

Global Micro mobility Market Size study & Forecast, by Propulsion Type (Human Powered and Electrically Powered), by Vehicle Type (E-kick scooters, Bicycles, Skateboards, Hoverboard, Low Speed EVs, Others) by Sharing Type (Docked and Dock-less) by Age Group (15-34, 35-54, 55 and above) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/G6165510980AEN.html>

Date: July 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G6165510980AEN

Abstracts

Global Micro mobility Market is valued approximately at USD 59.46 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 17.4% over the forecast period 2023-2030. Micro mobility encompasses a variety of compact and lightweight transportation options designed for short-distance commutes, typically covering distances of up to 10 kilometers. This category includes a diverse range of vehicles like bicycles, e-bikes, electric scooters, electric skateboards, shared bicycles, electric pedal-assisted bicycles, and more. These modes of transportation are characterized by their speed limit of 15 miles per hour (25 km/h) or less. The global micro mobility market is witnessing expansion attributed to the worldwide advancement of smart cities and vehicle infrastructure. Growth is propelled by various factors, including the rising demand for on-demand transportation services, government efforts to promote smart city initiatives, and increased venture capital investments. Also, the preference for carpool and bike pool services among office commuters contributes to the growth of ride-hailing and ride-sharing services.

The growing preference for bicycles as a convenient and affordable mode of transportation for short trips has resulted in an upsurge in the demand for micro mobility solutions. This increased demand for bicycles is a significant factor driving the market growth of micro mobility. According to Statista, the global bicycle sales are anticipated

to experience substantial growth, nearly doubling from 2021 to 2027. With a market value of USD 38.4 billion in 2021, the bicycle industry is expected to continue its upward trajectory, reaching a projected value of USD 73.85 billion by 2027. Additionally, intelligent transportation system and supportive government initiatives for the development of bike-sharing infrastructure are expected to create numerous opportunities for the growth of the global micro mobility market across the globe. However, low internet penetration rate in developing regions stifles the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Micro mobility Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share owing to the expanding urban population, presence of key market players and the improved infrastructure of cities, which in turn promotes the use of public transportation. Asia Pacific is expected to fastest growing significantly during the forecast period, owing to increasing demand for vehicles across various sectors, cohesive government initiatives for smart cities, and rising preference for bicycles as a convenient and affordable mode of transportation. Major market player included in this report are:

Beam Mobility Holdings PTE. Ltd

Bird Global Inc.

DOTT Services Ltd.

Electric feel

Floatility GmbH

Lime Chemicles Ltd.

Neuron Energy Pvt Ltd.

VOI Technology

Yulu Bikes Pvt. Ltd

Zagster

Recent Developments in the Market:

In August 2022, Bird Global, Inc. has announced its expansion into several new cities across the United States. The company has revealed plans to enhance their shared e-mobility programs in cities such as San Diego, California; Memphis, Tennessee; Newark, New Jersey; Durham, North Carolina; and Louisville, Kentucky.

In March 2022, Lime has partnered with Aspiration, a 'sustainability as a service' platform, to provide riders with an effortless means to combat climate change. This collaboration enables Lime to actively contribute to decarbonization efforts by funding the planting of a tree through Aspiration's reforestation initiative for every ride taken. The partnership aligns Lime's mission with sustainable practices and supports their commitment to reducing carbon emissions.

Global Micro mobility 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 – Propulsion Type, Vehicle Type, Sharing Type, Age Group, 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 Propulsion Type:

Human Powered

Electrically Powered

By Vehicle Type:

E-kick scooters

Bicycles

Skateboards

Hoverboard

Low Speed EVs

Others

By Sharing Type:

Docked

Dock-less

By Age Group:

5-34

35-54

55 and above

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

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