

Global Vulnerable Road User (VRU) Targets Market Growth 2026-2032

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Abstracts

The global Vulnerable Road User (VRU) Targets market size is predicted to grow from US\$ 224 million in 2025 to US\$ 457 million in 2032; it is expected to grow at a CAGR of 10.8% from 2026 to 2032.

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.

LP Information, Inc. (LPI) ' newest research report, the 'Vulnerable Road User (VRU) Targets Industry Forecast' looks at past sales and reviews total world Vulnerable Road User (VRU) Targets sales in 2025, providing a comprehensive analysis by region and

market sector of projected Vulnerable Road User (VRU) Targets sales for 2026 through 2032. With Vulnerable Road User (VRU) Targets sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Vulnerable Road User (VRU) Targets industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Vulnerable Road User (VRU) 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 Vulnerable Road User (VRU) Targets.

This report presents a comprehensive overview, market shares, and growth opportunities of Vulnerable Road User (VRU) Targets market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Soft Pedestrian

Soft Motorcycle

Bicycle 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 Vulnerable Road User (VRU) Targets market?

What factors are driving Vulnerable Road User (VRU) Targets market growth, globally and by region?

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

How do Vulnerable Road User (VRU) Targets market opportunities vary by end market size?

How does Vulnerable Road User (VRU) Targets break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Vulnerable Road User (VRU) Targets Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Vulnerable Road User (VRU) Targets by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Vulnerable Road User (VRU) Targets by Country/Region, 2021, 2025 & 2032

2.2 Vulnerable Road User (VRU) Targets Segment by Type

- 2.2.1 Soft Pedestrian
- 2.2.2 Soft Motorcycle
- 2.2.3 Bicycle Target
- 2.2.4 Animal Target
- 2.2.5 Others
- 2.2.6 Vulnerable Road User (VRU) Targets Sales by Type
 - 2.2.6.1 Global Vulnerable Road User (VRU) Targets Sales Market Share by Type (2021-2026)
 - 2.2.6.2 Global Vulnerable Road User (VRU) Targets Revenue and Market Share by Type (2021-2026)
 - 2.2.6.3 Global Vulnerable Road User (VRU) Targets Sale Price by Type (2021-2026)

2.3 Vulnerable Road User (VRU) Targets Segment by Motion Capability

- 2.3.1 Static
- 2.3.2 Movable
- 2.3.3 Vulnerable Road User (VRU) Targets Sales by Motion Capability
 - 2.3.3.1 Global Vulnerable Road User (VRU) Targets Sales Market Share by Motion Capability (2021-2026)

2.3.3.2 Global Vulnerable Road User (VRU) Targets Revenue and Market Share by Motion Capability (2021-2026)

2.3.3.3 Global Vulnerable Road User (VRU) Targets Sale Price by Motion Capability (2021-2026)

2.4 Vulnerable Road User (VRU) Targets Segment by Material

2.4.1 Inflatable

2.4.2 Foam

2.4.3 Vulnerable Road User (VRU) Targets Sales by Material

2.4.3.1 Global Vulnerable Road User (VRU) Targets Sales Market Share by Material (2021-2026)

2.4.3.2 Global Vulnerable Road User (VRU) Targets Revenue and Market Share by Material (2021-2026)

2.4.3.3 Global Vulnerable Road User (VRU) Targets Sale Price by Material (2021-2026)

2.5 Vulnerable Road User (VRU) Targets Segment by Application

2.5.1 ADAS Target

2.5.2 Soft Crash Target

2.5.3 Parking Assist Target

2.5.4 AEB Target

2.5.5 Others

2.5.6 Vulnerable Road User (VRU) Targets Sales by Application

2.5.6.1 Global Vulnerable Road User (VRU) Targets Sale Market Share by Application (2021-2026)

2.5.6.2 Global Vulnerable Road User (VRU) Targets Revenue and Market Share by Application (2021-2026)

2.5.6.3 Global Vulnerable Road User (VRU) Targets Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Vulnerable Road User (VRU) Targets Breakdown Data by Company

3.1.1 Global Vulnerable Road User (VRU) Targets Annual Sales by Company (2021-2026)

3.1.2 Global Vulnerable Road User (VRU) Targets Sales Market Share by Company (2021-2026)

3.2 Global Vulnerable Road User (VRU) Targets Annual Revenue by Company (2021-2026)

3.2.1 Global Vulnerable Road User (VRU) Targets Revenue by Company (2021-2026)

3.2.2 Global Vulnerable Road User (VRU) Targets Revenue Market Share by

Company (2021-2026)

3.3 Global Vulnerable Road User (VRU) Targets Sale Price by Company

3.4 Key Manufacturers Vulnerable Road User (VRU) Targets Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Vulnerable Road User (VRU) Targets Product Location Distribution

3.4.2 Players Vulnerable Road User (VRU) Targets Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR VULNERABLE ROAD USER (VRU) TARGETS BY GEOGRAPHIC REGION

4.1 World Historic Vulnerable Road User (VRU) Targets Market Size by Geographic Region (2021-2026)

4.1.1 Global Vulnerable Road User (VRU) Targets Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Vulnerable Road User (VRU) Targets Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Vulnerable Road User (VRU) Targets Market Size by Country/Region (2021-2026)

4.2.1 Global Vulnerable Road User (VRU) Targets Annual Sales by Country/Region (2021-2026)

4.2.2 Global Vulnerable Road User (VRU) Targets Annual Revenue by Country/Region (2021-2026)

4.3 Americas Vulnerable Road User (VRU) Targets Sales Growth

4.4 APAC Vulnerable Road User (VRU) Targets Sales Growth

4.5 Europe Vulnerable Road User (VRU) Targets Sales Growth

4.6 Middle East & Africa Vulnerable Road User (VRU) Targets Sales Growth

5 AMERICAS

5.1 Americas Vulnerable Road User (VRU) Targets Sales by Country

5.1.1 Americas Vulnerable Road User (VRU) Targets Sales by Country (2021-2026)

5.1.2 Americas Vulnerable Road User (VRU) Targets Revenue by Country (2021-2026)

- 5.2 Americas Vulnerable Road User (VRU) Targets Sales by Type (2021-2026)
- 5.3 Americas Vulnerable Road User (VRU) Targets Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Vulnerable Road User (VRU) Targets Sales by Region
 - 6.1.1 APAC Vulnerable Road User (VRU) Targets Sales by Region (2021-2026)
 - 6.1.2 APAC Vulnerable Road User (VRU) Targets Revenue by Region (2021-2026)
- 6.2 APAC Vulnerable Road User (VRU) Targets Sales by Type (2021-2026)
- 6.3 APAC Vulnerable Road User (VRU) Targets Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

- 7.1 Europe Vulnerable Road User (VRU) Targets by Country
 - 7.1.1 Europe Vulnerable Road User (VRU) Targets Sales by Country (2021-2026)
 - 7.1.2 Europe Vulnerable Road User (VRU) Targets Revenue by Country (2021-2026)
- 7.2 Europe Vulnerable Road User (VRU) Targets Sales by Type (2021-2026)
- 7.3 Europe Vulnerable Road User (VRU) Targets Sales by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Vulnerable Road User (VRU) Targets by Country
 - 8.1.1 Middle East & Africa Vulnerable Road User (VRU) Targets Sales by Country

(2021-2026)

8.1.2 Middle East & Africa Vulnerable Road User (VRU) Targets Revenue by Country

(2021-2026)

8.2 Middle East & Africa Vulnerable Road User (VRU) Targets Sales by Type

(2021-2026)

8.3 Middle East & Africa Vulnerable Road User (VRU) Targets Sales by Application

(2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Vulnerable Road User (VRU) Targets

10.3 Manufacturing Process Analysis of Vulnerable Road User (VRU) Targets

10.4 Industry Chain Structure of Vulnerable Road User (VRU) Targets

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Vulnerable Road User (VRU) Targets Distributors

11.3 Vulnerable Road User (VRU) Targets Customer

12 WORLD FORECAST REVIEW FOR VULNERABLE ROAD USER (VRU) TARGETS BY GEOGRAPHIC REGION

12.1 Global Vulnerable Road User (VRU) Targets Market Size Forecast by Region

12.1.1 Global Vulnerable Road User (VRU) Targets Forecast by Region (2027-2032)

- 12.1.2 Global Vulnerable Road User (VRU) Targets Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global Vulnerable Road User (VRU) Targets Forecast by Type (2027-2032)
- 12.7 Global Vulnerable Road User (VRU) Targets Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 AB Dynamics

- 13.1.1 AB Dynamics Company Information
- 13.1.2 AB Dynamics Vulnerable Road User (VRU) Targets Product Portfolios and Specifications
- 13.1.3 AB Dynamics Vulnerable Road User (VRU) Targets Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.1.4 AB Dynamics Main Business Overview
- 13.1.5 AB Dynamics Latest Developments

13.2 4activeSystems

- 13.2.1 4activeSystems Company Information
- 13.2.2 4activeSystems Vulnerable Road User (VRU) Targets Product Portfolios and Specifications
- 13.2.3 4activeSystems Vulnerable Road User (VRU) Targets Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.2.4 4activeSystems Main Business Overview
- 13.2.5 4activeSystems Latest Developments

13.3 Humanetics

- 13.3.1 Humanetics Company Information
- 13.3.2 Humanetics Vulnerable Road User (VRU) Targets Product Portfolios and Specifications
- 13.3.3 Humanetics Vulnerable Road User (VRU) Targets Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.3.4 Humanetics Main Business Overview
- 13.3.5 Humanetics Latest Developments

13.4 Dynamic Research, Inc.

- 13.4.1 Dynamic Research, Inc. Company Information
- 13.4.2 Dynamic Research, Inc. Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

13.4.3 Dynamic Research, Inc. Vulnerable Road User (VRU) Targets Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Dynamic Research, Inc. Main Business Overview

13.4.5 Dynamic Research, Inc. Latest Developments

13.5 Industrial Measurement Solutions

13.5.1 Industrial Measurement Solutions Company Information

13.5.2 Industrial Measurement Solutions Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

13.5.3 Industrial Measurement Solutions Vulnerable Road User (VRU) Targets Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Industrial Measurement Solutions Main Business Overview

13.5.5 Industrial Measurement Solutions Latest Developments

13.6 MoshonData

13.6.1 MoshonData Company Information

13.6.2 MoshonData Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

13.6.3 MoshonData Vulnerable Road User (VRU) Targets Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 MoshonData Main Business Overview

13.6.5 MoshonData Latest Developments

13.7 MESSRING

13.7.1 MESSRING Company Information

13.7.2 MESSRING Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

13.7.3 MESSRING Vulnerable Road User (VRU) Targets Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 MESSRING Main Business Overview

13.7.5 MESSRING Latest Developments

13.8 Changsha Lizhong Automobile Design & Development Co., Ltd.

13.8.1 Changsha Lizhong Automobile Design & Development Co., Ltd. Company Information

13.8.2 Changsha Lizhong Automobile Design & Development Co., Ltd. Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

13.8.3 Changsha Lizhong Automobile Design & Development Co., Ltd. Vulnerable Road User (VRU) Targets Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Changsha Lizhong Automobile Design & Development Co., Ltd. Main Business Overview

13.8.5 Changsha Lizhong Automobile Design & Development Co., Ltd. Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Vulnerable Road User (VRU) Targets Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Vulnerable Road User (VRU) Targets Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Soft Pedestrian

Table 4. Major Players of Soft Motorcycle

Table 5. Major Players of Bicycle Target

Table 6. Major Players of Animal Target

Table 7. Major Players of Others

Table 8. Global Vulnerable Road User (VRU) Targets Sales by Type (2021-2026) & (Units)

Table 9. Global Vulnerable Road User (VRU) Targets Sales Market Share by Type (2021-2026)

Table 10. Global Vulnerable Road User (VRU) Targets Revenue by Type (2021-2026) & (\$ million)

Table 11. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Type (2021-2026)

Table 12. Global Vulnerable Road User (VRU) Targets Sale Price by Type (2021-2026) & (US\$/Set)

Table 13. Major Players of Static

Table 14. Major Players of Movable

Table 15. Global Vulnerable Road User (VRU) Targets Sales by Motion Capability (2021-2026) & (Units)

Table 16. Global Vulnerable Road User (VRU) Targets Sales Market Share by Motion Capability (2021-2026)

Table 17. Global Vulnerable Road User (VRU) Targets Revenue by Motion Capability (2021-2026) & (\$ million)

Table 18. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Motion Capability (2021-2026)

Table 19. Global Vulnerable Road User (VRU) Targets Sale Price by Motion Capability (2021-2026) & (US\$/Set)

Table 20. Major Players of Inflatable

Table 21. Major Players of Foam

Table 22. Global Vulnerable Road User (VRU) Targets Sales by Material (2021-2026) & (Units)

Table 23. Global Vulnerable Road User (VRU) Targets Sales Market Share by Material (2021-2026)

Table 24. Global Vulnerable Road User (VRU) Targets Revenue by Material (2021-2026) & (\$ million)

Table 25. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Material (2021-2026)

Table 26. Global Vulnerable Road User (VRU) Targets Sale Price by Material (2021-2026) & (US\$/Set)

Table 27. Global Vulnerable Road User (VRU) Targets Sale by Application (2021-2026) & (Units)

Table 28. Global Vulnerable Road User (VRU) Targets Sale Market Share by Application (2021-2026)

Table 29. Global Vulnerable Road User (VRU) Targets Revenue by Application (2021-2026) & (\$ million)

Table 30. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Application (2021-2026)

Table 31. Global Vulnerable Road User (VRU) Targets Sale Price by Application (2021-2026) & (US\$/Set)

Table 32. Global Vulnerable Road User (VRU) Targets Sales by Company (2021-2026) & (Units)

Table 33. Global Vulnerable Road User (VRU) Targets Sales Market Share by Company (2021-2026)

Table 34. Global Vulnerable Road User (VRU) Targets Revenue by Company (2021-2026) & (\$ millions)

Table 35. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Company (2021-2026)

Table 36. Global Vulnerable Road User (VRU) Targets Sale Price by Company (2021-2026) & (US\$/Set)

Table 37. Key Manufacturers Vulnerable Road User (VRU) Targets Producing Area Distribution and Sales Area

Table 38. Players Vulnerable Road User (VRU) Targets Products Offered

Table 39. Vulnerable Road User (VRU) Targets Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 40. New Products and Potential Entrants

Table 41. Market M&A Activity & Strategy

Table 42. Global Vulnerable Road User (VRU) Targets Sales by Geographic Region (2021-2026) & (Units)

Table 43. Global Vulnerable Road User (VRU) Targets Sales Market Share Geographic Region (2021-2026)

Table 44. Global Vulnerable Road User (VRU) Targets Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 45. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Geographic Region (2021-2026)

Table 46. Global Vulnerable Road User (VRU) Targets Sales by Country/Region (2021-2026) & (Units)

Table 47. Global Vulnerable Road User (VRU) Targets Sales Market Share by Country/Region (2021-2026)

Table 48. Global Vulnerable Road User (VRU) Targets Revenue by Country/Region (2021-2026) & (\$ millions)

Table 49. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Country/Region (2021-2026)

Table 50. Americas Vulnerable Road User (VRU) Targets Sales by Country (2021-2026) & (Units)

Table 51. Americas Vulnerable Road User (VRU) Targets Sales Market Share by Country (2021-2026)

Table 52. Americas Vulnerable Road User (VRU) Targets Revenue by Country (2021-2026) & (\$ millions)

Table 53. Americas Vulnerable Road User (VRU) Targets Sales by Type (2021-2026) & (Units)

Table 54. Americas Vulnerable Road User (VRU) Targets Sales by Application (2021-2026) & (Units)

Table 55. APAC Vulnerable Road User (VRU) Targets Sales by Region (2021-2026) & (Units)

Table 56. APAC Vulnerable Road User (VRU) Targets Sales Market Share by Region (2021-2026)

Table 57. APAC Vulnerable Road User (VRU) Targets Revenue by Region (2021-2026) & (\$ millions)

Table 58. APAC Vulnerable Road User (VRU) Targets Sales by Type (2021-2026) & (Units)

Table 59. APAC Vulnerable Road User (VRU) Targets Sales by Application (2021-2026) & (Units)

Table 60. Europe Vulnerable Road User (VRU) Targets Sales by Country (2021-2026) & (Units)

Table 61. Europe Vulnerable Road User (VRU) Targets Revenue by Country (2021-2026) & (\$ millions)

Table 62. Europe Vulnerable Road User (VRU) Targets Sales by Type (2021-2026) & (Units)

Table 63. Europe Vulnerable Road User (VRU) Targets Sales by Application

(2021-2026) & (Units)

Table 64. Middle East & Africa Vulnerable Road User (VRU) Targets Sales by Country (2021-2026) & (Units)

Table 65. Middle East & Africa Vulnerable Road User (VRU) Targets Revenue Market Share by Country (2021-2026)

Table 66. Middle East & Africa Vulnerable Road User (VRU) Targets Sales by Type (2021-2026) & (Units)

Table 67. Middle East & Africa Vulnerable Road User (VRU) Targets Sales by Application (2021-2026) & (Units)

Table 68. Key Market Drivers & Growth Opportunities of Vulnerable Road User (VRU) Targets

Table 69. Key Market Challenges & Risks of Vulnerable Road User (VRU) Targets

Table 70. Key Industry Trends of Vulnerable Road User (VRU) Targets

Table 71. Vulnerable Road User (VRU) Targets Raw Material

Table 72. Key Suppliers of Raw Materials

Table 73. Vulnerable Road User (VRU) Targets Distributors List

Table 74. Vulnerable Road User (VRU) Targets Customer List

Table 75. Global Vulnerable Road User (VRU) Targets Sales Forecast by Region (2027-2032) & (Units)

Table 76. Global Vulnerable Road User (VRU) Targets Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 77. Americas Vulnerable Road User (VRU) Targets Sales Forecast by Country (2027-2032) & (Units)

Table 78. Americas Vulnerable Road User (VRU) Targets Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 79. APAC Vulnerable Road User (VRU) Targets Sales Forecast by Region (2027-2032) & (Units)

Table 80. APAC Vulnerable Road User (VRU) Targets Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 81. Europe Vulnerable Road User (VRU) Targets Sales Forecast by Country (2027-2032) & (Units)

Table 82. Europe Vulnerable Road User (VRU) Targets Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 83. Middle East & Africa Vulnerable Road User (VRU) Targets Sales Forecast by Country (2027-2032) & (Units)

Table 84. Middle East & Africa Vulnerable Road User (VRU) Targets Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 85. Global Vulnerable Road User (VRU) Targets Sales Forecast by Type (2027-2032) & (Units)

Table 86. Global Vulnerable Road User (VRU) Targets Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 87. Global Vulnerable Road User (VRU) Targets Sales Forecast by Application (2027-2032) & (Units)

Table 88. Global Vulnerable Road User (VRU) Targets Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 89. AB Dynamics Basic Information, Vulnerable Road User (VRU) Targets Manufacturing Base, Sales Area and Its Competitors

Table 90. AB Dynamics Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

Table 91. AB Dynamics Vulnerable Road User (VRU) Targets Sales (Units), Revenue (\$ Million), Price (US\$/Set) and Gross Margin (2021-2026)

Table 92. AB Dynamics Main Business

Table 93. AB Dynamics Latest Developments

Table 94. 4activeSystems Basic Information, Vulnerable Road User (VRU) Targets Manufacturing Base, Sales Area and Its Competitors

Table 95. 4activeSystems Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

Table 96. 4activeSystems Vulnerable Road User (VRU) Targets Sales (Units), Revenue (\$ Million), Price (US\$/Set) and Gross Margin (2021-2026)

Table 97. 4activeSystems Main Business

Table 98. 4activeSystems Latest Developments

Table 99. Humanetics Basic Information, Vulnerable Road User (VRU) Targets Manufacturing Base, Sales Area and Its Competitors

Table 100. Humanetics Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

Table 101. Humanetics Vulnerable Road User (VRU) Targets Sales (Units), Revenue (\$ Million), Price (US\$/Set) and Gross Margin (2021-2026)

Table 102. Humanetics Main Business

Table 103. Humanetics Latest Developments

Table 104. Dynamic Research, Inc. Basic Information, Vulnerable Road User (VRU) Targets Manufacturing Base, Sales Area and Its Competitors

Table 105. Dynamic Research, Inc. Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

Table 106. Dynamic Research, Inc. Vulnerable Road User (VRU) Targets Sales (Units), Revenue (\$ Million), Price (US\$/Set) and Gross Margin (2021-2026)

Table 107. Dynamic Research, Inc. Main Business

Table 108. Dynamic Research, Inc. Latest Developments

Table 109. Industrial Measurement Solutions Basic Information, Vulnerable Road User

(VRU) Targets Manufacturing Base, Sales Area and Its Competitors

Table 110. Industrial Measurement Solutions Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

Table 111. Industrial Measurement Solutions Vulnerable Road User (VRU) Targets Sales (Units), Revenue (\$ Million), Price (US\$/Set) and Gross Margin (2021-2026)

Table 112. Industrial Measurement Solutions Main Business

Table 113. Industrial Measurement Solutions Latest Developments

Table 114. MoshonData Basic Information, Vulnerable Road User (VRU) Targets Manufacturing Base, Sales Area and Its Competitors

Table 115. MoshonData Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

Table 116. MoshonData Vulnerable Road User (VRU) Targets Sales (Units), Revenue (\$ Million), Price (US\$/Set) and Gross Margin (2021-2026)

Table 117. MoshonData Main Business

Table 118. MoshonData Latest Developments

Table 119. MESSRING Basic Information, Vulnerable Road User (VRU) Targets Manufacturing Base, Sales Area and Its Competitors

Table 120. MESSRING Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

Table 121. MESSRING Vulnerable Road User (VRU) Targets Sales (Units), Revenue (\$ Million), Price (US\$/Set) and Gross Margin (2021-2026)

Table 122. MESSRING Main Business

Table 123. MESSRING Latest Developments

Table 124. Changsha Lizhong Automobile Design & Development Co., Ltd. Basic Information, Vulnerable Road User (VRU) Targets Manufacturing Base, Sales Area and Its Competitors

Table 125. Changsha Lizhong Automobile Design & Development Co., Ltd. Vulnerable Road User (VRU) Targets Product Portfolios and Specifications

Table 126. Changsha Lizhong Automobile Design & Development Co., Ltd. Vulnerable Road User (VRU) Targets Sales (Units), Revenue (\$ Million), Price (US\$/Set) and Gross Margin (2021-2026)

Table 127. Changsha Lizhong Automobile Design & Development Co., Ltd. Main Business

Table 128. Changsha Lizhong Automobile Design & Development Co., Ltd. Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Vulnerable Road User (VRU) Targets
- Figure 2. Vulnerable Road User (VRU) Targets Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Vulnerable Road User (VRU) Targets Sales Growth Rate 2021-2032 (Units)
- Figure 7. Global Vulnerable Road User (VRU) Targets Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Vulnerable Road User (VRU) Targets Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Vulnerable Road User (VRU) Targets Sales Market Share by Country/Region (2025)
- Figure 10. Vulnerable Road User (VRU) Targets Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Soft Pedestrian
- Figure 12. Product Picture of Soft Motorcycle
- Figure 13. Product Picture of Bicycle Target
- Figure 14. Product Picture of Animal Target
- Figure 15. Product Picture of Others
- Figure 16. Global Vulnerable Road User (VRU) Targets Sales Market Share by Type in 2026
- Figure 17. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Type (2021-2026)
- Figure 18. Product Picture of Static
- Figure 19. Product Picture of Movable
- Figure 20. Global Vulnerable Road User (VRU) Targets Sales Market Share by Motion Capability in 2026
- Figure 21. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Motion Capability (2021-2026)
- Figure 22. Product Picture of Inflatable
- Figure 23. Product Picture of Foam
- Figure 24. Global Vulnerable Road User (VRU) Targets Sales Market Share by Material in 2026
- Figure 25. Global Vulnerable Road User (VRU) Targets Revenue Market Share by

Material (2021-2026)

Figure 26. Vulnerable Road User (VRU) Targets Consumed in ADAS Target

Figure 27. Global Vulnerable Road User (VRU) Targets Market: ADAS Target (2021-2026) & (Units)

Figure 28. Vulnerable Road User (VRU) Targets Consumed in Soft Crash Target

Figure 29. Global Vulnerable Road User (VRU) Targets Market: Soft Crash Target (2021-2026) & (Units)

Figure 30. Vulnerable Road User (VRU) Targets Consumed in Parking Assist Target

Figure 31. Global Vulnerable Road User (VRU) Targets Market: Parking Assist Target (2021-2026) & (Units)

Figure 32. Vulnerable Road User (VRU) Targets Consumed in AEB Target

Figure 33. Global Vulnerable Road User (VRU) Targets Market: AEB Target (2021-2026) & (Units)

Figure 34. Vulnerable Road User (VRU) Targets Consumed in Others

Figure 35. Global Vulnerable Road User (VRU) Targets Market: Others (2021-2026) & (Units)

Figure 36. Global Vulnerable Road User (VRU) Targets Sale Market Share by Application (2025)

Figure 37. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Application in 2025

Figure 38. Vulnerable Road User (VRU) Targets Sales by Company in 2025 (Units)

Figure 39. Global Vulnerable Road User (VRU) Targets Sales Market Share by Company in 2025

Figure 40. Vulnerable Road User (VRU) Targets Revenue by Company in 2025 (\$ millions)

Figure 41. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Company in 2025

Figure 42. Global Vulnerable Road User (VRU) Targets Sales Market Share by Geographic Region (2021-2026)

Figure 43. Global Vulnerable Road User (VRU) Targets Revenue Market Share by Geographic Region in 2025

Figure 44. Americas Vulnerable Road User (VRU) Targets Sales 2021-2026 (Units)

Figure 45. Americas Vulnerable Road User (VRU) Targets Revenue 2021-2026 (\$ millions)

Figure 46. APAC Vulnerable Road User (VRU) Targets Sales 2021-2026 (Units)

Figure 47. APAC Vulnerable Road User (VRU) Targets Revenue 2021-2026 (\$ millions)

Figure 48. Europe Vulnerable Road User (VRU) Targets Sales 2021-2026 (Units)

Figure 49. Europe Vulnerable Road User (VRU) Targets Revenue 2021-2026 (\$ millions)

Figure 50. Middle East & Africa Vulnerable Road User (VRU) Targets Sales 2021-2026 (Units)

Figure 51. Middle East & Africa Vulnerable Road User (VRU) Targets Revenue 2021-2026 (\$ millions)

Figure 52. Americas Vulnerable Road User (VRU) Targets Sales Market Share by Country in 2025

Figure 53. Americas Vulnerable Road User (VRU) Targets Revenue Market Share by Country (2021-2026)

Figure 54. Americas Vulnerable Road User (VRU) Targets Sales Market Share by Type (2021-2026)

Figure 55. Americas Vulnerable Road User (VRU) Targets Sales Market Share by Application (2021-2026)

Figure 56. United States Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 57. Canada Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 58. Mexico Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 59. Brazil Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 60. APAC Vulnerable Road User (VRU) Targets Sales Market Share by Region in 2025

Figure 61. APAC Vulnerable Road User (VRU) Targets Revenue Market Share by Region (2021-2026)

Figure 62. APAC Vulnerable Road User (VRU) Targets Sales Market Share by Type (2021-2026)

Figure 63. APAC Vulnerable Road User (VRU) Targets Sales Market Share by Application (2021-2026)

Figure 64. China Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 65. Japan Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 66. South Korea Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 67. Southeast Asia Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 68. India Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 69. Australia Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026

(\$ millions)

Figure 70. China Taiwan Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 71. Europe Vulnerable Road User (VRU) Targets Sales Market Share by Country in 2025

Figure 72. Europe Vulnerable Road User (VRU) Targets Revenue Market Share by Country (2021-2026)

Figure 73. Europe Vulnerable Road User (VRU) Targets Sales Market Share by Type (2021-2026)

Figure 74. Europe Vulnerable Road User (VRU) Targets Sales Market Share by Application (2021-2026)

Figure 75. Germany Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 76. France Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 77. UK Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 78. Italy Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 79. Russia Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 80. Middle East & Africa Vulnerable Road User (VRU) Targets Sales Market Share by Country (2021-2026)

Figure 81. Middle East & Africa Vulnerable Road User (VRU) Targets Sales Market Share by Type (2021-2026)

Figure 82. Middle East & Africa Vulnerable Road User (VRU) Targets Sales Market Share by Application (2021-2026)

Figure 83. Egypt Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 84. South Africa Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 85. Israel Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 86. Turkey Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 87. GCC Countries Vulnerable Road User (VRU) Targets Revenue Growth 2021-2026 (\$ millions)

Figure 88. Manufacturing Cost Structure Analysis of Vulnerable Road User (VRU) Targets in 2026

Figure 89. Manufacturing Process Analysis of Vulnerable Road User (VRU) Targets

Figure 90. Industry Chain Structure of Vulnerable Road User (VRU) Targets

Figure 91. Channels of Distribution

Figure 92. Global Vulnerable Road User (VRU) Targets Sales Market Forecast by Region (2027-2032)

Figure 93. Global Vulnerable Road User (VRU) Targets Revenue Market Share Forecast by Region (2027-2032)

Figure 94. Global Vulnerable Road User (VRU) Targets Sales Market Share Forecast by Type (2027-2032)

Figure 95. Global Vulnerable Road User (VRU) Targets Revenue Market Share Forecast by Type (2027-2032)

Figure 96. Global Vulnerable Road User (VRU) Targets Sales Market Share Forecast by Application (2027-2032)

Figure 97. Global Vulnerable Road User (VRU) Targets Revenue Market Share Forecast by Application (2027-2032)

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