

South Korea Mobility as a Service Market Size, Share, Trends and Forecast by Service Type, Transportation Type, Application Platform, Propulsion Type, and Region, 2026-2034

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Abstracts

The South Korea mobility as a service market size reached USD 172.6 Million in 2025. Looking forward, the market is expected to reach USD 1,238.6 Million by 2034, exhibiting a growth rate (CAGR) of 23.75% during 2026-2034. The market is gaining momentum as urban commuters increasingly seek integrated, on-demand, and eco-friendly transport solutions. The convergence of ride-hailing, public transit, bike-sharing, and digital payment systems into single platforms is improving convenience and reducing reliance on private vehicles. Advancements in mobile technology and smart infrastructure are further enhancing adoption, contributing to the expanding South Korea mobility as a service market share.

SOUTH KOREA MOBILITY AS A SERVICE MARKET TRENDS:

Integrated Travel Platforms

A key trend propelling the Mobility as a Service (MaaS) market in South Korea is the emergence of integrated travel platforms. These comprehensive applications enable users to plan, book, and pay for an entire trip using various modes of transportation such as buses, subways, taxis, and shared bikes through a single interface. For instance, Korail's travel platform, Korail MaaS, surged to over 5.78 million uses within six months of its June 2024 launch. The app offers real-time train tracking, parking prepayments, and airport bus reservations, with significant increases in rental car bookings and international airline partnerships, enhancing tourist convenience. This seamless connectivity boosts commuter convenience and enhances urban mobility by

decreasing dependence on personal vehicles. The increasing demand for convenient, time-saving options is driving collaboration between public transit authorities and private companies to develop these platforms. Typically, these apps feature real-time tracking, cost comparisons, and route optimization, catering to tech-savvy and environmentally conscious users. As multimodal integration becomes standard, it is anticipated to play a crucial role in accelerating South Korea mobility as a service market growth in the years ahead.

Personalized Mobility Services

The Mobility as a Service (MaaS) sector in South Korea is increasingly focusing on personalized mobility solutions to cater to the changing needs of commuters. Utilizing sophisticated algorithms and user insights, MaaS platforms are now able to suggest customized travel routes, modes of transportation, and departure times that align with individual preferences, daily habits, and real-time conditions. For instance, in September 2023, Tmap Mobility, a South Korean transportation platform, launched an AI-enhanced navigation app that personalizes services like public transit routing and travel bookings. The revamped TMAP combines car and public transport options, including an airport bus and bike-sharing, while expanding offerings for restaurants, hotels, and attractions. Whether a user prioritizes speed, cost efficiency, or eco-friendliness, these systems adjust to provide a tailored experience. This high level of personalization enhances convenience and promotes sustained usage by aligning transport options with users' lifestyles. Moreover, these services have a tendency to evolve, improving their suggestions over time as they learn from ongoing user interactions. As urban areas become increasingly interconnected and travelers look for more efficient solutions, the need for intelligent, consumer-focused mobility planning is anticipated to rise, further driving the innovative growth of South Korea's MaaS market.

SOUTH KOREA MOBILITY AS A SERVICE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. 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 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.

Transportation Type Insights:

Private

Public

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.

Application Platform Insights:

Android

iOS

Others

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

Propulsion Type Insights:

Electric Vehicle

Internal Combustion Engine

Others

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.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), 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 South Korea mobility as a service market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea mobility as a service market on the basis of service type?

What is the breakup of the South Korea mobility as a service market on the basis of transportation type?

What is the breakup of the South Korea mobility as a service market on the basis of application platform?

What is the breakup of the South Korea mobility as a service market on the basis of propulsion type?

What is the breakup of the South Korea mobility as a service market on the basis of region?

What are the various stages in the value chain of the South Korea mobility as a service market?

What are the key driving factors and challenges in the South Korea mobility as a service market?

What is the structure of the South Korea mobility as a service market and who are the key players?

What is the degree of competition in the South Korea mobility as a service market?

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