

Mobility as a Service Market Report 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 2024-2032

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Abstracts

The global mobility as a service market size reached US\$ 5.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 50.5 Billion by 2032, exhibiting a growth rate (CAGR) of 26.58% during 2024-2032. The market is experiencing steady growth driven by the growing implementation of stringent regulations associated with sustainable transportation, increasing innovations in ridesharing apps, and rising environmental awareness and the pressing need for sustainability among the masses.

Mobility as a Service Market Trends:

Urbanization and Congestion Mitigation

Metropolitan areas are facing unprecedented challenges related to traffic congestion, pollution, and limited transportation infrastructure. Urban areas are becoming more densely populated, leading to increased traffic on already congested roadways. This phenomenon is creating a pressing need for innovative solutions to alleviate congestion and improve mobility for urban residents. Mobility as a service (MaaS) is emerging as a strategic solution to address these challenges. By offering a comprehensive, integrated approach to transportation, MaaS streamlines the mobility experience for urban dwellers. It combines various transportation modes, including public transit, ridesharing, car rentals, and bike-sharing, into a single platform accessible through mobile apps.

This integration not only provides commuters with more convenient options but also reduces the number of private vehicles on the road, contributing to reduced congestion. Moreover, MaaS encourages the use of public transportation, which is often underutilized in favor of personal vehicles. As more people embrace MaaS platforms, public transit systems experience increased ridership, leading to improved efficiency and reduced traffic congestion. MaaS also promotes the use of shared mobility services, such as carpooling and ridesharing, further reducing the number of vehicles on the road during peak hours.

Advancements in Technology

The rapid advancements in technology, particularly in the realm of mobile applications and connectivity, have played a pivotal role in driving the MaaS market. These technological developments are transforming the way people plan, book, and utilize transportation services, making MaaS more accessible and attractive to a wider audience. Smartphones are becoming ubiquitous, with a vast majority of the population carrying these powerful devices. This widespread adoption is allowing MaaS providers to develop user-friendly mobile applications that serve as central hubs for accessing various transportation options. Users can seamlessly plan multi-modal journeys, book tickets or rides, and make payments through these apps. The real-time data capabilities of modern smartphones are also enhancing the MaaS experience. Users can receive up-to-the-minute information on transit schedules, traffic conditions, and ride availability, enabling them to make informed decisions and reduce waiting times. This real-time data exchange is critical for the successful operation of MaaS systems, as it ensures the reliability and convenience that users demand. Furthermore, the growth of the internet of things (IoT) is facilitating the integration of smart devices with MaaS platforms.

Environmental Concerns and Sustainability

Environmental concerns and the pressing need for sustainability are becoming crucial factors behind the growing demand for MaaS solutions. With the recognition of the adverse impacts of excessive car usage, such as air pollution and greenhouse gas emissions, individuals and governments alike are seeking alternatives that reduce the carbon footprint of transportation.

MaaS promotes sustainability in several ways. It encourages the use of public transportation as a primary mode of commuting. Public transit systems are typically more energy-efficient and emit fewer emissions per passenger mile compared to private vehicles. By making public transit more accessible and user-friendly, MaaS helps

increase its utilization, thereby reducing the number of single-occupancy cars on the road. MaaS platforms integrate various modes of shared mobility, such as ridesharing and carpooling. These services optimize vehicle occupancy, reducing the overall number of vehicles needed for transportation. Fewer vehicles on the road translate to decreased traffic congestion and lower emissions, contributing to cleaner air and a smaller carbon footprint. Additionally, MaaS providers often emphasize the inclusion of electric and hybrid vehicles within their fleets. This shift toward cleaner, more sustainable transportation options aligns with global efforts to combat climate change and reduce the reliance on fossil fuels.

Mobility as a Service Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on service type, transportation type, application platform, and propulsion type.

Breakup by Service Type:

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

Ride-hailing accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the 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.

Breakup by Transportation Type:

- Private
- Public

Private holds the largest share in the industry

A detailed breakup and analysis of the market based on the transportation type have also been provided in the report. This includes private and public. According to the

report, private accounted for the largest market share.

Breakup by Application Platform:

Android
iOS
Others

Android represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the application platform. This includes android, iOS, and others. According to the report, android represented the largest segment.

Breakup by Propulsion Type:

Electric Vehicle
Internal Combustion Engine
Others

Internal combustion engine exhibits a clear dominance in the market

A detailed breakup and analysis of the market based on the propulsion type have also 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.

Breakup by Region:

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

Europe leads the market, accounting for the largest mobility as a service market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which 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 the Middle East and Africa. According to the report, Europe accounted for the largest market share.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market 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.

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 is the impact of each driver, restraint, and opportunity on 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?

Which is the most attractive service type in the mobility as a service market?

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

Which is the most attractive transportation type in the mobility as a service market?

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

Which is the most attractive application platform in the mobility as a service market?

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

Which is the most attractive propulsion type in the mobility as a service market?

What is the competitive structure of the market?

Who are the key players/companies in the global mobility as a service 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 MOBILITY AS A SERVICE MARKET

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

6 MARKET BREAKUP BY SERVICE TYPE

- 6.1 Ride-Hailing
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Ride-Sharing
 - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 Car-Sharing
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Bus/Shuttle Service
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Others
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 MARKET BREAKUP BY TRANSPORTATION TYPE

- 7.1 Private
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Public
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION PLATFORM

- 8.1 Android
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 iOS
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Others
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY PROPULSION TYPE

- 9.1 Electric Vehicle
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Internal Combustion Engine
 - 9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Others

9.3.1 Market Trends

9.3.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

10.1.2 Canada

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

10.2 Asia-Pacific

10.2.1 China

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

10.2.2 Japan

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

10.2.3 India

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

10.2.4 South Korea

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

10.2.5 Australia

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

10.2.6 Indonesia

10.2.6.1 Market Trends

10.2.6.2 Market Forecast

10.2.7 Others

10.2.7.1 Market Trends

10.2.7.2 Market Forecast

10.3 Europe

10.3.1 Germany

10.3.1.1 Market Trends

- 10.3.1.2 Market Forecast
- 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
- 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 11.1 Overview
- 11.2 Drivers
- 11.3 Restraints

11.4 Opportunities

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 Citymapper

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.2 Communauto Inc.

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.3 DiDi Chuxing Technology Co.

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.4 Europcar Mobility Group

15.3.4.1 Company Overview

15.3.4.2 Product Portfolio

15.3.4.3 SWOT Analysis

15.3.5 Gett Inc.

15.3.5.1 Company Overview

15.3.5.2 Product Portfolio

15.3.6 Lyft Inc.

- 15.3.6.1 Company Overview
- 15.3.6.2 Product Portfolio
- 15.3.6.3 Financials
- 15.3.6.4 SWOT Analysis
- 15.3.7 Moovit Inc. (Mobileye Global Inc.)
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
- 15.3.8 Ola Cabs (ANI Technologies Private Limited)
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
- 15.3.9 Shuttl (Super Highway Labs Pvt. Ltd.)
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 SkedGo Pty Ltd
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Splyt Technologies Ltd.
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
- 15.3.12 Uber Technologies Inc.
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio
 - 15.3.12.3 Financials
 - 15.3.12.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Mobility as a Service Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Mobility as a Service Market Forecast: Breakup by Service Type (in Million US\$), 2024-2032

Table 3: Global: Mobility as a Service Market Forecast: Breakup by Transportation Type (in Million US\$), 2024-2032

Table 4: Global: Mobility as a Service Market Forecast: Breakup by Application Platform (in Million US\$), 2024-2032

Table 5: Global: Mobility as a Service Market Forecast: Breakup by Propulsion Type (in Million US\$), 2024-2032

Table 6: Global: Mobility as a Service Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Mobility as a Service Market: Competitive Structure

Table 8: Global: Mobility as a Service Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Mobility as a Service Market: Major Drivers and Challenges
- Figure 2: Global: Mobility as a Service Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Mobility as a Service Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Mobility as a Service Market: Breakup by Service Type (in %), 2023
- Figure 5: Global: Mobility as a Service Market: Breakup by Transportation Type (in %), 2023
- Figure 6: Global: Mobility as a Service Market: Breakup by Application Platform (in %), 2023
- Figure 7: Global: Mobility as a Service Market: Breakup by Propulsion Type (in %), 2023
- Figure 8: Global: Mobility as a Service Market: Breakup by Region (in %), 2023
- Figure 9: Global: Mobility as a Service (Ride-Hailing) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 10: Global: Mobility as a Service (Ride-Hailing) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 11: Global: Mobility as a Service (Ride-Sharing) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 12: Global: Mobility as a Service (Ride-Sharing) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 13: Global: Mobility as a Service (Car-Sharing) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 14: Global: Mobility as a Service (Car-Sharing) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 15: Global: Mobility as a Service (Bus/Shuttle Service) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 16: Global: Mobility as a Service (Bus/Shuttle Service) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 17: Global: Mobility as a Service (Other Service Types) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 18: Global: Mobility as a Service (Other Service Types) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 19: Global: Mobility as a Service (Private) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 20: Global: Mobility as a Service (Private) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Mobility as a Service (Public) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Mobility as a Service (Public) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Mobility as a Service (Android) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Mobility as a Service (Android) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Mobility as a Service (iOS) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Mobility as a Service (iOS) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Mobility as a Service (Other Application Platforms) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Mobility as a Service (Other Application Platforms) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Mobility as a Service (Electric Vehicle) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Mobility as a Service (Electric Vehicle) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Mobility as a Service (Internal Combustion Engine) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Mobility as a Service (Internal Combustion Engine) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Mobility as a Service (Other Propulsion Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Mobility as a Service (Other Propulsion Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: North America: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: North America: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: United States: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: United States: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Canada: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Canada: Mobility as a Service Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 41: Asia-Pacific: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Asia-Pacific: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: China: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: China: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Japan: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Japan: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: India: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: India: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: South Korea: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: South Korea: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Australia: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Australia: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Indonesia: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Indonesia: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Others: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Others: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Europe: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Europe: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Germany: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Germany: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: France: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: France: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: United Kingdom: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: United Kingdom: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Italy: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Italy: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Spain: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Spain: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Russia: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Russia: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Others: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Others: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Latin America: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Latin America: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Brazil: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Brazil: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Mexico: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Mexico: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Others: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Others: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Middle East and Africa: Mobility as a Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Middle East and Africa: Mobility as a Service Market: Breakup by Country (in %), 2023

Figure 83: Middle East and Africa: Mobility as a Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Global: Mobility as a Service Industry: Drivers, Restraints, and Opportunities

Figure 85: Global: Mobility as a Service Industry: Value Chain Analysis

Figure 86: Global: Mobility as a Service Industry: Porter's Five Forces Analysis

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