

Europe Mobility-as-a-Service Market: Focus on Mobility-as-a-Service Applications and Services - Analysis and Forecast, 2024-2033

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Abstracts

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This report will be delivered in 7-10 working days. Introduction to Europe Mobility-as-a-Service Market

The Europe mobility-as-a-service market was valued at \$16.85 billion in 2024, and it is expected to grow at a CAGR of 27.39% and reach \$148.92 billion by 2033. The integration of cutting-edge digital platforms is propelling innovations in user-focused services, real-time data analytics, and seamless transportation, which in turn is driving the Mobility-as-a-Service (MaaS) market in Europe. In order to ensure efficiency and a better user experience, strong public-private partnerships and supportive regulations improve urban mobility, ease traffic, and encourage sustainable transportation options.

Market Introduction

The market for mobility-as-a-service (MaaS) in Europe is expanding quickly due to factors like growing urbanization, improvements in digital platforms, and growing demand for sustainable and seamless transportation options. Passengers can easily plan, book, and pay for multimodal trips thanks to MaaS's integration of multiple mobility services, including public transportation, ride-sharing, bike-sharing, and car rentals, into a single, user-friendly digital platform.

MaaS is being actively promoted by governments throughout Europe in an effort to improve the effectiveness of public transportation systems, lessen urban congestion,

and cut carbon emissions. The adoption of MaaS solutions is being accelerated by supportive regulations and strategic partnerships between public and private stakeholders, increasing accessibility and sustainability in transportation.

The MaaS ecosystem is being further enhanced by technological developments such as artificial intelligence, real-time data analytics, and IoT-enabled smart mobility. Urban transportation trends are also changing as a result of the increased emphasis on shared and electric mobility. The MaaS market in Europe is expected to grow substantially as cities continue to adopt smart mobility initiatives, providing a more connected, effective, and ecologically friendly transportation network.

Market Segmentation:

Segmentation 1: by Application

Passenger Transportation

Freight Transportation

Micro-Mobility

Segmentation 2: by Service

On-the-Go Rides

Carpool

Ride Hailing

Cars

Scooters and Bikes

Air Taxi

Logistics

Light Duty Commercial Vehicles

Heavy Duty Commercial Vehicles

Renting

Car Renting

Bicycle Renting

Ride Sharing

Cars

Train/Subway Services

Bus Services

Others

Segmentation 3: by Solution

Payment Engines

Navigation Solutions

Connectivity Providers

Ticketing Solutions

Insurance Solutions

Segmentation 4: by Region

Europe: Germany, France, U.K., Italy, and Rest-of-Europe

How can this report add value to an organization?

Product/Innovation Strategy: The product segment helps the reader understand the different applications of mobility-as-a-service based on application (passenger transportation, freight transportation, and micro-mobility), by service (on-the-go rides, carpool, ride hailing, logistics, renting, ride sharing, and others) and by solution (payment engines, navigation solutions, connectivity providers, ticketing solutions, and insurance solutions). The market is poised for significant expansion with ongoing technological advancements, increased investments, and growing awareness of the importance of mobility-as-a-service. Therefore, the mobility-as-a-service business is a high-investment and high-revenue generating model.

Growth/Marketing Strategy: The Europe mobility-as-a-service market has been growing at a rapid pace. The market offers enormous opportunities for existing and emerging market players. Some of the strategies covered in this segment are mergers and acquisitions, product launches, partnerships and collaborations, business expansions, and investments. The strategies preferred by companies to maintain and strengthen their market position primarily include product development.

Competitive Strategy: The key players in the Europe mobility-as-a-service market analyzed and profiled in the study include professionals with expertise in the automobile and automotive domains. Additionally, a comprehensive competitive landscape such as partnerships, agreements, and collaborations are expected to aid the reader in understanding the untapped revenue pockets in the market.

Key Market Players and Competition Synopsis

The companies that are profiled in the report have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and market penetration.

Some of the prominent names in this market are:

BlaBlaCar

Citymapper Limited

EasyMile

FOD Mobility UK Ltd.

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