

# **Global Gig Economy Platforms Market Size study & Forecast, by Type (APP-Based, Website-Based) By Application (Freelancer, Independent Contractor, Project Worker, Part-Time, Other) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Gig Economy Platforms Market is valued approximately USD xx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2023-2030. Gig Economy Platforms are online marketplaces or digital platforms that connect individuals seeking short-term, freelance, or temporary work opportunities with businesses or individuals in need of specific services or tasks to be completed. These platforms facilitate transactions between clients and gig workers, typically through a website or mobile application. The Gig Economy Platforms market is expanding because of factors such as growing trend of remote work culture and rising demand of freelancing. These platforms provide a convenient and flexible way for individuals to find work opportunities or hire workers, often leveraging technology to match workers with suitable tasks or projects based on their skills, location, availability, and preferences. As a result, the demand of Gig Economy Platforms has progressively increased in the international market during the forecast period 2023-2030.

Remote work breaks down geographical barriers, allowing gig economy platforms to access a larger pool of talent from around the world. Companies can tap into a diverse range of skills and expertise that may not be available locally, thereby expanding the opportunities on gig platforms.

In 2022, the Pew Research Center released findings indicating a notable shift in work preferences, 60% of workers expressed a desire to primarily or entirely work from home, which is an uptick of 6% compared to data from 2020. This drives up the demand

for gig economy platforms where individuals can find short-term or project-based work that fits their schedule. Another important factor driving the Gig Economy Platforms market is increasing demand for freelancing. Increased demand for freelancing leads to the emergence of specialized platforms catering to niche markets or specific industries. This specialization can attract both freelancers and clients seeking highly targeted services, further driving growth in the gig economy. In addition, as per Statista, revenue generated by freelancers at Upwork accounts for USD 60.86 million in the United States and USD 10.981 million by the rest of the world in 2020, and the value has reached up to USD 86.89 million and USD 162.02 million respectively by the year 2022. Moreover, supportive government initiatives towards the gig economy and rising on-demand services are anticipated to create a lucrative growth opportunity for the market over the forecast period. However, lack of awareness regarding gig economy platforms and economic uncertainty is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Gig Economy Platforms Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the increasing demand for freelancing and the presence of key market players such as Upwork Global Inc in the region. People prefer flexible work arrangements, and the talent pool available to gig economy platforms grows. This enables platforms to attract a diverse spectrum of qualified workers, hence providing clients with a broader selection of services. The region's dominant performance is anticipated to propel the overall demand for Gig Economy Platforms. Furthermore, Asia Pacific is expected to grow fastest during the forecast period, owing to factors such as supportive government initiatives towards the gig economy in the region. Governments can invest in programs aimed at upskilling and reskilling workers to thrive in the gig economy. By providing training opportunities in relevant skills, governments can help workers adapt to the changing labor market and increase their earning potential on gig economy platforms.

Major market players included in this report are:

TaskRabbit, Inc

Bellhop, Inc

Guru.com Corporation

HopSkipDrive, Inc

Freelancer Limited

Rover.com, Inc

Upwork Global Inc

Fiverr International Limited

Turo Inc

Handy Technologies, Inc

Recent Developments in the Market:

In December 2023, Tech Mahindra, a leading provider of digital transformation, consultancy, and business reengineering solutions, announced the introduction of Populii, a crowdsourcing platform that allows gig workers to collaborate with top companies on micro projects that require human-in-the-loop services. The platform is going to provide flexible job opportunities for the gig economy while also providing businesses with solid data from trained and qualified people to construct competitive AI algorithms.

Global Gig Economy Platforms Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

APP-Based

Website-Based

By Application

Freelancer

Independent Contractor

Project Worker

Part-Time

Other

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  - 1.2.1. Gig Economy Platforms Market, by Region, 2020-2030 (USD Billion)
  - 1.2.2. Gig Economy Platforms Market, by Type, 2020-2030 (USD Billion)
  - 1.2.3. Gig Economy Platforms Market, by Application, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL GIG ECONOMY PLATFORMS MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Industry Evolution
  - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL GIG ECONOMY PLATFORMS MARKET DYNAMICS**

- 3.1. Gig Economy Platforms Market Impact Analysis (2020-2030)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Growing trend of remote work culture
    - 3.1.1.2. Rising demand of freelancing
  - 3.1.2. Market Challenges
    - 3.1.2.1. Lack of awareness regarding gig economy platforms
    - 3.1.2.2. Economic uncertainty
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Supportive government initiatives towards gig economy
    - 3.1.3.2. Rising on-demand services

### **CHAPTER 4. GLOBAL GIG ECONOMY PLATFORMS MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL GIG ECONOMY PLATFORMS MARKET, BY TYPE**

- 5.1. Market Snapshot
- 5.2. Global Gig Economy Platforms Market by Type, Performance - Potential Analysis
- 5.3. Global Gig Economy Platforms Market Estimates & Forecasts by Type 2020-2030 (USD Billion)
- 5.4. Gig Economy Platforms Market, Sub Segment Analysis
  - 5.4.1. APP-Based
  - 5.4.2. Website-Based

## **CHAPTER 6. GLOBAL GIG ECONOMY PLATFORMS MARKET, BY APPLICATION**

- 6.1. Market Snapshot
- 6.2. Global Gig Economy Platforms Market by Application, Performance - Potential Analysis
- 6.3. Global Gig Economy Platforms Market Estimates & Forecasts by Application 2020-2030 (USD Billion)
- 6.4. Gig Economy Platforms Market, Sub Segment Analysis



- 6.4.1. Freelancer
- 6.4.2. Independent Contractor
- 6.4.3. Project Worker
- 6.4.4. Part-Time
- 6.4.5. Other

## **CHAPTER 7. GLOBAL GIG ECONOMY PLATFORMS MARKET, REGIONAL ANALYSIS**

- 7.1. Top Leading Countries
- 7.2. Top Emerging Countries
- 7.3. Gig Economy Platforms Market, Regional Market Snapshot
- 7.4. North America Gig Economy Platforms Market
  - 7.4.1. U.S. Gig Economy Platforms Market
    - 7.4.1.1. Type breakdown estimates & forecasts, 2020-2030
    - 7.4.1.2. Application breakdown estimates & forecasts, 2020-2030
  - 7.4.2. Canada Gig Economy Platforms Market
- 7.5. Europe Gig Economy Platforms Market Snapshot
  - 7.5.1. U.K. Gig Economy Platforms Market
  - 7.5.2. Germany Gig Economy Platforms Market
  - 7.5.3. France Gig Economy Platforms Market
  - 7.5.4. Spain Gig Economy Platforms Market
  - 7.5.5. Italy Gig Economy Platforms Market
  - 7.5.6. Rest of Europe Gig Economy Platforms Market
- 7.6. Asia-Pacific Gig Economy Platforms Market Snapshot
  - 7.6.1. China Gig Economy Platforms Market
  - 7.6.2. India Gig Economy Platforms Market
  - 7.6.3. Japan Gig Economy Platforms Market
  - 7.6.4. Australia Gig Economy Platforms Market
  - 7.6.5. South Korea Gig Economy Platforms Market
  - 7.6.6. Rest of Asia Pacific Gig Economy Platforms Market
- 7.7. Latin America Gig Economy Platforms Market Snapshot
  - 7.7.1. Brazil Gig Economy Platforms Market
  - 7.7.2. Mexico Gig Economy Platforms Market
- 7.8. Middle East & Africa Gig Economy Platforms Market
  - 7.8.1. Saudi Arabia Gig Economy Platforms Market
  - 7.8.2. South Africa Gig Economy Platforms Market
  - 7.8.3. Rest of Middle East & Africa Gig Economy Platforms Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Company
  - 8.1.2. Company
  - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. TaskRabbit, Inc
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Recent Developments
  - 8.3.2. Bellhop, Inc
  - 8.3.3. Guru.com Corporation
  - 8.3.4. HopSkipDrive, Inc
  - 8.3.5. Freelancer Limited
  - 8.3.6. Rover.com, Inc
  - 8.3.7. Upwork Global Inc
  - 8.3.8. Fiverr International Limited
  - 8.3.9. Turo Inc
  - 8.3.10. Handy Technologies, Inc Company

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

## **12 .LIST OF TABLES**

TABLE 1. Global Gig Economy Platforms Market, report scope

TABLE 2. Global Gig Economy Platforms Market estimates & forecasts by Region

*Global Gig Economy Platforms Market Size study & Forecast, by Type (APP-Based, Website-Based) By Application (...)*

2020-2030 (USD Billion)

TABLE 3. Global Gig Economy Platforms Market estimates & forecasts by Type

2020-2030 (USD Billion)

TABLE 4. Global Gig Economy Platforms Market estimates & forecasts by Application

2020-2030 (USD Billion)

TABLE 5. Global Gig Economy Platforms Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 6. Global Gig Economy Platforms Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Gig Economy Platforms Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Gig Economy Platforms Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Gig Economy Platforms Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Gig Economy Platforms Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Gig Economy Platforms Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Gig Economy Platforms Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Gig Economy Platforms Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. Global Gig Economy Platforms Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. U.S. Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 17. U.S. Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18. Canada Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 19. Canada Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 20. Canada Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. UK Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 22. UK Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 23. UK Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. Germany Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 25. Germany Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26. Germany Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. France Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 28. France Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29. France Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. Italy Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 31. Italy Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32. Italy Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Spain Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 34. Spain Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35. Spain Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. RoE Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 37. RoE Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38. RoE Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 39. China Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40. China Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41. China Gig Economy Platforms Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 42. India Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43. India Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44. India Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. Japan Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46. Japan Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47. Japan Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. South Korea Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49. South Korea Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50. South Korea Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. Australia Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52. Australia Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53. Australia Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. RoAPAC Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55. RoAPAC Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56. RoAPAC Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. Brazil Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 58. Brazil Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59. Brazil Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Mexico Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 61. Mexico Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62. Mexico Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. RoLA Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 64. RoLA Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65. RoLA Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. Saudi Arabia Gig Economy Platforms Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 67. South Africa Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68. RoMEA Gig Economy Platforms Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. List of secondary sources, used in the study of global Gig Economy Platforms Market

TABLE 70. List of primary sources, used in the study of global Gig Economy Platforms Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Gig Economy Platforms Market, research methodology
  - FIG 2. Global Gig Economy Platforms Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Gig Economy Platforms Market, key trends 2022
  - FIG 5. Global Gig Economy Platforms Market, growth prospects 2023-2030
  - FIG 6. Global Gig Economy Platforms Market, porters 5 force model
  - FIG 7. Global Gig Economy Platforms Market, pest analysis
  - FIG 8. Global Gig Economy Platforms Market, value chain analysis
  - FIG 9. Global Gig Economy Platforms Market by segment, 2020 & 2030 (USD Billion)
  - FIG 10. Global Gig Economy Platforms Market by segment, 2020 & 2030 (USD Billion)
  - FIG 11. Global Gig Economy Platforms Market by segment, 2020 & 2030 (USD Billion)
  - FIG 12. Global Gig Economy Platforms Market by segment, 2020 & 2030 (USD Billion)
  - FIG 13. Global Gig Economy Platforms Market by segment, 2020 & 2030 (USD Billion)
  - FIG 14. Global Gig Economy Platforms Market, regional snapshot 2020 & 2030
  - FIG 15. North America Gig Economy Platforms Market 2020 & 2030 (USD Billion)
  - FIG 16. Europe Gig Economy Platforms Market 2020 & 2030 (USD Billion)
  - FIG 17. Asia pacific Gig Economy Platforms Market 2020 & 2030 (USD Billion)
  - FIG 18. Latin America Gig Economy Platforms Market 2020 & 2030 (USD Billion)
  - FIG 19. Middle East & Africa Gig Economy Platforms Market 2020 & 2030 (USD Billion)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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