

Global Bike Sharing Market: Size, Trends and Forecast (2020-2024 Edition)

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Abstracts

SCOPE OF THE REPORT

The report entitled “Global Bike Sharing Market: Size, Trends and Forecast (2020-2024 Edition)” provides an in-depth analysis of the bike sharing market including detailed description of market sizing and growth. The report provides analysis of the bike sharing market by value, by volume, by number of bike sharing schemes and includes segment analysis as well. The report also provides regional analysis of the bike sharing market for China and rest of the world.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global bike sharing market has also been forecasted for the period 2020-2024, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the bike sharing market are Meituan Dianping (Mobike), Youon Ditan (HelloBike), Lyft and Uber. The four companies have been profiled in the report providing their business overview, financial overview and business strategies.

Country Coverage

China

ROW

Company Coverage

Meituan Dianping (Mobike)

Youon Ditan (Hellobike)

Lyft

Uber

EXECUTIVE SUMMARY

Bike sharing provides a convenient and cost effective mode of transportation to the people for short-distance trips. Bike sharing serves the dual purpose of benefiting the environment by providing a cleaner mode of transportation as well as provide a means of physical exercise for the people.

The bike sharing market generates revenue from three main sources: the deposit fees, rental charges and advertisement. Various kinds of bike sharing models include free-floating bike sharing, hybrid bike sharing, dock-based bike sharing, cargo bike sharing etc. The major advantage of bike sharing is that it is cost effective, causes less traffic congestion and is cheaper as compared to taxis and car sharing.

The global bike sharing market has been segmented on the basis of bike type, bike sharing model, application and bike sharing type. Various types of bikes used in bike sharing can be segmented into e-bikes and others. On the basis of bike sharing model, bike sharing is divided into station-based/ dock based, dockless/ free floating and hybrid bike sharing. On the basis of applications, bike sharing can be segregated into government, enterprises and others. Moreover, the types of bike sharing include point-to-point, ride and return and distributed.

The global bike sharing market has witnessed continuous growth in the past few years and is projected to grow even further during the forecast period (2020-2024). The market is expected to be driven by various growth enhancing factors such as rapid urbanization, increasing smartphone penetration, growth in internet of things (IoT), growing awareness about the environment and personal health etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are the risk of theft and vandalism and the need for

continuous maintenance of the bikes used in bike sharing programs.

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