

Global On-Demand Transportation Market Size Study, by Type (Ride Sharing, Vehicle Renting/Leasing, Ride Sourcing), by Business Model (P2P, B2B, B2C), and Regional Forecasts 2022-2032

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Abstracts

The Global On-Demand Transportation Market, valued at approximately USD 164.23 billion in 2023, is projected to grow at a steady CAGR of 7.20% during the forecast period from 2024 to 2032. On-demand transportation has revolutionized the mobility landscape, enabling users to access vehicles and rides in real-time through digital platforms. The paradigm shift in transportation preferences, coupled with rapid urbanization, has propelled the market's growth. By leveraging advanced technologies such as AI, IoT, and machine learning, service providers are optimizing routes, improving user experiences, and enhancing operational efficiency. As urban populations expand and traffic congestion intensifies, on-demand transportation is emerging as a sustainable and convenient alternative to traditional mobility solutions.

The market is primarily driven by increasing consumer demand for flexible and cost-effective transportation options. The proliferation of smartphones and high-speed internet connectivity has facilitated seamless access to on-demand transportation services, further boosting their popularity. Business models such as ride-sharing, vehicle renting/leasing, and ride sourcing are experiencing robust adoption, catering to diverse consumer needs across urban and suburban areas. Despite these promising trends, the market faces challenges such as regulatory hurdles, competitive pressures, and concerns over environmental impact. However, ongoing investments in electric and autonomous vehicles are expected to transform the market, addressing sustainability concerns and unlocking new growth opportunities.

Geographically, the Global On-Demand Transportation Market demonstrates varying

growth dynamics. North America dominates the market, underpinned by a strong technological infrastructure, high disposable incomes, and early adoption of mobility-as-a-service (MaaS) solutions. Europe follows closely, benefiting from stringent emissions regulations and widespread public acceptance of shared mobility. Meanwhile, the Asia-Pacific region is poised to exhibit the fastest growth, driven by rapid urbanization, burgeoning middle-class populations, and government initiatives promoting smart cities. Countries such as China, India, and Japan are at the forefront of this regional surge, presenting lucrative opportunities for both established players and new entrants.

Technological advancements and evolving consumer preferences are reshaping the on-demand transportation landscape. The integration of electric vehicles (EVs) into ride-sharing fleets, the development of autonomous ride-sourcing platforms, and the adoption of blockchain for secure transactions are some of the notable trends propelling the market forward. Furthermore, strategic collaborations between transportation companies, technology providers, and regulatory bodies are fostering innovation and scalability, ensuring the market's long-term growth trajectory. As urban mobility continues to evolve, on-demand transportation is set to play a pivotal role in shaping the future of connected and sustainable cities.

Major market players included in this report are:

Uber Technologies Inc.

Lyft Inc.

DiDi Global Inc.

Grab Holdings Inc.

BlaBlaCar

Hertz Global Holdings Inc.

Gett Inc.

Avis Budget Group Inc.

Zoomcar

ANI Technologies Pvt. Ltd. (Ola Cabs)

Enterprise Holdings Inc.

Car2Go (Share Now)

Bolt Technology O?

Turo Inc.

Cabify

The detailed segments and sub-segments of the market are explained below:

By Type:

Ride Sharing

Vehicle Renting/Leasing

Ride Sourcing

By Business Model:

Peer-to-Peer (P2P)

Business-to-Business (B2B)

Business-to-Consumer (B2C)

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 are as follows:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Comprehensive market estimates and forecasts for the 2022-2032 period.

Detailed regional analysis, including country-level insights.

In-depth segmentation analysis covering types and business models.

Competitive landscape profiling major market players and their strategic initiatives.

Recommendations and actionable insights for stakeholders in the on-demand transportation market.

Contents

CHAPTER 1. GLOBAL ON-DEMAND TRANSPORTATION MARKET EXECUTIVE SUMMARY

- 1.1. Global On-Demand Transportation Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Type
 - 1.3.2. By Business Model
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL ON-DEMAND TRANSPORTATION MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL ON-DEMAND TRANSPORTATION MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Increasing Consumer Demand for Flexible Transportation
- 3.1.2. Proliferation of Smartphones and High-Speed Internet
- 3.1.3. Adoption of Advanced Technologies (AI, IoT, Machine Learning)

3.2. Market Challenges

- 3.2.1. Regulatory Hurdles
- 3.2.2. Competitive Pressures

3.3. Market Opportunities

- 3.3.1. Investments in Electric Vehicles (EVs)
- 3.3.2. Development of Autonomous Ride-Sourcing Platforms
- 3.3.3. Expansion into Emerging Markets

CHAPTER 4. GLOBAL ON-DEMAND TRANSPORTATION 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
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunities

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL ON-DEMAND TRANSPORTATION MARKET SIZE & FORECASTS BY TYPE 2022-2032

5.1. Segment Dashboard

5.2. Global On-Demand Transportation Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

5.2.1. Ride Sharing

5.2.2. Vehicle Renting/Leasing

5.2.3. Ride Sourcing

CHAPTER 6. GLOBAL ON-DEMAND TRANSPORTATION MARKET SIZE & FORECASTS BY BUSINESS MODEL 2022-2032

6.1. Segment Dashboard

6.2. Global On-Demand Transportation Market: Business Model Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

6.2.1. Peer-to-Peer (P2P)

6.2.2. Business-to-Business (B2B)

6.2.3. Business-to-Consumer (B2C)

CHAPTER 7. GLOBAL ON-DEMAND TRANSPORTATION MARKET SIZE & FORECASTS BY REGION 2022-2032

7.1. North America On-Demand Transportation Market

7.1.1. U.S. On-Demand Transportation Market

7.1.1.1. Type Breakdown Size & Forecasts, 2022-2032

7.1.1.2. Business Model Breakdown Size & Forecasts, 2022-2032

7.1.2. Canada On-Demand Transportation Market

7.2. Europe On-Demand Transportation Market

7.2.1. UK On-Demand Transportation Market

7.2.2. Germany On-Demand Transportation Market

7.2.3. France On-Demand Transportation Market

7.2.4. Spain On-Demand Transportation Market

7.2.5. Italy On-Demand Transportation Market

7.2.6. Rest of Europe On-Demand Transportation Market

7.3. Asia-Pacific On-Demand Transportation Market

7.3.1. China On-Demand Transportation Market

7.3.2. India On-Demand Transportation Market

7.3.3. Japan On-Demand Transportation Market

7.3.4. Australia On-Demand Transportation Market

7.3.5. South Korea On-Demand Transportation Market

7.3.6. Rest of Asia-Pacific On-Demand Transportation Market

- 7.4. Latin America On-Demand Transportation Market
 - 7.4.1. Brazil On-Demand Transportation Market
 - 7.4.2. Mexico On-Demand Transportation Market
 - 7.4.3. Rest of Latin America On-Demand Transportation Market
- 7.5. Middle East & Africa On-Demand Transportation Market
 - 7.5.1. Saudi Arabia On-Demand Transportation Market
 - 7.5.2. South Africa On-Demand Transportation Market
 - 7.5.3. Rest of Middle East & Africa On-Demand Transportation Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Uber Technologies Inc.
 - 8.1.2. Lyft Inc.
 - 8.1.3. DiDi Global Inc.
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. Uber Technologies 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. Market Strategies
 - 8.3.2. Grab Holdings Inc.
 - 8.3.3. BlaBlaCar
 - 8.3.4. Hertz Global Holdings Inc.
 - 8.3.5. Gett Inc.
 - 8.3.6. Avis Budget Group Inc.
 - 8.3.7. Zoomcar
 - 8.3.8. ANI Technologies Pvt. Ltd. (Ola Cabs)
 - 8.3.9. Enterprise Holdings Inc.
 - 8.3.10. Car2Go (Share Now)

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

List Of Tables

LIST OF TABLES

- TABLE 1. Global On-Demand Transportation Market, Report Scope
- TABLE 2. Global On-Demand Transportation Market Estimates & Forecasts by Region 2022-2032 (USD Million/Billion)
- TABLE 3. Global On-Demand Transportation Market Estimates & Forecasts by Type 2022-2032 (USD Million/Billion)
- TABLE 4. Global On-Demand Transportation Market Estimates & Forecasts by Business Model 2022-2032 (USD Million/Billion)
- TABLE 5. Global On-Demand Transportation Market Estimates & Forecasts by Application 2022-2032 (USD Million/Billion)
- TABLE 6. Global On-Demand Transportation Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 7. Global On-Demand Transportation Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 8. Global On-Demand Transportation Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 9. Global On-Demand Transportation Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 10. Global On-Demand Transportation Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 11. Global On-Demand Transportation Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 12. Global On-Demand Transportation Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 13. Global On-Demand Transportation Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 14. Global On-Demand Transportation Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 15. U.S. On-Demand Transportation Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 16. U.S. On-Demand Transportation Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)
- TABLE 17. U.S. On-Demand Transportation Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)
- TABLE 18. Canada On-Demand Transportation Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 19. Canada On-Demand Transportation Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)

TABLE 20. Canada On-Demand Transportation Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)

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This list is not complete; the final report contains more than 100 tables. The list may be updated in the final deliverable.

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