

Global Soft Crash Targets Market Growth 2026-2032

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Abstracts

The global Soft Crash 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.

Soft Crash Targets are a class of software targets specifically designed for vehicle collision simulation and active safety verification. They can simulate the behavior of pedestrians, cyclists, or small vehicles under different speeds and collision conditions. Their design emphasizes energy absorption, damage prevention, and repeatability. They are typically dynamic targets, used in conjunction with motion/robotic platforms, to verify AEB systems, collision warning systems, and whole-vehicle collision responses. In 2025, Soft Crash 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 'Soft Crash Targets Industry Forecast' looks at past sales and reviews total world Soft Crash Targets sales in 2025, providing a comprehensive analysis by region and market sector of projected Soft Crash Targets sales for 2026 through 2032. With Soft Crash Targets sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Soft Crash Targets industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Soft Crash 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 Soft Crash Targets.

This report presents a comprehensive overview, market shares, and growth opportunities of Soft Crash 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

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 Soft Crash Targets market?

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

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

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

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

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