

Mexico Ride Hailing Market Size, Share, Trends and Forecast by Vehicle Type, Booking Type, End-Use, and Region, 2026-2034

<https://marketpublishers.com/r/M3EAC6CC4C58EN.html>

Date: June 2026

Pages: 122

Price: US\$ 2,999.00 (Single User License)

ID: M3EAC6CC4C58EN

Abstracts

The Mexico ride hailing market size reached USD 2.5 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 7.7 Billion by 2034 , exhibiting a growth rate (CAGR) of 13.06% during 2026-2034 . The market is spurred by increasing digital adoption, boosted demand for convenient travel, payment option expansion, and heightened concern for sustainability and environmentally friendly travel solutions, supporting high market growth.

MEXICO RIDE HAILING MARKET TRENDS:

Rising Adoption of Digital Platforms in Mexico's Ride-Hailing Sector

Mexico's ride-hailing sector is undergoing a massive change with the rapid uptake of digital platforms. Consumers have been adopting mobile apps to book rides over the past few years, providing higher convenience and a smoother experience. As internet penetration grows in Mexico, especially across urban areas, digital ride-hailing platforms have become the means of commuting for most locals. The move has been instrumental in accelerating the Mexico ride-hailing market growth, which has experienced an increase in riders and drivers. For example, in October 2024, Nigerian-born mobility fintech Moove launched in Mexico as its eighth market, diversifying its car financing model for ride-hailing drivers and accelerating sustainable transport solutions in Latin America and North America. Furthermore, the use of sophisticated technologies like artificial intelligence (AI) and global positioning system (GPS) systems offers more efficient ride-hailing services through more consistent routes and quicker response times. With amplified digital literacy, future growth is anticipated, further solidifying the direction of the market. The shift to tech-based services should cement Mexico's ride-

hailing industry as part of its country's transportation system.

Diversification of Payment Forms to Fuel Accessibility of the Market

In support of customer pressures for convenience, ride-hailing services in Mexico have become diversified in their means of payment. Besides conventional use of credit and debit cards for payment, the services are more and more making use of cash, e-wallets, and domestic payments. This strategy caters to the choice of a larger group, especially in areas where electronic payments are not prevalent. Adding diverse forms of payment solutions is intended to promote accessibility to help ride-hailing services reach a wider segment of the population. This business decision is working in a decisive way to bring in more Mexico ride-hailing customers and grow the Mexico ride-hailing market share. By serving both digitally savvy and digitally less penetrated customers, the companies are set for long-term viability. Expansion in payment ease also fits the larger trend toward financial inclusion, enabling ride-hailing services to reach a greater number of urban and suburban consumers.

Transition Toward Sustainable and Electric Vehicles

As the environment becomes a growing concern, the Mexican ride-hailing industry is seeing a move towards greener practices. Businesses are intensely adding electric vehicles (EVs) to their fleets in order to lower emissions and encourage environmentally friendly transportation. For instance, in April 2025, DiDi revealed a strategic plan to bring more than 100,000 Chinese-made electric vehicles to Mexico by 2030, in partnership with BYD, GAC, and Deepal, with the aim of lowering greenhouse gas emissions by 70%. Moreover, this is becoming highly popular, especially in large cities like Mexico City, where air pollution is a major problem. The shift towards electric cars aligns with the world's sustainability objectives and is being stimulated by government subsidies and increasing consumer education. Integrating EVs into ride-hailing services not only makes the world cleaner but also assists operators with lower operating expenses in the long term. This transition towards sustainability is likely to be a defining factor in the Mexico ride-hailing market outlook, with electric cars being an integral part of the ride-hailing sector's future. The addition of these environmentally friendly alternatives also complements the market's overall growth and attraction to green-conscious consumers.

MEXICO RIDE HAILING MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market,

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along with forecasts at the region level for 2026-2034. Our report has categorized the market based on vehicle type, booking type, and end-use.

Vehicle Type Insights:

Two-Wheeler

Passenger Car

The report has provided a detailed breakup and analysis of the market based on the vehicle type. This includes two-wheeler and passenger car.

Booking Type Insights:

Online

Offline

A detailed breakup and analysis of the market based on the booking type have also been provided in the report. This includes online and offline.

End Use Insights:

Personal

Commercial

The report has provided a detailed breakup and analysis of the market based on the end use. This includes personal and commercial.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico ride hailing market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico ride hailing market on the basis of vehicle type?

What is the breakup of the Mexico ride hailing market on the basis of booking type?

What is the breakup of the Mexico ride hailing market on the basis of end use?

What is the breakup of the Mexico ride hailing market on the basis of region?

What are the various stages in the value chain of the Mexico ride hailing market?

What are the key driving factors and challenges in the Mexico ride hailing?

What is the structure of the Mexico ride hailing market and who are the key players?

What is the degree of competition in the Mexico ride hailing market?

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