

Micro-mobility Market by Type (Bicycles, E-Bike, E-kick Scooters, and Others), Propulsion Type (Manual, Electrically-powered, Hybrid), Sharing Type (Docked, Dock-less), Speed (Less than 25 Kmph, Above 25 Kmph), Age Group (15-34, 35-54, 55 and Above), Ownership (Business-To-Business, Business-To-Consumer), and Region 2023-2028

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Abstracts

Market Overview:

The global micro-mobility market size reached US\$ 47.56 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 118.38 Billion by 2028, exhibiting a growth rate (CAGR) of 16.01% during 2023-2028. The rising environmental concerns, the escalating demand for compact mobility solutions, and increasing traffic congestion represent some of the key factors driving the market.

Micro-mobility refers to a class of small, lightweight, and low-speed vehicles designed for short distances. Bicycles, electric scooters, e-bikes, electric pedal-assisted bicycles, shared bicycle fleets, and electric skateboards are some of the common micro-mobility vehicles. They are electric or human-powered compact transportation devices that help to reduce traffic congestion. Micro-mobility transportation is widely used for intra-city commuting, recreational activities, and transporting cargo. They are a convenient mode of transportation in smart cities as they need less parking space and occupy minimal road space. These vehicles are also easy to operate, eco-friendly, reduce carbon emissions, and require low maintenance. Micro-mobility is a cost-effective solution that provides better reliability and sustainability, enhances convenience, minimizes travel time, and reduces dependency on public transport.

Micro-mobility Market Trends:

The escalating demand for compact mobility solutions across the globe is one of the key factors driving the market growth. Micro-mobility solutions offer enhanced affordability, lower maintenance, minimum repair costs, excellent maneuverability, and enhanced convenience. In line with this, the increasing adoption of electric micro-mobility vehicles as they are eco-friendly, rechargeable, cost-effective, noise-free, and minimize harmful gas emissions is favoring the market growth. Moreover, the increasing traffic congestion and longer urban commutes are leading consumers to look for alternative ways to reach their destination in the most convenient, affordable, and time-efficient manner, which, in turn, is facilitating the market growth. Apart from this, the widespread utilization of GPS tracking technology that assists rental users in quickly discovering the location of the nearest scooter using a relevant smartphone application is providing an impetus to the market growth. In addition to this, the integration of the Internet of Things (IoT) technology to improve the transportation experience and effectively prioritize and predict the need for vehicle maintenance and repairs, which notably increases the lifespan of micro-mobility vehicles, is acting as another growth-inducing factor. Furthermore, the increasing popularity of on-demand transportation services and the increasing inclination toward convenient pick-up and drop locations are encouraging consumers to opt for ride-sharing services, which is positively influencing the market growth. Other factors, including rising expenditure capacities of consumers, increasing establishments of smart cities, growing preference for car and bike pool services, and the implementation of various government initiatives to establish bike-sharing infrastructure and promote the adoption of electric vehicles, are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global micro-mobility market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on type, propulsion type, sharing type, speed, age group, and ownership.

Type Insights:

Bicycles

E-Bike

E-kick Scooters

Others

The report has provided a detailed breakup and analysis of the micro-mobility market based on the type. This includes bicycles, e-bike, e-kick scooters, and others. According to the report, bicycles represented the largest segment.

Propulsion Type Insights:

Manual

Electrically-powered

Hybrid

The report has provided a detailed breakup and analysis of the micro-mobility market based on the propulsion type. This includes manual, electrically-powered, and hybrid. According to the report, electrically-powered represented the largest segment.

Sharing Type Insights:

Docked

Dock-less

The report has provided a detailed breakup and analysis of the micro-mobility market based on the propulsion type. This includes docked and dock-less. According to the report, docked represented the largest segment.

Speed Insights:

Less than 25 Kmph

Above 25 Kmph

The report has provided a detailed breakup and analysis of the micro-mobility market based on speed. This includes less than 25 Kmph and above 25 Kmph. According to the report, less than 25 Kmph represented the largest segment.

Age Group Insights:

15-34
35-54
55 and Above

The report has provided a detailed breakup and analysis of the micro-mobility market based on the age group. This includes 15-34, 35-54, 55, and above. According to the report, 15-34 represented the largest segment.

Ownership Insights:

Business-To-Business
Business-To-Consumer

The report has provided a detailed breakup and analysis of the micro-mobility market based on ownership. This includes business-to-business and business-to-consumer. According to the report, business-to-consumer represented the largest segment.

Regional Insights:

North America

United States
Canada

Asia Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others

Europe

Germany
France
United Kingdom
Italy
Spain
Russia
Others

Latin America

Brazil
Mexico
Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, Asia Pacific was the largest market for micro-mobility. Some of the factors driving the Asia Pacific micro-mobility market included rising expenditure capacities of consumers, increasing development of smart cities, and growing preference for car and bike pool services.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global micro-mobility market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Accell Group N.V., Beam Mobility Holdings Pte. Ltd., Bird Rides Inc., CycleHop LLC, Dott, Lime (Neutron Holdings, Inc), Micro Mobility Systems AG, Neuron Mobility, Segway Discovery Inc., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global micro-mobility market performed so far and how will it perform in the

coming years?

What are the drivers, restraints, and opportunities in the global micro-mobility market?

What are the key regional markets?

Which countries represent the most attractive micro-mobility markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on propulsion type?

What is the breakup of the market based on the sharing type?

What is the breakup of the market based on speed?

What is the breakup of the market based on the age group?

What is the breakup of the market based on ownership?

What is the competitive structure of the global micro-mobility market?

Who are the key players/companies in the global micro-mobility market?

in the market.

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MICRO-MOBILITY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Bicycles
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 E-Bike
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 E-kick Scooters

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY PROPULSION TYPE

- 7.1 Manual
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Electrically-powered
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Hybrid
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY SHARING TYPE

- 8.1 Docked
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Dock-less
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY SPEED

- 9.1 Less than 25 Kmph
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Above 25 Kmph
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast

10 MARKET BREAKUP BY AGE GROUP

- 10.1 15-34

- 10.1.1 Market Trends
- 10.1.2 Market Forecast
- 10.2 35-54
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
- 10.3 55 and Above
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast

11 MARKET BREAKUP BY OWNERSHIP

- 11.1 Business-To-Business
 - 11.1.1 Market Trends
 - 11.1.2 Market Forecast
- 11.2 Business-To-Consumer
 - 11.2.1 Market Trends
 - 11.2.2 Market Forecast

12 MARKET BREAKUP BY REGION

- 12.1 North America
 - 12.1.1 United States
 - 12.1.1.1 Market Trends
 - 12.1.1.2 Market Forecast
 - 12.1.2 Canada
 - 12.1.2.1 Market Trends
 - 12.1.2.2 Market Forecast
- 12.2 Asia-Pacific
 - 12.2.1 China
 - 12.2.1.1 Market Trends
 - 12.2.1.2 Market Forecast
 - 12.2.2 Japan
 - 12.2.2.1 Market Trends
 - 12.2.2.2 Market Forecast
 - 12.2.3 India
 - 12.2.3.1 Market Trends
 - 12.2.3.2 Market Forecast
 - 12.2.4 South Korea
 - 12.2.4.1 Market Trends

- 12.2.4.2 Market Forecast
- 12.2.5 Australia
 - 12.2.5.1 Market Trends
 - 12.2.5.2 Market Forecast
- 12.2.6 Indonesia
 - 12.2.6.1 Market Trends
 - 12.2.6.2 Market Forecast
- 12.2.7 Others
 - 12.2.7.1 Market Trends
 - 12.2.7.2 Market Forecast
- 12.3 Europe
 - 12.3.1 Germany
 - 12.3.1.1 Market Trends
 - 12.3.1.2 Market Forecast
 - 12.3.2 France
 - 12.3.2.1 Market Trends
 - 12.3.2.2 Market Forecast
 - 12.3.3 United Kingdom
 - 12.3.3.1 Market Trends
 - 12.3.3.2 Market Forecast
 - 12.3.4 Italy
 - 12.3.4.1 Market Trends
 - 12.3.4.2 Market Forecast
 - 12.3.5 Spain
 - 12.3.5.1 Market Trends
 - 12.3.5.2 Market Forecast
 - 12.3.6 Russia
 - 12.3.6.1 Market Trends
 - 12.3.6.2 Market Forecast
 - 12.3.7 Others
 - 12.3.7.1 Market Trends
 - 12.3.7.2 Market Forecast
- 12.4 Latin America
 - 12.4.1 Brazil
 - 12.4.1.1 Market Trends
 - 12.4.1.2 Market Forecast
 - 12.4.2 Mexico
 - 12.4.2.1 Market Trends
 - 12.4.2.2 Market Forecast

12.4.3 Others

12.4.3.1 Market Trends

12.4.3.2 Market Forecast

12.5 Middle East and Africa

12.5.1 Market Trends

12.5.2 Market Breakup by Country

12.5.3 Market Forecast

13 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

13.1 Overview

13.2 Drivers

13.3 Restraints

13.4 Opportunities

14 VALUE CHAIN ANALYSIS

15 PORTERS FIVE FORCES ANALYSIS

15.1 Overview

15.2 Bargaining Power of Buyers

15.3 Bargaining Power of Suppliers

15.4 Degree of Competition

15.5 Threat of New Entrants

15.6 Threat of Substitutes

16 PRICE ANALYSIS

17 COMPETITIVE LANDSCAPE

17.1 Market Structure

17.2 Key Players

17.3 Profiles of Key Players

17.3.1 Accell Group N.V.

17.3.1.1 Company Overview

17.3.1.2 Product Portfolio

17.3.2 Beam Mobility Holdings Pte. Ltd.

17.3.2.1 Company Overview

17.3.2.2 Product Portfolio

17.3.3 Bird Rides Inc.

17.3.3.1 Company Overview

17.3.3.2 Product Portfolio

17.3.4 CycleHop LLC

17.3.4.1 Company Overview

17.3.4.2 Product Portfolio

17.3.5 Dott

17.3.5.1 Company Overview

17.3.5.2 Product Portfolio

17.3.6 Lime (Neutron Holdings, Inc)

17.3.6.1 Company Overview

17.3.6.2 Product Portfolio

17.3.7 Micro Mobility Systems AG

17.3.7.1 Company Overview

17.3.7.2 Product Portfolio

17.3.8 Neuron Mobility

17.3.8.1 Company Overview

17.3.8.2 Product Portfolio

17.3.9 Segway Discovery Inc.

17.3.9.1 Company Overview

17.3.9.2 Product Portfolio

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: Micro-mobility Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Micro-mobility Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Micro-mobility Market Forecast: Breakup by Propulsion Type (in Million US\$), 2023-2028

Table 4: Global: Micro-mobility Market Forecast: Breakup by Sharing Type (in Million US\$), 2023-2028

Table 5: Global: Micro-mobility Market Forecast: Breakup by Speed (in Million US\$), 2023-2028

Table 6: Global: Micro-mobility Market Forecast: Breakup by Age Group (in Million US\$), 2023-2028

Table 7: Global: Micro-mobility Market Forecast: Breakup by Ownership (in Million US\$), 2023-2028

Table 8: Global: Micro-mobility Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 9: Global: Micro-mobility Market: Competitive Structure

Table 10: Global: Micro-mobility Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Micro-mobility Market: Major Drivers and Challenges

Figure 2: Global: Micro-mobility Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Micro-mobility Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Micro-mobility Market: Breakup by Type (in %), 2022

Figure 5: Global: Micro-mobility Market: Breakup by Propulsion Type (in %), 2022

Figure 6: Global: Micro-mobility Market: Breakup by Sharing Type (in %), 2022

Figure 7: Global: Micro-mobility Market: Breakup by Speed (in %), 2022

Figure 8: Global: Micro-mobility Market: Breakup by Age Group (in %), 2022

Figure 9: Global: Micro-mobility Market: Breakup by Ownership (in %), 2022

Figure 10: Global: Micro-mobility Market: Breakup by Region (in %), 2022

Figure 11: Global: Micro-mobility (Bicycles) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Micro-mobility (Bicycles) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Micro-mobility (E-Bike) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Micro-mobility (E-Bike) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Micro-mobility (E-kick Scooters) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Micro-mobility (E-kick Scooters) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Micro-mobility (Other Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Micro-mobility (Other Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Micro-mobility (Manual) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Micro-mobility (Manual) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Micro-mobility (Electrically-powered) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Micro-mobility (Electrically-powered) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Micro-mobility (Hybrid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Micro-mobility (Hybrid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Micro-mobility (Docked) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Micro-mobility (Docked) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Micro-mobility (Dock-less) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Micro-mobility (Dock-less) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Micro-mobility (Less than 25 Kmph) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Micro-mobility (Less than 25 Kmph) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Micro-mobility (Above 25 Kmph) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Micro-mobility (Above 25 Kmph) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Micro-mobility (15-34) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Micro-mobility (15-34) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Micro-mobility (35-54) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Micro-mobility (35-54) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Micro-mobility (55 and Above) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Micro-mobility (55 and Above) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Global: Micro-mobility (Business-To-Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Global: Micro-mobility (Business-To-Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Global: Micro-mobility (Business-To-Consumer) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Global: Micro-mobility (Business-To-Consumer) Market Forecast: Sales

Value (in Million US\$), 2023-2028

Figure 43: North America: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: North America: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: United States: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: United States: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Canada: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Canada: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Asia-Pacific: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Asia-Pacific: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: China: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: China: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Japan: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Japan: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: India: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: India: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: South Korea: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: South Korea: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Australia: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Australia: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Indonesia: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Indonesia: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Others: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Others: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Europe: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Europe: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Germany: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Germany: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: France: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: France: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: United Kingdom: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: United Kingdom: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Italy: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Italy: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Spain: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Spain: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Russia: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 78: Russia: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 79: Others: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Others: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Latin America: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Latin America: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Brazil: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 84: Brazil: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Mexico: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 86: Mexico: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 87: Others: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 88: Others: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 89: Middle East and Africa: Micro-mobility Market: Sales Value (in Million US\$), 2017 & 2022

Figure 90: Middle East and Africa: Micro-mobility Market: Breakup by Country (in %), 2022

Figure 91: Middle East and Africa: Micro-mobility Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 92: Global: Micro-mobility Industry: Drivers, Restraints, and Opportunities

Figure 93: Global: Micro-mobility Industry: Value Chain Analysis

Figure 94: Global: Micro-mobility Industry: Porter's Five Forces Analysis

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