

Bike and Scooter Sharing Telematics Market By Service Type (Pay-as-you-go, Subscription pay-as-you-go) , By Operational Model (Dockless, Station-Based) By Propulsion (Pedal, Electric, Gasoline) By Vehicle Type (Bike, Scooter, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Bike and Scooter Sharing Telematics Market

The bike and scooter sharing telematics market was valued at \$3.8 billion in 2023 and is projected to reach \$8.1 billion by 2033, growing at a CAGR of 7.9% from 2024 to 2033.

Bike and scooter sharing telematics involves the usage of telecommunications in vehicular technologies to facilitate the sharing of data crucial for the regulation and optimization of bikes & scooters. A range of hardware and software solutions are integrated into the vehicles for real-time tracking and maintenance. The anti-theft measures of telematics technology are significantly strong, owing to telemetry and GPS.

Increase in the ownership of bikes and scooters due to rapid urbanization is a key driver of the bike and scooter sharing telematics market. In addition, rise in demand for seamless experience while riding is boosting the integration of telematics features into bikes and scooters that include the Internet of Things, global positioning system, and mobile technology. Governments of different countries are constantly providing incentives and subsidies to promote the adoption of telematics into vehicles, thereby augmenting the development of the market. In the future, the trend of

assimilating adtech into bike and scooter sharing telematics is poised to acquire noteworthy traction. This assimilation is expected to be an innovative measure for the advertisers and publishers to deliver & regulate their digital ads by targeting the potential customers using vehicle telematics systems.

However, investment in latest technologies is a consistent expenditure which deters several budget-sensitive consumers from integrating telematics into their bikes or scooters. This acts as a major restraint for the market development. In addition, limitations in infrastructure hamper the market growth as the non-availability of network in certain regions obstructs the efficacy of the telematics system. On the contrary, the market is anticipated to witness several lucrative opportunities due to surge in smart city initiatives and integration of bikes & scooters with multi-modal transportation systems. Worldmetrics—a statistics & metrics data aggregation platform—states that by 2028, the adoption of telematics in the automotive sector is projected to increase by 17.9%.

Segment Review

The bike and scooter sharing telematics market is segmented into service type, operational model, propulsion, vehicle type, and region. On the basis of service type, the market is bifurcated into pay-as-you-go and subscription pay-as-you-go. Depending on operational model, it is divided into dockless and station-based. As per propulsion, it is classified into pedal, electric, and gasoline. By vehicle type, it is categorized into bike, scooter, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of service type, the subscription pay-as-you-go segment dominated the market in 2023.

Depending on operational model, the dockless segment acquired a high stake in the market in 2023.

As per propulsion, the electric segment was the highest shareholder in 2023.

By vehicle type, the scooter segment held a high share in the market in 2023.

Region wise, Asia-Pacific was the highest revenue generator in 2023.

Competition Analysis

The major players of the global bike and scooter sharing telematics market include DOTT, Lime, DSV, Anywheel Pte. Ltd., Blinkcity, Bixi Montreal, Bird Rider Inc., Cooltra, TIER, Hell%li%Cycling, Hellobike, BinBin, Poppy, Beam Mobility Holdings Pte. Ltd., Bolt Technology OU, Lyft, Inc., Yulu Bikes Pvt Ltd, Marti Technologies, Inc., Uber Technologies, Inc., Donkey Republic, Hop Electric Mobility, Voi Technology AB, Zoomo, Spinlister, YEGO Urban Mobility SL, Spin, Emmy Sharing, Nextbike GmbH, Jump, Inc., Cityscoot, Neuron Mobility, Helbiz, Ridemovi S.p.A., The Swing Corporation, Blue Bikes, Didi Chuxing Technology Co. Ltd., Docom%li%Bike Share, Inc., The Forest Company, Freebike, JCDecaux, Mevo, Inc., and MYBYK. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, t%li%strengthen their foothold in the competitive market.

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Investment Opportunities

New Product Development/ Product Matrix of Key Players

Market share analysis of players at global/region/country level

Key Market Segments

By Service Type

Pay-as-you-go

Subscription pay-as-you-go

By Operational Model

Dockless

Station-Based

By Propulsion

Pedal

Electric

Gasoline

By Vehicle Type

Bike

Scooter

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

DOTT

Lime

DSV

Anywheel Pte. Ltd.

Blinkee.city

Bixi Montreal

Bird Rider Inc.

Cooltra

TIER

Hell%li%Cycling

Hellobike

BinBin

Poppy

Beam Mobility Holdings Pte. Ltd.

Bolt Technology OU

Lyft, Inc.

Yulu Bikes Pvt Ltd

Marti Technologies, Inc.

Uber Technologies, Inc.

Donkey Republic

Hop Electric Mobility

Voi Technology AB

Zoomo

Spinlister

YEGO Urban Mobility SL

Spin

Emmy Sharing

Nextbike GmbH

Jump, Inc.

Cityscoot

Neuron Mobility

Helbiz

Ridemovi S.p.A.

The Swing Corporation

Blue Bikes

Didi Chuxing Technology Co. Ltd.

Docom%li%Bike Share, Inc.

The Forest Company

Freebike

JCDecaux

Mevo, Inc.

MYBYK

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: HALAL FOOD INGREDIENTS MARKET, BY TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Type
- 4.2. Proteins
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Gelatin Collagen
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country
- 4.4. Enzymes Emulsifiers
 - 4.4.1. Key Market Trends, Growth Factors and Opportunities
 - 4.4.2. Market Size and Forecast, By Region
 - 4.4.3. Market Share Analysis, By Country
- 4.5. Flavors Colors
 - 4.5.1. Key Market Trends, Growth Factors and Opportunities
 - 4.5.2. Market Size and Forecast, By Region
 - 4.5.3. Market Share Analysis, By Country
- 4.6. Other Ingredients
 - 4.6.1. Key Market Trends, Growth Factors and Opportunities
 - 4.6.2. Market Size and Forecast, By Region
 - 4.6.3. Market Share Analysis, By Country

CHAPTER 5: HALAL FOOD INGREDIENTS MARKET, BY SOURCE

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Source
- 5.2. Plant-based
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Animal-based
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country
- 5.4. Synthetic
 - 5.4.1. Key Market Trends, Growth Factors and Opportunities
 - 5.4.2. Market Size and Forecast, By Region
 - 5.4.3. Market Share Analysis, By Country

CHAPTER 6: HALAL FOOD INGREDIENTS MARKET, BY APPLICATION

- 6.1. Market Overview

- 6.1.1 Market Size and Forecast, By Application
- 6.2. Food Beverages
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. Bakery Confectionery
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities
 - 6.3.2. Market Size and Forecast, By Region
 - 6.3.3. Market Share Analysis, By Country
- 6.4. Dairy Frozen Desserts
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities
 - 6.4.2. Market Size and Forecast, By Region
 - 6.4.3. Market Share Analysis, By Country
- 6.5. Others
 - 6.5.1. Key Market Trends, Growth Factors and Opportunities
 - 6.5.2. Market Size and Forecast, By Region
 - 6.5.3. Market Share Analysis, By Country

CHAPTER 7: HALAL FOOD INGREDIENTS MARKET, BY REGION

- 7.1. Market Overview
 - 7.1.1 Market Size and Forecast, By Region
- 7.2. North America
 - 7.2.1. Key Market Trends and Opportunities
 - 7.2.2. Market Size and Forecast, By Type
 - 7.2.3. Market Size and Forecast, By Source
 - 7.2.4. Market Size and Forecast, By Application
 - 7.2.5. Market Size and Forecast, By Country
 - 7.2.6. U.S. Halal Food Ingredients Market
 - 7.2.6.1. Market Size and Forecast, By Type
 - 7.2.6.2. Market Size and Forecast, By Source
 - 7.2.6.3. Market Size and Forecast, By Application
 - 7.2.7. Canada Halal Food Ingredients Market
 - 7.2.7.1. Market Size and Forecast, By Type
 - 7.2.7.2. Market Size and Forecast, By Source
 - 7.2.7.3. Market Size and Forecast, By Application
 - 7.2.8. Mexico Halal Food Ingredients Market
 - 7.2.8.1. Market Size and Forecast, By Type
 - 7.2.8.2. Market Size and Forecast, By Source

7.2.8.3. Market Size and Forecast, By Application

7.3. Europe

7.3.1. Key Market Trends and Opportunities

7.3.2. Market Size and Forecast, By Type

7.3.3. Market Size and Forecast, By Source

7.3.4. Market Size and Forecast, By Application

7.3.5. Market Size and Forecast, By Country

7.3.6. France Halal Food Ingredients Market

7.3.6.1. Market Size and Forecast, By Type

7.3.6.2. Market Size and Forecast, By Source

7.3.6.3. Market Size and Forecast, By Application

7.3.7. Germany Halal Food Ingredients Market

7.3.7.1. Market Size and Forecast, By Type

7.3.7.2. Market Size and Forecast, By Source

7.3.7.3. Market Size and Forecast, By Application

7.3.8. Italy Halal Food Ingredients Market

7.3.8.1. Market Size and Forecast, By Type

7.3.8.2. Market Size and Forecast, By Source

7.3.8.3. Market Size and Forecast, By Application

7.3.9. Spain Halal Food Ingredients Market

7.3.9.1. Market Size and Forecast, By Type

7.3.9.2. Market Size and Forecast, By Source

7.3.9.3. Market Size and Forecast, By Application

7.3.10. UK Halal Food Ingredients Market

7.3.10.1. Market Size and Forecast, By Type

7.3.10.2. Market Size and Forecast, By Source

7.3.10.3. Market Size and Forecast, By Application

7.3.11. Russia Halal Food Ingredients Market

7.3.11.1. Market Size and Forecast, By Type

7.3.11.2. Market Size and Forecast, By Source

7.3.11.3. Market Size and Forecast, By Application

7.3.12. Rest of Europe Halal Food Ingredients Market

7.3.12.1. Market Size and Forecast, By Type

7.3.12.2. Market Size and Forecast, By Source

7.3.12.3. Market Size and Forecast, By Application

7.4. Asia-Pacific

7.4.1. Key Market Trends and Opportunities

7.4.2. Market Size and Forecast, By Type

7.4.3. Market Size and Forecast, By Source

- 7.4.4. Market Size and Forecast, By Application
- 7.4.5. Market Size and Forecast, By Country
- 7.4.6. China Halal Food Ingredients Market
 - 7.4.6.1. Market Size and Forecast, By Type
 - 7.4.6.2. Market Size and Forecast, By Source
 - 7.4.6.3. Market Size and Forecast, By Application
- 7.4.7. Japan Halal Food Ingredients Market
 - 7.4.7.1. Market Size and Forecast, By Type
 - 7.4.7.2. Market Size and Forecast, By Source
 - 7.4.7.3. Market Size and Forecast, By Application
- 7.4.8. India Halal Food Ingredients Market
 - 7.4.8.1. Market Size and Forecast, By Type
 - 7.4.8.2. Market Size and Forecast, By Source
 - 7.4.8.3. Market Size and Forecast, By Application
- 7.4.9. South Korea Halal Food Ingredients Market
 - 7.4.9.1. Market Size and Forecast, By Type
 - 7.4.9.2. Market Size and Forecast, By Source
 - 7.4.9.3. Market Size and Forecast, By Application
- 7.4.10. Australia Halal Food Ingredients Market
 - 7.4.10.1. Market Size and Forecast, By Type
 - 7.4.10.2. Market Size and Forecast, By Source
 - 7.4.10.3. Market Size and Forecast, By Application
- 7.4.11. Thailand Halal Food Ingredients Market
 - 7.4.11.1. Market Size and Forecast, By Type
 - 7.4.11.2. Market Size and Forecast, By Source
 - 7.4.11.3. Market Size and Forecast, By Application
- 7.4.12. Malaysia Halal Food Ingredients Market
 - 7.4.12.1. Market Size and Forecast, By Type
 - 7.4.12.2. Market Size and Forecast, By Source
 - 7.4.12.3. Market Size and Forecast, By Application
- 7.4.13. Indonesia Halal Food Ingredients Market
 - 7.4.13.1. Market Size and Forecast, By Type
 - 7.4.13.2. Market Size and Forecast, By Source
 - 7.4.13.3. Market Size and Forecast, By Application
- 7.4.14. Rest of Asia-Pacific Halal Food Ingredients Market
 - 7.4.14.1. Market Size and Forecast, By Type
 - 7.4.14.2. Market Size and Forecast, By Source
 - 7.4.14.3. Market Size and Forecast, By Application
- 7.5. LAMEA

- 7.5.1. Key Market Trends and Opportunities
- 7.5.2. Market Size and Forecast, By Type
- 7.5.3. Market Size and Forecast, By Source
- 7.5.4. Market Size and Forecast, By Application
- 7.5.5. Market Size and Forecast, By Country
- 7.5.6. Brazil Halal Food Ingredients Market
 - 7.5.6.1. Market Size and Forecast, By Type
 - 7.5.6.2. Market Size and Forecast, By Source
 - 7.5.6.3. Market Size and Forecast, By Application
- 7.5.7. South Africa Halal Food Ingredients Market
 - 7.5.7.1. Market Size and Forecast, By Type
 - 7.5.7.2. Market Size and Forecast, By Source
 - 7.5.7.3. Market Size and Forecast, By Application
- 7.5.8. Saudi Arabia Halal Food Ingredients Market
 - 7.5.8.1. Market Size and Forecast, By Type
 - 7.5.8.2. Market Size and Forecast, By Source
 - 7.5.8.3. Market Size and Forecast, By Application
- 7.5.9. UAE Halal Food Ingredients Market
 - 7.5.9.1. Market Size and Forecast, By Type
 - 7.5.9.2. Market Size and Forecast, By Source
 - 7.5.9.3. Market Size and Forecast, By Application
- 7.5.10. Argentina Halal Food Ingredients Market
 - 7.5.10.1. Market Size and Forecast, By Type
 - 7.5.10.2. Market Size and Forecast, By Source
 - 7.5.10.3. Market Size and Forecast, By Application
- 7.5.11. Rest of LAMEA Halal Food Ingredients Market
 - 7.5.11.1. Market Size and Forecast, By Type
 - 7.5.11.2. Market Size and Forecast, By Source
 - 7.5.11.3. Market Size and Forecast, By Application

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

9.1. Nestl? S.A.

- 9.1.1. Company Overview
- 9.1.2. Key Executives
- 9.1.3. Company Snapshot
- 9.1.4. Operating Business Segments
- 9.1.5. Product Portfolio
- 9.1.6. Business Performance
- 9.1.7. Key Strategic Moves and Developments

9.2. Merck

- 9.2.1. Company Overview
- 9.2.2. Key Executives
- 9.2.3. Company Snapshot
- 9.2.4. Operating Business Segments
- 9.2.5. Product Portfolio
- 9.2.6. Business Performance
- 9.2.7. Key Strategic Moves and Developments

9.3. Cargill, Inc.

- 9.3.1. Company Overview
- 9.3.2. Key Executives
- 9.3.3. Company Snapshot
- 9.3.4. Operating Business Segments
- 9.3.5. Product Portfolio
- 9.3.6. Business Performance
- 9.3.7. Key Strategic Moves and Developments

9.4. QL Foods

- 9.4.1. Company Overview
- 9.4.2. Key Executives
- 9.4.3. Company Snapshot
- 9.4.4. Operating Business Segments
- 9.4.5. Product Portfolio
- 9.4.6. Business Performance
- 9.4.7. Key Strategic Moves and Developments

9.5. Prima Agri-Products

- 9.5.1. Company Overview
- 9.5.2. Key Executives
- 9.5.3. Company Snapshot
- 9.5.4. Operating Business Segments

- 9.5.5. Product Portfolio
- 9.5.6. Business Performance
- 9.5.7. Key Strategic Moves and Developments
- 9.6. Dagang Halal Group
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments
 - 9.6.5. Product Portfolio
 - 9.6.6. Business Performance
 - 9.6.7. Key Strategic Moves and Developments
- 9.7. Saffron Road
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. Midamar Corporation
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. Al Islami Foods
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. Tahira Foods Limited
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot

9.10.4. Operating Business Segments

9.10.5. Product Portfolio

9.10.6. Business Performance

9.10.7. Key Strategic Moves and Developments

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