

Bike And Scooter Rental Market Size, Share & Trends Analysis Report By Propulsion (Pedal, Electric), By Vehicle (Bike, Scooter), By Service (Pay-as-you Go, Subscription Based), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Bike And Scooter Rental Market Trends

The global bike and scooter rental market size was estimated at USD 5.54 billion in 2023 and is anticipated to grow at a CAGR of 16.8% from 2024 to 2030. The increasing awareness of environmental sustainability and the urgent need to reduce carbon emissions are major drivers for the growth of the market. With rising pollution and traffic congestion, e-bikes and scooters offer a green alternative to traditional vehicles, helping cities lower their carbon footprint. This shift towards eco-friendly transportation is being supported by both governmental policies and consumer preferences, creating a robust market for e-bike and scooter rentals.

Technological advancements are another significant factor propelling the market growth. Innovations in battery technology, such as longer battery life and faster charging times, have made e-bikes and scooters more reliable and convenient for users. Additionally, the integration of GPS and IoT (Internet of Things) technologies has enhanced the user experience by providing real-time tracking, seamless payments, and improved safety features. These technological improvements have made it easier for rental companies to manage their fleets and for customers to access and use these services efficiently.

Growing investment and interest from key automakers and startups in the mobility sector are propelling the growth of the market. Bike and scooter rental companies are investing heavily in expanding their fleets, improving infrastructure, and enhancing user experience. This influx of capital is accelerating the growth and adoption of these services, with many companies partnering with cities to create dedicated lanes and parking zones, further integrating e-bikes and scooters into urban transportation networks.

Health and fitness consciousness among consumers is also playing a role in the growth of the bike and scooter rental market. Many people are seeking ways to incorporate physical activity into their daily routines, and e-bikes provide a perfect balance of exercise and convenience. Even though scooters offer less physical exertion, they still promote an active lifestyle by encouraging outdoor mobility. This health-conscious trend is particularly strong in urban areas where sedentary lifestyles are prevalent, making e-bikes and scooters a popular choice for short commutes and recreational use, which is driving the growth of bikes & scooter rentals.

Consumer preferences are shifting towards shared and on-demand services, influenced by the broader trend of the sharing economy. Many urban residents, particularly younger generations, prefer the flexibility and cost savings of renting over owning vehicles. This preference is bolstered by the convenience of app-based rental platforms that allow users to locate, unlock, and pay for bikes and scooters with just a few taps on their smartphones. The convenience and affordability of these rental services make them appealing alternatives to car ownership or public transportation.

Global Bike and Scooter Rental Market Report Segmentation

The report forecasts revenue growth at global, regional, and country levels and provides an analysis on the latest trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global bike and scooter rental market report based on propulsion, vehicle, service, and region.

Vehicle Outlook (Revenue, USD Million, 2018 - 2030)

Bike

Scooter

Propulsion Outlook (Revenue, USD Million, 2018 - 2030)

Pedal

Electric

Gasoline

Service Outlook (Revenue, USD Million, 2018 - 2030)

Pay-as-you go

Subscription Based

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

MEA

KSA

UAE

South Africa

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