fidelity simulation of pedestrian trajectories for validating medium- or high-speed AEB systems. Global shipments of the Pedestrian ADAS Target are projected to reach approximately 10,600 units in 2025, with an average price of approximately US\$15,060 per unit and a gross margin of approximately 40%.

The Pedestrian ADAS Target market is driven by the widespread adoption of Advanced Driver Assistance Systems (ADAS) and Automatic Emergency Braking (AEB) features across passenger and commercial vehicles. Stringent safety regulations in Europe, North America, and Asia increasingly include pedestrian protection protocols in safety rating frameworks, compelling OEMs and independent test labs to invest in high-fidelity pedestrian targets. These targets simulate real-world pedestrian scenarios to provide repeatable, quantifiable validation environments for vehicle perception sensors (radar, camera, lidar), helping manufacturers meet regulatory requirements and enhance safety performance. Market growth is further supported by advancements in sensor fusion and

autonomous driving validation.

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

This Insight Report provides a comprehensive analysis of the global Pedestrian ADAS Target 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 Pedestrian ADAS Target portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Pedestrian ADAS Target market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pedestrian ADAS Target 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 Pedestrian ADAS Target.

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

Segmentation by Type:

Child

Adult

Segmentation by Structure:

Partially Articulated

Fully Articulated

Non-articulated

Segmentation by Motion Capability:

Static

Movable

Segmentation by Material:

Inflatable

Foam

Segmentation by Application:

ADAS Target

Soft Crash Target

Parking Assist Target

AEB Target

Others

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 Pedestrian ADAS Target market?

What factors are driving Pedestrian ADAS Target market growth, globally and by region?

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

How do Pedestrian ADAS Target market opportunities vary by end market size?

How does Pedestrian ADAS Target break out by Type, by Application?

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