

Global Car Subscription Market: Analysis By Vehicle Type (Executive Car, Luxury Car, Economy Car and Others), By Subscription Period (1 to 6 months, 6 to 12 months, and More than 12 months), By Service Provider (Independent/Third Party Service Provider and OEM), By End User (Corporate and Private), By Region Size and Trends with Forecast up to 2030

<https://marketpublishers.com/r/G38F7A687378EN.html>

Date: June 2025

Pages: 151

Price: US\$ 2,250.00 (Single User License)

ID: G38F7A687378EN

Abstracts

Car subscription is the next generation of car-as-a-service offerings. Car subscription services offer premium vehicles for a monthly fee without committing to a lease or getting stuck with a long-term rental. They include insurance, maintenance, fees and even the freedom to swap cars. The subscription length will most likely range from a month to more than a year, depending on the customer's needs. Car subscriptions also provide the option of switching the vehicle for another vehicle accessible under the company's subscription model. Subscriptions have similarities with rentals and leasing, although the differences with leasing can sometimes be unclear. Essentially, the customer pays a monthly charge for a vehicle, with most expenditures (excluding fuel) covered: maintenance, repairs, roadside support, registration fees, insurance, and taxes. In 2024, the global car subscription market was valued at US\$7.62 billion, and is probable to reach US\$34.60 billion by 2030.

In recent years, some consumers have been opting for alternative options over owning a vehicle due to increasing interest rates and a shortage of vehicle inventory. In numerous countries, there has been a notable increase in the popularity of vehicle subscription services and choices. The main drivers of global car subscription market are mostly shifting customer habits, which are characterized by a predilection for on-demand services and a move away from conventional ownership structures. Also, the

shift from ownership to usership and the move to EVs, have been tailwinds for the subscription business, and they will continue. Moreover, millennials, especially, will be increasingly interested in subscription services due to the appeal of a debt-free and economical alternative. Global car subscription market is estimated to boost in the coming years due to increased integration of artificial intelligence, emergence of in-car subscription services, strategic partnerships with automakers, technological developments, etc. The market is expected to grow at a CAGR of approx. 29% during the forecasted period of 2025-2030.

Market Segmentation Analysis:

By Vehicle Type: According to the report, the global car subscription market is segmented into four vehicle types: Executive car, Luxury car, Economy car and others. Executive car segment acquired majority of share in the market in 2024, because such cars offer versatility and are highly spacious which means that can have numerous applications. Whereas, economy car segment is likely to have the fastest growing CAGR in the future, as some consumers opt for economy car subscriptions as part of their efforts to reduce their environmental impact smaller, more fuel-efficient vehicles in this segment can align with sustainability goals.

By Subscription Period: According to the report, the global car subscription market is segmented into three subscription period: 1 to 6 months, 6 to 12 months, and more than 12 months. 6 to 12 months segment acquired majority of share in the market in 2024 and is expected to grow with the fastest CAGR, as include individuals who need a car for a medium-term duration due to work assignments, extended travel plans, or other reasons. Moreover, businesses and corporate entities are increasingly turning to car subscription services for their fleet management needs.

By Service Provider: According to the report, the global car subscription market is segmented into two service provider: Independent/Third Party Service Provider and OEM. Independent/Third Party Service Provider segment acquired majority of share in the market in 2024 and is expected to grow with the fastest CAGR, as independent service providers provide a greater selection of vehicles in comparison to traditional dealerships or subscription services offered by automakers. Moreover, third-party providers typically offer streamlined processes for subscribing to a car, managing payments, and scheduling maintenance. This convenience is appealing to busy consumers who value a hassle-free experience when it comes to their transportation needs.

By End User: According to the report, the global car subscription market is segmented into two end users: Corporate and Private. The corporate segment acquired majority of share in the market in 2024, as businesses can easily modify the type and quantity of vehicles in their subscription fleet to meet changing demands and business requirements without the need for long-term commitments or dealing with asset depreciation. Whereas, private segment is expected to have the fastest growing CAGR in the future, as many consumers find subscriptions to be a cost-effective option, especially if they do not need a car daily or require different types of vehicles. Instead of making a large upfront payment to buy a car or entering into a long-term lease, they can pay a monthly fee that usually covers maintenance, insurance, and other related expenses.

By Region: The report provides insight into the car subscription market based on the supply, namely Europe, North America, Asia Pacific, and Rest of the World. Europe car subscription market enjoyed the highest market share in 2024, owing to the increasing number of individuals, particularly non-car owners, gravitating towards Vehicle-as-a-Service (VaaS) models. In addition, European car subscription market players are adopting various strategies to further increase their market share. For instance, in December 2023, Volkswagen acquired 4.99% of the ordinary shares of the electric vehicle company XPeng Inc., Cayman Islands, (XPeng) at a purchase price totaling US\$706 million.

Asia Pacific car subscription market is expected to grow with the fastest CAGR, due to the increasing demand for automobiles, as well as the rising young population experiencing growth in opportunities and per capita income. The growing adoption of Mobility-as-a-Service (MaaS) will impact the car subscription industry, as customers look for all-encompassing solutions that merge different forms of transportation like ridesharing, public transport, and car subscriptions.

As China continues to emphasize environmental sustainability and invest in electric vehicle (EV) infrastructure, there will likely be a growing demand for electric cars in car subscription services. Subsequently, the market for car subscriptions in India is expected to become more competitive as new companies enter the sector.

Global Car Subscription Market Dynamics:

Growth Drivers: Access to a variety of vehicles plays a pivotal role in driving growth in the global car subscription market as car subscription services offer users the opportunity to access a wide variety of vehicles such as sedans, SUVs, luxury cars, and

electric vehicles (EVs). Moreover, customers value having the correct type of vehicle, such as an SUV or 4x4, more than a particular brand when making a choice. Subscription services that offer a variety of vehicle options are more capable of satisfying customer preferences. Further, the market is expected to grow driven by rapid urbanization, augmenting population, rising digitalization, rising cost of vehicle ownership, stringent government regulation regarding emission control, lack of proper public transportation infrastructure in developing countries, rising penetration of third-party automotive subscription service providers, etc.

Challenges: The market's expansion is projected to be hampered by accessibility of substitution, due to its potential to alter consumer behavior and preferences. Consumers may opt for alternative transportation modes such as ride-sharing services like Uber and Lyft, public transportation, or micro-mobility options such as electric scooters and bicycles instead of using a car service. The other challenges that car subscription market faces include restricted geographic availability, etc.

Trends: One of the most distinct and pervasive trends observed in the global car subscription market is integration of artificial intelligence. AI algorithms in autonomous vehicles continuously analyze data from sensors, cameras, and other sources to make real-time driving decisions. This capability enhances safety by reducing the risk of human errors and accidents. In the context of car subscriptions, customers are more likely to trust and adopt autonomous vehicles if they are equipped with advanced AI systems that ensure safe and reliable operation. More trends in the market are believed to augment the growth of car subscription market during the forecasted period include, augmenting electric vehicles, emergence of in-car subscription services, technological developments, sustainability, mobility as a service, personalizing the car subscription experience with IoT, etc.

Competitive Landscape and Recent Developments:

Global car subscription market is large and highly fragmented with a large number of players. Current participants in the automotive industry, including original equipment manufacturers (OEMs), dealers, captives, leasing, and rental companies, view subscription services as a complementary offering that allows them to make more effective use of their current vehicle inventory, typically using their own brands. Companies like Cluno exclusively focus on offering subscription services with a fleet of vehicles branded under their own name. Key players of global car subscription market are:

Bayerische Motoren Werke AG (BMW Group)

Volkswagen Group

Volvo Group

Hyundai Motor Company

Toyota Motor Corporation

The Hertz Corporation

Nissan Motor Corporation

Mercedes-Benz Group AG (Mercedes-Benz Mobility AG)

Sixt SE

Carly Holdings Limited

Lyft, Inc.

Wagonex

Steer EV

The key players are constantly investing in strategic initiatives, such as new launches, mergers & acquisitions, introducing their products to emerging markets and more, to maintain a competitive edge in this market. For instance, in April 2024, Helixx Technologies launched an electric car and van subscription service. This service provides a brand-new automobile or van with insurance and maintenance for as low as \$0.25 per hour or \$6.00 per day, with no up-front fees. Similarly, in February 2024, Maruti Suzuki, a global provider in the automotive segment, announced its collaboration with SMAS Auto Leasing India Pvt Ltd. The collaboration would aim at improving the former's vehicle subscription services. SMAS is currently the fifth partner offering Maruti's vehicles to offer white plate subscriptions.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Car Subscription: An Overview

2.1.1 Advantages of Car Subscription

2.1.2 Difference between Car Subscription, Rental and Leasing

2.1.3 Value Chain of Car Subscription

2.2 Car Subscription Segmentation: An Overview

2.2.1 Car Subscription Segmentation

3. GLOBAL MARKET ANALYSIS

3.1 Global Car Subscription Market: An Analysis

3.1.1 Global Car Subscription Market: An Overview

3.1.2 Global Car Subscription Market by Value

3.1.3 Global Car Subscription Market by Vehicle Type (Executive car, Luxury car, Economy car and others)

3.1.4 Global Car Subscription Market by Subscription Period (1 to 6 months, 6 to 12 months, and more than 12 months)

3.1.5 Global Car Subscription Market by Service Provider (Independent/Third Party Service Provider and OEM)

3.1.6 Global Car Subscription Market by End User (corporate and private)

3.1.7 Global Car Subscription Market by Region (Asia Pacific, North America, Europe and Rest of the World)

3.2 Global Car Subscription Market: Vehicle Type Analysis

3.2.1 Global Car Subscription Market by Vehicle Type: An Overview

3.2.2 Global Executive Car Subscription Market by Value

3.2.3 Global Luxury Car Subscription Market by Value

3.2.4 Global Economy Car Subscription Market by Value

3.2.5 Global Other Car Subscription Market by Value

3.3 Global Car Subscription Market: Subscription Period Analysis

3.3.1 Global Car Subscription Market by Subscription Period: An Overview

3.3.2 Global 6 to 12 Months Car Subscription Market by Value

3.3.3 Global 1 to 6 Months Car Subscription Market by Value

3.3.4 Global More than 12 Months Car Subscription Market by Value

3.4 Global Car Subscription Market: Service Provider Analysis

- 3.4.1 Global Car Subscription Market by Service Provider: An Overview
- 3.4.2 Global Independent/Third Party Service Provider Car Subscription Market by Value
- 3.4.3 Global OEM Car Subscription Market by Value
- 3.5 Global Car Subscription Market: End User Analysis
 - 3.5.1 Global Car Subscription Market by End User: An Overview
 - 3.5.2 Global Corporate Car Subscription Market by Value
 - 3.5.3 Global Private Car Subscription Market by Value

4. REGIONAL MARKET ANALYSIS

- 4.1 Europe Car Subscription Market: An Analysis
 - 4.1.1 Europe Car Subscription Market: An Overview
 - 4.1.2 Europe Car Subscription Market by Value
 - 4.1.3 Europe Car Subscription Market by Region (Germany, UK, France, Italy and Rest of Europe)
 - 4.1.4 Germany Car Subscription Market by Value
 - 4.1.5 UK Car Subscription Market by Value
 - 4.1.6 France Car Subscription Market by Value
 - 4.1.7 Italy Car Subscription Market by Value
 - 4.1.8 Rest of Europe Car Subscription Market by Value
- 4.2 North America Car Subscription Market: An Analysis
 - 4.2.1 North America Car Subscription Market: An Overview
 - 4.2.2 North America Car Subscription Market by Value
 - 4.2.3 North America Car Subscription Market by Region (The US, Canada and Mexico)
 - 4.2.4 The US Car Subscription Market by Value
 - 4.2.5 Canada Car Subscription Market by Value
 - 4.2.6 Mexico Car Subscription Market by Value
- 4.3 Asia Pacific Car Subscription Market: An Analysis
 - 4.3.1 Asia Pacific Car Subscription Market: An Overview
 - 4.3.2 Asia Pacific Car Subscription Market by Value
 - 4.3.3 Asia Pacific Car Subscription Market by Region (China, India, Japan and Rest of Asia Pacific)
 - 4.3.4 China Car Subscription Market by Value
 - 4.3.5 India Car Subscription Market by Value
 - 4.3.6 Japan Car Subscription Market by Value
 - 4.3.7 Rest of Asia Pacific Car Subscription Market by Value
- 4.4 Rest of the World Car Subscription Market: An Analysis

4.4.1 Rest of the World Car Subscription Market: An Overview

4.4.2 Rest of the World Car Subscription Market by Value

5. MARKET DYNAMICS

5.1 Growth Drivers

5.1.1 Rapid Urbanization

5.1.2 Augmenting Millennial and Gen Z Population

5.1.3 Rising Digitalization

5.1.4 Access to a Variety of Vehicles

5.1.5 Rising Cost of Vehicle Ownership

5.1.6 Stringent Government Regulation Regarding Emission Control

5.1.7 Lack of Proper Public Transportation Infrastructure in Developing Countries

5.1.8 Rising Penetration of Third-party Automotive Subscription Service Providers

5.2 Challenges

5.2.1 Accessibility of Substitution

5.2.2 Restricted Geographic Availability

5.3 Market Trends

5.3.1 Integration of Artificial Intelligence

5.3.2 Augmenting Electric Vehicles Sales

5.3.3 Emergence of In-car Subscription Services

5.3.4 Technological Developments

5.3.5 Sustainability

5.3.6 Mobility as a Service

5.3.7 Personalizing the Car Subscription Experience with IoT

6. COMPETITIVE LANDSCAPE

6.1 Global Car Subscription Market Players: Competitive Landscape

6.2 Global Car Subscription Market Players: Products Comparison

7. COMPANY PROFILES

7.1 Bayerische Motoren Werke AG (BMW Group)

7.1.1 Business Overview

7.1.2 Operating Segments

7.1.3 Business Strategy

7.2 Volkswagen Group

7.2.1 Business Overview

- 7.2.2 Operating Segments
- 7.2.3 Business Strategy
- 7.3 Volvo Group
 - 7.3.1 Business Overview
 - 7.3.2 Operating Segments
 - 7.3.3 Business Strategy
- 7.4 Hyundai Motor Company
 - 7.4.1 Business Overview
 - 7.4.2 Operating Segments
 - 7.4.3 Business Strategy
- 7.5 Toyota Motor Corporation
 - 7.5.1 Business Overview
 - 7.5.2 Operating Segments
 - 7.5.3 Business Strategy
- 7.6 The Hertz Corporation
 - 7.6.1 Business Overview
 - 7.6.2 Operating Segments
 - 7.6.3 Business Strategy
- 7.7 Nissan Motor Corporation
 - 7.7.1 Business Overview
 - 7.7.2 Operating Segments
 - 7.7.3 Business Strategy
- 7.8 Mercedes-Benz Group AG (Mercedes-Benz Mobility AG)
 - 7.8.1 Business Overview
 - 7.8.2 Operating Segments
 - 7.8.3 Business Strategy
- 7.9 Sixt SE
 - 7.9.1 Business Overview
 - 7.9.2 Business Strategy
- 7.10 Carly Holdings Limited
 - 7.10.1 Business Overview
 - 7.10.2 Business Strategy
- 7.11 Lyft, Inc.
 - 7.11.1 Business Overview
 - 7.11.2 Business Strategy
- 7.12 Wagonex
 - 7.12.1 Business Overview
- 7.13 Steer EV
 - 7.13.1 Business Overview

List Of Figures

LIST OF FIGURES

Figure 1: Advantages of Car Subscription

Figure 2: Value Chain of Car Subscription

Figure 3: Car Subscription Segmentation

Figure 4: Global Car Subscription Market by Value; 2020-2024 (US\$ Billion)

Figure 5: Global Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 6: Global Car Subscription Market by Vehicle Type; 2024 (Percentage, %)

Figure 7: Global Car Subscription Market by Subscription Period; 2024 (Percentage, %)

Figure 8: Global Car Subscription Market by Service Provider; 2024 (Percentage, %)

Figure 9: Global Car Subscription Market by End User; 2024 (Percentage, %)

Figure 10: Global Car Subscription Market by Region; 2024 (Percentage, %)

Figure 11: Global Executive Car Subscription Market by Value; 2020-2024 (US\$ Billion)

Figure 12: Global Executive Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 13: Global Luxury Car Subscription Market by Value; 2020-2024 (US\$ Billion)

Figure 14: Global Luxury Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 15: Global Economy Car Subscription Market by Value; 2020-2024 (US\$ Million)

Figure 16: Global Economy Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 17: Global Other Car Subscription Market by Value; 2020-2024 (US\$ Million)

Figure 18: Global Other Car Subscription Market by Value; 2025-2030 (US\$ Million)

Figure 19: Global 6 to 12 Months Car Subscription Market by Value; 2020-2024 (US\$ Billion)

Figure 20: Global 6 to 12 Months Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 21: Global 1 to 6 Months Car Subscription Market by Value; 2020-2024 (US\$ Billion)

Figure 22: Global 1 to 6 Months Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 23: Global More than 12 Months Car Subscription Market by Value; 2020-2024 (US\$ Million)

Figure 24: Global More than 12 Months Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 25: Global Independent/Third Party Service Provider Car Subscription Market by Value; 2020-2024 (US\$ Billion)

Figure 26: Global Independent/Third Party Service Provider Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 27: Global OEM Car Subscription Market by Value; 2020-2024 (US\$ Billion)

- Figure 28: Global OEM Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 29: Global Corporate Car Subscription Market by Value; 2020-2024 (US\$ Billion)
- Figure 30: Global Corporate Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 31: Global Private Car Subscription Market by Value; 2020-2024 (US\$ Billion)
- Figure 32: Global Private Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 33: Europe Car Subscription Market by Value; 2020-2024 (US\$ Billion)
- Figure 34: Europe Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 35: Europe Car Subscription Market by Region; 2024 (Percentage, %)
- Figure 36: Germany Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 37: Germany Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 38: UK Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 39: UK Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 40: France Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 41: France Car Subscription Market by Value; 2025-2030 (US\$ Million)
- Figure 42: Italy Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 43: Italy Car Subscription Market by Value; 2025-2030 (US\$ Million)
- Figure 44: Rest of Europe Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 45: Rest of Europe Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 46: North America Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 47: North America Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 48: North America Car Subscription Market by Region; 2024 (Percentage, %)
- Figure 49: The US Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 50: The US Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 51: Canada Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 52: Canada Car Subscription Market by Value; 2025-2030 (US\$ Million)
- Figure 53: Mexico Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 54: Mexico Car Subscription Market by Value; 2025-2030 (US\$ Million)
- Figure 55: Asia Pacific Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 56: Asia Pacific Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 57: Asia Pacific Car Subscription Market by Region; 2024 (Percentage, %)
- Figure 58: China Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 59: China Car Subscription Market by Value; 2025-2030 (US\$ Billion)
- Figure 60: India Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 61: India Car Subscription Market by Value; 2025-2030 (US\$ Million)
- Figure 62: Japan Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 63: Japan Car Subscription Market by Value; 2025-2030 (US\$ Million)
- Figure 64: Rest of Asia Pacific Car Subscription Market by Value; 2020-2024 (US\$ Million)
- Figure 65: Rest of Asia Pacific Car Subscription Market by Value; 2025-2030 (US\$

Million)

Figure 66: Rest of the World Car Subscription Market by Value; 2020-2024 (US\$ Million)

Figure 67: Rest of the World Car Subscription Market by Value; 2025-2030 (US\$ Billion)

Figure 68: Global Urban Population; 2015-2050 (Million)

Figure 69: The US Population by Generation; 2017-2024 (Million)

Figure 70: Global Retail E-commerce Sales; 2022-2027 (US\$ Trillion)

Figure 71: Global Automotive Artificial Intelligence Market; 2021-2030 (US\$ Billion)

Figure 72: Global Sales of Electric Vehicles; 2019-2024 (Thousand)

Figure 73: BMW Group Revenue by Segments; 2024 (Percentage,%)

Figure 74: Volkswagen Group Sale Revenue by Segments; 2024 (Percentage, %)

Figure 75: Volvo Group Net Sales by Segment; 2024 (Percentage, %)

Figure 76: Hyundai Motor Company Net Sales by Segment, 2024 (Percentage, %)

Figure 77: Toyota Motor Corporation Sales Revenues by Segment; 2024 (Percentage, %)

Figure 78: The Hertz Corporation Revenue by Segment; 2024 (Percentage, %)

Figure 79: Nissan Motor Corporation Net Sales by Segments; 2023 (Percentage, %)

Figure 80: Mercedes-Benz Group AG Revenue by Segments; 2024 (Percentage, %)

Table 1: Global Car Subscription Market Players: Products Comparison

I would like to order

Product name: Global Car Subscription Market: Analysis By Vehicle Type (Executive Car, Luxury Car, Economy Car and Others), By Subscription Period (1 to 6 months, 6 to 12 months, and More than 12 months), By Service Provider (Independent/Third Party Service Provider and OEM), By End User (Corporate and Private), By Region Size and Trends with Forecast up to 2030

Product link: <https://marketpublishers.com/r/G38F7A687378EN.html>

Price: US\$ 2,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G38F7A687378EN.html>