

Mobility as a Service Market by Service Type (Ride-Hailing, Ride-Sharing, Car-Sharing, Bus/Shuttle Service, and Others), Transportation Type (Private, Public), Application Platform (Android, iOS, and Others), Propulsion Type (Electric Vehicle, Internal Combustion Engine, and Others), and Region 2023-2028

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Abstracts

Market Overview:

The global mobility as a service market size reached US\$ 4.36 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 21.93 Billion by 2028, exhibiting a growth rate (CAGR) of 30.45% during 2023-2028. Rapid urbanization, increasing development of smart cities, and integration of blockchain technology represent some of the key factors driving the market.

Mobility as a service (MaaS) is a consumer-centric model of transportation that aims to make mobility more accessible, inclusive, and sustainable. It consists of an on-demand ride platform that includes various services, such as cars, public transit, taxis, bike sharing, ride-sharing, and other rental services. It is an easy-to-access digital platform that handles and integrates bookings, electronic ticketing, end-to-end trip planning, and payment services. MaaS also collaborates with data services to improve customer experiences by providing real-time dynamic transportation routes, delays, weather information, fares, and other statistics. It enhances convenience, provides a seamless mobility experience, reduces dependence on private cars, offers a personalized touch, and assists in alleviating traffic congestion.

Mobility as a Service Market Trends:

The increasing urbanization coupled with growing pressure on the transportation system across the globe is one of the primary factors driving the market growth. MaaS is widely used to avail various transportation services, such as individual and shared cars, carpooling, railways, buses, chauffeur-driven vehicles, rental bikes, and electric scooters, which, in turn, enhances convenience, saves money, and reduces urban road congestion issues. In addition to this, rising investment in transportation infrastructural development activities is acting as another growth-inducing factor. Furthermore, the increasing development of smart cities is facilitating the demand for MaaS to provide multi-modal mobility options, allow users to make instant choices, improve customer experience, reduce the impact of climate change, and promote sustainable travel behavior, which in turn is favoring the market growth. In line with this, the implementation of various government initiatives to promote the adoption of MaaS, reduce pollution and improve the transportation infrastructure are propelling the market growth. Additionally, the integration of blockchain technology to support the recording of transactions, establish an open approach for identity management, reduce transaction fees, enhance security, and improve transparency is positively influencing the market growth. Moreover, the introduction of the electric mobility as a service (eMaaS) business model that promotes large-scale adoption of electric vehicles (EVs), lower cost per mile, reduces the dependency on fossil fuels, and minimizes noise and air pollution is creating a positive outlook for the market. Other factors, including rising expenditure capacities of consumers, increasing utilization of autonomous vehicles, the rapid proliferation of smartphones, and emerging digitalization trends, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global mobility as a service market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on service type, transportation type, application platform, and propulsion type.

Service Type Insights:

- Ride-Hailing
- Ride-Sharing
- Car-Sharing
- Bus/Shuttle Service

Others

The report has also provided a detailed breakup and analysis of the mobility as a service market based on the service type. This includes ride-hailing, ride-sharing, car-sharing, bus/shuttle service, and others. According to the report, ride-hailing represented the largest segment.

Transportation Type Insights:

Private
Public

A detailed breakup and analysis of the mobility as a service market based on the transportation type has been provided in the report. This includes private and public. According to the report, private accounted for the largest market share.

Application Platform Insights:

Android
iOS
Others

A detailed breakup and analysis of the mobility as a service market based on the application platform has been provided in the report. This includes android, iOS, and others. According to the report, android accounted for the largest market share.

Propulsion Type Insights:

Electric Vehicle
Internal Combustion Engine
Others

A detailed breakup and analysis of the mobility as a service market based on the propulsion type has been provided in the report. This includes electric vehicle, internal combustion engine, and others. According to the report, internal combustion engine

accounted for the largest market share.

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, Europe was the largest market for mobility as a service. Some of the factors driving the Europe mobility as a service market include the presence of prominent market players, rising environmental consciousness among the masses, and emerging digitalization trends.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global mobility as a service market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Citymapper, Communauto Inc., DiDi Chuxing Technology Co., Europcar Mobility Group, Gett Inc., Lyft Inc., Moovit Inc. (Mobileye Global Inc.), Ola Cabs (ANI Technologies Private Limited), Shuttl (Super Highway Labs Pvt. Ltd.), SkedGo Pty Ltd, Splyt Technologies Ltd., Uber Technologies 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 mobility as a service market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global mobility as a service market?

What are the key regional markets?

Which countries represent the most attractive mobility as a service market?

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

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

What is the breakup of the market based on the application platform?

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

What is the competitive structure of the global mobility as a service market?

Who are the key players/companies in the global mobility as a service market?

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