

# Global Gig Economy Platforms Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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The gig economy refers to a labor market characterized by the prevalence of short-term or freelance work assignments, often facilitated through digital platforms. These platforms connect workers with individuals or businesses seeking their services. Digital platforms like Upwork or Fiverr have been allowing a big number of freelancers (or people with a fulltime job wanting to make extra money) to show their skillset. On the other hand, businesses can choose specialized staff from all over the world. This allows them to afford expensive skills for a short period or to have low recruitment and selection costs as there's a large pool of candidates to choose from. For Gig Economy Platforms, temporary, flexible jobs are commonplace and companies tend toward hiring independent contractors and freelancers instead of full-time employees. A gig Based Business undermines the traditional economy of full-time workers who rarely change positions and instead focus on a lifetime career. Gig work platform sites match people with short-term and ongoing work for organizations in a variety of industries.

The global Gig Economy Platforms market size is projected to grow from US\$ 363880 million in 2024 to US\$ 1354610 million in 2030; it is expected to grow at a CAGR of 24.5% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Gig Economy Platforms Industry Forecast" looks at past sales and reviews total world Gig Economy Platforms sales in 2022, providing a comprehensive analysis by region and market sector of projected Gig Economy Platforms sales for 2023 through 2029. With Gig Economy Platforms sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Gig Economy Platforms industry.

This Insight Report provides a comprehensive analysis of the global Gig Economy Platforms landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Gig Economy Platforms portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Gig Economy Platforms market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Gig Economy Platforms and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Gig Economy Platforms.

Global key players of Gig Economy Platforms include TaskRabbit, BellHops, Guru.com, HopSkipDrive, Freelancer.com, etc. The top five players hold a share over 0.15 %. North America is the largest market, and has a share about 40%, followed by Europe and Asia-Pacific with share 31% and 25%, separately. In terms of product type, APP-based is the largest segment, occupied for a share of 73%. In terms of application, Freelancer has a share about 37 percent.

This report presents a comprehensive overview, market shares, and growth opportunities of Gig Economy Platforms market by product type, application, key players and key regions and countries.

Segmentation by Type:

APP-based

Website-based

Segmentation by Application:

Freelancer

Independent Contractor

Project Worker

Part-Time

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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Korea

Southeast Asia

India

Australia

### Europe

Germany

France

UK

Italy

Russia

### Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

TaskRabbit

BellHops

Guru.com

HopSkipDrive

Freelancer.com

Rover

Upwork

Fiverr

DoorDash

Favor Delivery

Turo

Twago Enterprise

Handy

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Figure 79. Turkey Gig Economy Platforms Market Size 2025-2030 (\$ millions)

Figure 80. GCC Countries Gig Economy Platforms Market Size 2025-2030 (\$ millions)

Figure 81. Global Gig Economy Platforms Market Size Market Share Forecast by Type (2025-2030)

Figure 82. Global Gig Economy Platforms Market Size Market Share Forecast by Application (2025-2030)



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