

# Global Bike and Scooter Rental Market to Reach USD 23.75 Billion by 2032

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## Abstracts

The Global Bike and Scooter Rental Market was valued at approximately USD 5.00 billion in 2023 and is anticipated to witness a robust compound annual growth rate (CAGR) of 18.90% over the forecast period 2024-2032. The demand for sustainable and cost-effective urban mobility solutions is reshaping the landscape of transportation, with shared micro-mobility services gaining traction worldwide. The proliferation of smart mobility solutions, fueled by the growing concerns over carbon emissions and increasing urban congestion, has significantly accelerated the adoption of bike and scooter rental services. The advent of app-based rental platforms, seamless digital payment integration, and real-time GPS tracking has revolutionized the way commuters engage with these services, offering an eco-friendly alternative to traditional transport modes.

Furthermore, the expansion of dockless and station-based rental models has simplified access to micro-mobility services, eliminating the need for fixed docking stations and allowing users to pick up and drop off vehicles at their convenience. The adoption of electric two-wheelers is another pivotal factor contributing to the market's expansion, as cities worldwide push for the electrification of shared mobility fleets to curb emissions. Despite these promising trends, the market faces challenges such as regulatory uncertainties, infrastructure constraints, and safety concerns related to scooter usage in high-traffic areas.

The growing trend of subscription-based mobility services is unlocking new opportunities in the market, providing consumers with flexible and cost-efficient options tailored to their commuting needs. The integration of Artificial Intelligence (AI) and Internet of Things (IoT) technologies into bike and scooter rental fleets is enhancing user experiences by enabling predictive maintenance, dynamic pricing, and ride

optimization. In addition, strategic partnerships between rental service providers, municipalities, and ride-hailing companies are fostering a more structured and sustainable urban mobility ecosystem.

Regionally, North America dominates the bike and scooter rental market, bolstered by strong infrastructure development, high smartphone penetration, and significant investment in shared mobility solutions. The United States remains a key player, driven by stringent environmental policies and increasing consumer preference for on-demand mobility solutions. Europe follows closely, supported by favorable government regulations and urban planning initiatives aimed at reducing traffic congestion. The Asia-Pacific region is anticipated to witness the highest growth rate, as emerging economies like China, India, and Japan continue to invest in smart city projects, electric mobility, and digital payment ecosystems to support the expansion of shared micro-mobility services.

#### Major Market Players Included in This Report Are:

Lime

Bird Rides, Inc.

Spin (Ford Mobility)

Lyft, Inc.

Uber Technologies, Inc. (Jump)

Dott

Voi Technology

Tier Mobility

Bolt Mobility

Mobike (Meituan Dianping)

Helbiz Inc.

Yulu Bikes

Beam Mobility

Revel Transit

Wind Mobility

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Service:

Pay as You Go

Subscription-Based

By Propulsion:

Pedal

Electric

Gasoline

By Operational Model:

Dockless

Station-Based

By Vehicle:

Bike

Scooter

## By Region:

### North America:

U.S.

Canada

### Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

### Asia-Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

#### Latin America:

Brazil

Mexico

Rest of Latin America

#### Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

#### Years Considered for the Study:

Historical Year – 2022, 2023

Base Year – 2023

Forecast Period – 2024 to 2032

#### Key Takeaways:

Market estimates & forecasts for 10 years from 2022 to 2032.

Annualized revenue analysis and regional-level insights for each market segment.

Detailed assessment of the geographical landscape, including country-level breakdowns.

Competitive landscape evaluation, including profiles of major market players.

Strategic business insights, along with future recommendations for stakeholders.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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