

# Global Mobility as a Service (MaaS) Market Growth 2019-2024

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## Abstracts

Transportation-as-a-Service (TaaS), also known as Mobility-as-a-Service (MaaS), describes a shift away from personally owned modes of transportation and towards mobility solutions that are consumed as a service. The private automobile has been an intrinsic part of our lives for around a hundred years. But over the last decade, car sharing has gained a very small but growing part of the mobility market. The more recent rise of companies like Uber and Lyft is witness to a more dramatic shift in mobility and car ownership.

Transportation as a service (TaaS) developed rapidly since 2010, and most of top players were established between 2009 and 2013;

Now North America is the largest market, due to the mature and perfect transportation system; Currently, Uber is dominating North America, over 80% market share in the end 2016; and other players like Lyft is developing rapidly these days, when Uber is in trouble. In July 2017, Lyft may occupy for 20% share in United States.

Europe also developed rapidly, several players are dominating the Europe market, like Yandex is dominating Russia, Uber and Gett are dominating UK market, BlaBlaCar is dominating France market, Mytaxi is dominating Germany market; In future, the European local players will keep the leading position.

China now is dominated Didi Chuxing, there are also few small players, gradually expanded their market size through diversified competition, supporting better services.

According to this study, over the next five years the Mobility as a Service (MaaS) market will register a 36.8% CAGR in terms of revenue, the global market size will reach US\$ 158000 million by 2024, from US\$ 24100 million in 2019. In particular, this report presents the global market share (sales and revenue) of key companies in Mobility as a Service (MaaS) business, shared in Chapter 3.

This report presents a comprehensive overview, market shares, and growth opportunities of Mobility as a Service (MaaS) market by product type, application, key manufacturers and key regions and countries.

This study considers the Mobility as a Service (MaaS) value and volume generated from the sales of the following segments:

Segmentation by product type: breakdown data from 2014 to 2019, in Section 2.3; and forecast to 2024 in section 11.7.

Type I

Type II

Segmentation by application: breakdown data from 2014 to 2019, in Section 2.4; and forecast to 2024 in section 11.8.

Below 25 Years Old

25-40 Years Old

Above 40 Years Old

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.

Uber

Didi

Lyft

Gett

Mytaxi(Hailo)

Ola Cabs

BlaBla Car

Careem

Grab Taxi

Kako Taxi

Addison Lee

Meru

Ingogo

Flywheel

Easy Taxi

Gocatch

Via

Yandex Taxi

Lecab

99Taxis

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Mobility as a Service (MaaS) consumption (value & volume) by key regions/countries, product type and application, history data from 2014 to 2018, and forecast to 2024.

To understand the structure of Mobility as a Service (MaaS) market by identifying its various subsegments.

Focuses on the key global Mobility as a Service (MaaS) manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Mobility as a Service (MaaS) with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Mobility as a Service (MaaS) submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their

growth strategies.

## Contents

### **2019-2024 GLOBAL MOBILITY AS A SERVICE (MAAS) CONSUMPTION MARKET REPORT**

#### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Mobility as a Service (MaaS) Consumption 2014-2024
  - 2.1.2 Mobility as a Service (MaaS) Consumption CAGR by Region
- 2.2 Mobility as a Service (MaaS) Segment by Type
  - 2.2.1 Type I
  - 2.2.2 Type II
- 2.3 Mobility as a Service (MaaS) Consumption by Type
  - 2.3.1 Global Mobility as a Service (MaaS) Consumption Market Share by Type (2014-2019)
  - 2.3.2 Global Mobility as a Service (MaaS) Revenue and Market Share by Type (2014-2019)
  - 2.3.3 Global Mobility as a Service (MaaS) Sale Price by Type (2014-2019)
- 2.4 Mobility as a Service (MaaS) Segment by Application
  - 2.4.1 Below 25 Years Old
  - 2.4.2 25-40 Years Old
  - 2.4.3 Above 40 Years Old
- 2.5 Mobility as a Service (MaaS) Consumption by Application
  - 2.5.1 Global Mobility as a Service (MaaS) Consumption Market Share by Application (2014-2019)
  - 2.5.2 Global Mobility as a Service (MaaS) Value and Market Share by Application (2014-2019)
  - 2.5.3 Global Mobility as a Service (MaaS) Sale Price by Application (2014-2019)

### **3 GLOBAL MOBILITY AS A SERVICE (MAAS) BY PLAYERS**

#### 3.1 Global Mobility as a Service (MaaS) Sales Market Share by Players

##### 3.1.1 Global Mobility as a Service (MaaS) Sales by Players (2017-2019)

##### 3.1.2 Global Mobility as a Service (MaaS) Sales Market Share by Players (2017-2019)

#### 3.2 Global Mobility as a Service (MaaS) Revenue Market Share by Players

##### 3.2.1 Global Mobility as a Service (MaaS) Revenue by Players (2017-2019)

##### 3.2.2 Global Mobility as a Service (MaaS) Revenue Market Share by Players (2017-2019)

#### 3.3 Global Mobility as a Service (MaaS) Sale Price by Players

#### 3.4 Global Mobility as a Service (MaaS) Manufacturing Base Distribution, Sales Area, Product Types by Players

##### 3.4.1 Global Mobility as a Service (MaaS) Manufacturing Base Distribution and Sales Area by Players

##### 3.4.2 Players Mobility as a Service (MaaS) Products Offered

#### 3.5 Market Concentration Rate Analysis

##### 3.5.1 Competition Landscape Analysis

##### 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2017-2019)

#### 3.6 New Products and Potential Entrants

#### 3.7 Mergers & Acquisitions, Expansion

### **4 MOBILITY AS A SERVICE (MAAS) BY REGIONS**

#### 4.1 Mobility as a Service (MaaS) by Regions

##### 4.1.1 Global Mobility as a Service (MaaS) Consumption by Regions

##### 4.1.2 Global Mobility as a Service (MaaS) Value by Regions

#### 4.2 Americas Mobility as a Service (MaaS) Consumption Growth

#### 4.3 APAC Mobility as a Service (MaaS) Consumption Growth

#### 4.4 Europe Mobility as a Service (MaaS) Consumption Growth

#### 4.5 Middle East & Africa Mobility as a Service (MaaS) Consumption Growth

### **5 AMERICAS**

#### 5.1 Americas Mobility as a Service (MaaS) Consumption by Countries

##### 5.1.1 Americas Mobility as a Service (MaaS) Consumption by Countries (2014-2019)

##### 5.1.2 Americas Mobility as a Service (MaaS) Value by Countries (2014-2019)

#### 5.2 Americas Mobility as a Service (MaaS) Consumption by Type

#### 5.3 Americas Mobility as a Service (MaaS) Consumption by Application

#### 5.4 United States



5.5 Canada

5.6 Mexico

5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

6.1 APAC Mobility as a Service (MaaS) Consumption by Countries

6.1.1 APAC Mobility as a Service (MaaS) Consumption by Countries (2014-2019)

6.1.2 APAC Mobility as a Service (MaaS) Value by Countries (2014-2019)

6.2 APAC Mobility as a Service (MaaS) Consumption by Type

6.3 APAC Mobility as a Service (MaaS) Consumption by Application

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

7.1 Europe Mobility as a Service (MaaS) by Countries

7.1.1 Europe Mobility as a Service (MaaS) Consumption by Countries (2014-2019)

7.1.2 Europe Mobility as a Service (MaaS) Value by Countries (2014-2019)

7.2 Europe Mobility as a Service (MaaS) Consumption by Type

7.3 Europe Mobility as a Service (MaaS) Consumption by Application

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

7.9 Spain

7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Mobility as a Service (MaaS) by Countries

8.1.1 Middle East & Africa Mobility as a Service (MaaS) Consumption by Countries (2014-2019)

- 8.1.2 Middle East & Africa Mobility as a Service (MaaS) Value by Countries (2014-2019)
- 8.2 Middle East & Africa Mobility as a Service (MaaS) Consumption by Type
- 8.3 Middle East & Africa Mobility as a Service (MaaS) Consumption by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact
- 9.3 Market Trends

## **10 MARKETING, DISTRIBUTORS AND CUSTOMER**

- 10.1 Sales Channel
  - 10.1.1 Direct Channels
  - 10.1.2 Indirect Channels
- 10.2 Mobility as a Service (MaaS) Distributors
- 10.3 Mobility as a Service (MaaS) Customer

## **11 GLOBAL MOBILITY AS A SERVICE (MAAS) MARKET FORECAST**

- 11.1 Global Mobility as a Service (MaaS) Consumption Forecast (2019-2024)
- 11.2 Global Mobility as a Service (MaaS) Forecast by Regions
  - 11.2.1 Global Mobility as a Service (MaaS) Forecast by Regions (2019-2024)
  - 11.2.2 Global Mobility as a Service (MaaS) Value Forecast by Regions (2019-2024)
  - 11.2.3 Americas Consumption Forecast
  - 11.2.4 APAC Consumption Forecast
  - 11.2.5 Europe Consumption Forecast
  - 11.2.6 Middle East & Africa Consumption Forecast
- 11.3 Americas Forecast by Countries
  - 11.3.1 United States Market Forecast
  - 11.3.2 Canada Market Forecast

- 11.3.3 Mexico Market Forecast
- 11.3.4 Brazil Market Forecast
- 11.4 APAC Forecast by Countries
  - 11.4.1 China Market Forecast
  - 11.4.2 Japan Market Forecast
  - 11.4.3 Korea Market Forecast
  - 11.4.4 Southeast Asia Market Forecast
  - 11.4.5 India Market Forecast
  - 11.4.6 Australia Market Forecast
- 11.5 Europe Forecast by Countries
  - 11.5.1 Germany Market Forecast
  - 11.5.2 France Market Forecast
  - 11.5.3 UK Market Forecast
  - 11.5.4 Italy Market Forecast
  - 11.5.5 Russia Market Forecast
  - 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Mobility as a Service (MaaS) Forecast by Type
- 11.8 Global Mobility as a Service (MaaS) Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 Uber
  - 12.1.1 Company Details
  - 12.1.2 Mobility as a Service (MaaS) Product Offered
  - 12.1.3 Uber Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.1.4 Main Business Overview
  - 12.1.5 Uber News
- 12.2 Didi
  - 12.2.1 Company Details
  - 12.2.2 Mobility as a Service (MaaS) Product Offered
  - 12.2.3 Didi Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

#### 12.2.4 Main Business Overview

#### 12.2.5 Didi News

### 12.3 Lyft

#### 12.3.1 Company Details

#### 12.3.2 Mobility as a Service (MaaS) Product Offered

#### 12.3.3 Lyft Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

#### 12.3.4 Main Business Overview

#### 12.3.5 Lyft News

### 12.4 Gett

#### 12.4.1 Company Details

#### 12.4.2 Mobility as a Service (MaaS) Product Offered

#### 12.4.3 Gett Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

#### 12.4.4 Main Business Overview

#### 12.4.5 Gett News

### 12.5 Mytaxi(Hailo)

#### 12.5.1 Company Details

#### 12.5.2 Mobility as a Service (MaaS) Product Offered

#### 12.5.3 Mytaxi(Hailo) Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

#### 12.5.4 Main Business Overview

#### 12.5.5 Mytaxi(Hailo) News

### 12.6 Ola Cabs

#### 12.6.1 Company Details

#### 12.6.2 Mobility as a Service (MaaS) Product Offered

#### 12.6.3 Ola Cabs Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

#### 12.6.4 Main Business Overview

#### 12.6.5 Ola Cabs News

### 12.7 BlaBla Car

#### 12.7.1 Company Details

#### 12.7.2 Mobility as a Service (MaaS) Product Offered

#### 12.7.3 BlaBla Car Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

#### 12.7.4 Main Business Overview

#### 12.7.5 BlaBla Car News

### 12.8 Careem

#### 12.8.1 Company Details

12.8.2 Mobility as a Service (MaaS) Product Offered

12.8.3 Careem Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

12.8.4 Main Business Overview

12.8.5 Careem News

12.9 Grab Taxi

12.9.1 Company Details

12.9.2 Mobility as a Service (MaaS) Product Offered

12.9.3 Grab Taxi Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

12.9.4 Main Business Overview

12.9.5 Grab Taxi News

12.10 Kako Taxi

12.10.1 Company Details

12.10.2 Mobility as a Service (MaaS) Product Offered

12.10.3 Kako Taxi Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

12.10.4 Main Business Overview

12.10.5 Kako Taxi News

12.11 Addison Lee

12.12 Meru

12.13 Ingogo

12.14 Flywheel

12.15 Easy Taxi

12.16 Gocatch

12.17 Via

12.18 Yandex Taxi

12.19 Lecab

12.20 99Taxis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Mobility as a Service (MaaS)

Table Product Specifications of Mobility as a Service (MaaS)

Figure Mobility as a Service (MaaS) Report Years Considered

Figure Market Research Methodology

Figure Global Mobility as a Service (MaaS) Consumption Growth Rate 2014-2024 (K Units)

Figure Global Mobility as a Service (MaaS) Value Growth Rate 2014-2024 (\$ Millions)

Table Mobility as a Service (MaaS) Consumption CAGR by Region 2014-2024 (\$ Millions)

Figure Product Picture of Type I

Table Major Players of Type I

Figure Product Picture of Type II

Table Major Players of Type II

Table Global Consumption Sales by Type (2014-2019)

Table Global Mobility as a Service (MaaS) Consumption Market Share by Type (2014-2019)

Figure Global Mobility as a Service (MaaS) Consumption Market Share by Type (2014-2019)

Table Global Mobility as a Service (MaaS) Revenue by Type (2014-2019) (\$ million)

Table Global Mobility as a Service (MaaS) Value Market Share by Type (2014-2019) (\$ Millions)

Figure Global Mobility as a Service (MaaS) Value Market Share by Type (2014-2019)

Table Global Mobility as a Service (MaaS) Sale Price by Type (2014-2019)

Figure Mobility as a Service (MaaS) Consumed in Below 25 Years Old

Figure Global Mobility as a Service (MaaS) Market: Below 25 Years Old (2014-2019) (K Units)

Figure Global Mobility as a Service (MaaS) Market: Below 25 Years Old (2014-2019) (\$ Millions)

Figure Global Below 25 Years Old YoY Growth (\$ Millions)

Figure Mobility as a Service (MaaS) Consumed in 25-40 Years Old

Figure Global Mobility as a Service (MaaS) Market: 25-40 Years Old (2014-2019) (K Units)

Figure Global Mobility as a Service (MaaS) Market: 25-40 Years Old (2014-2019) (\$ Millions)

Figure Global 25-40 Years Old YoY Growth (\$ Millions)

Figure Mobility as a Service (MaaS) Consumed in Above 40 Years Old

Figure Global Mobility as a Service (MaaS) Market: Above 40 Years Old (2014-2019) (K Units)

Figure Global Mobility as a Service (MaaS) Market: Above 40 Years Old (2014-2019) (\$ Millions)

Figure Global Above 40 Years Old YoY Growth (\$ Millions)

Table Global Consumption Sales by Application (2014-2019)

Table Global Mobility as a Service (MaaS) Consumption Market Share by Application (2014-2019)

Figure Global Mobility as a Service (MaaS) Consumption Market Share by Application (2014-2019)

Table Global Mobility as a Service (MaaS) Value by Application (2014-2019)

Table Global Mobility as a Service (MaaS) Value Market Share by Application (2014-2019)

Figure Global Mobility as a Service (MaaS) Value Market Share by Application (2014-2019)

Table Global Mobility as a Service (MaaS) Sale Price by Application (2014-2019)

Table Global Mobility as a Service (MaaS) Sales by Players (2017-2019) (K Units)

Table Global Mobility as a Service (MaaS) Sales Market Share by Players (2017-2019)

Figure Global Mobility as a Service (MaaS) Sales Market Share by Players in 2017

Figure Global Mobility as a Service (MaaS) Sales Market Share by Players in 2018

Table Global Mobility as a Service (MaaS) Revenue by Players (2017-2019) (\$ Millions)

Table Global Mobility as a Service (MaaS) Revenue Market Share by Players (2017-2019)

Figure Global Mobility as a Service (MaaS) Revenue Market Share by Players in 2017

Figure Global Mobility as a Service (MaaS) Revenue Market Share by Players in 2018

Table Global Mobility as a Service (MaaS) Sale Price by Players (2017-2019)

Figure Global Mobility as a Service (MaaS) Sale Price by Players in 2018

Table Global Mobility as a Service (MaaS) Manufacturing Base Distribution and Sales Area by Players

Table Players Mobility as a Service (MaaS) Products Offered

Table Mobility as a Service (MaaS) Concentration Ratio (CR3, CR5 and CR10) (2017-2019)

Table Global Mobility as a Service (MaaS) Consumption by Regions 2014-2019 (K Units)

Table Global Mobility as a Service (MaaS) Consumption Market Share by Regions 2014-2019

Figure Global Mobility as a Service (MaaS) Consumption Market Share by Regions 2014-2019



Table Global Mobility as a Service (MaaS) Value by Regions 2014-2019 (\$ Millions)

Table Global Mobility as a Service (MaaS) Value Market Share by Regions 2014-2019

Figure Global Mobility as a Service (MaaS) Value Market Share by Regions 2014-2019

Figure Americas Mobility as a Service (MaaS) Consumption 2014-2019 (K Units)

Figure Americas Mobility as a Service (MaaS) Value 2014-2019 (\$ Millions)

Figure APAC Mobility as a Service (MaaS) Consumption 2014-2019 (K Units)

Figure APAC Mobility as a Service (MaaS) Value 2014-2019 (\$ Millions)

Figure Europe Mobility as a Service (MaaS) Consumption 2014-2019 (K Units)

Figure Europe Mobility as a Service (MaaS) Value 2014-2019 (\$ Millions)

Figure Middle East & Africa Mobility as a Service (MaaS) Consumption 2014-2019 (K Units)

Figure Middle East & Africa Mobility as a Service (MaaS) Value 2014-2019 (\$ Millions)

Table Americas Mobility as a Service (MaaS) Consumption by Countries (2014-2019) (K Units)

Table Americas Mobility as a Service (MaaS) Consumption Market Share by Countries (2014-2019)

Figure Americas Mobility as a Service (MaaS) Consumption Market Share by Countries in 2018

Table Americas Mobility as a Service (MaaS) Value by Countries (2014-2019) (\$ Millions)

Table Americas Mobility as a Service (MaaS) Value Market Share by Countries (2014-2019)

Figure Americas Mobility as a Service (MaaS) Value Market Share by Countries in 2018

Table Americas Mobility as a Service (MaaS) Consumption by Type (2014-2019) (K Units)

Table Americas Mobility as a Service (MaaS) Consumption Market Share by Type (2014-2019)

Figure Americas Mobility as a Service (MaaS) Consumption Market Share by Type in 2018

Table Americas Mobility as a Service (MaaS) Consumption by Application (2014-2019) (K Units)

Table Americas Mobility as a Service (MaaS) Consumption Market Share by Application (2014-2019)

Figure Americas Mobility as a Service (MaaS) Consumption Market Share by Application in 2018

Figure United States Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure United States Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Canada Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)



Figure Canada Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Mexico Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Mexico Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Table APAC Mobility as a Service (MaaS) Consumption by Countries (2014-2019) (K Units)

Table APAC Mobility as a Service (MaaS) Consumption Market Share by Countries (2014-2019)

Figure APAC Mobility as a Service (MaaS) Consumption Market Share by Countries in 2018

Table APAC Mobility as a Service (MaaS) Value by Countries (2014-2019) (\$ Millions)

Table APAC Mobility as a Service (MaaS) Value Market Share by Countries (2014-2019)

Figure APAC Mobility as a Service (MaaS) Value Market Share by Countries in 2018

Table APAC Mobility as a Service (MaaS) Consumption by Type (2014-2019) (K Units)

Table APAC Mobility as a Service (MaaS) Consumption Market Share by Type (2014-2019)

Figure APAC Mobility as a Service (MaaS) Consumption Market Share by Type in 2018

Table APAC Mobility as a Service (MaaS) Consumption by Application (2014-2019) (K Units)

Table APAC Mobility as a Service (MaaS) Consumption Market Share by Application (2014-2019)

Figure APAC Mobility as a Service (MaaS) Consumption Market Share by Application in 2018

Figure China Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure China Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Japan Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Japan Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Korea Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Korea Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Southeast Asia Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Southeast Asia Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure India Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure India Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Australia Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Australia Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Table Europe Mobility as a Service (MaaS) Consumption by Countries (2014-2019) (K Units)

Table Europe Mobility as a Service (MaaS) Consumption Market Share by Countries (2014-2019)

Figure Europe Mobility as a Service (MaaS) Consumption Market Share by Countries in 2018

Table Europe Mobility as a Service (MaaS) Value by Countries (2014-2019) (\$ Millions)

Table Europe Mobility as a Service (MaaS) Value Market Share by Countries (2014-2019)

Figure Europe Mobility as a Service (MaaS) Value Market Share by Countries in 2018

Table Europe Mobility as a Service (MaaS) Consumption by Type (2014-2019) (K Units)

Table Europe Mobility as a Service (MaaS) Consumption Market Share by Type (2014-2019)

Figure Europe Mobility as a Service (MaaS) Consumption Market Share by Type in 2018

Table Europe Mobility as a Service (MaaS) Consumption by Application (2014-2019) (K Units)

Table Europe Mobility as a Service (MaaS) Consumption Market Share by Application (2014-2019)

Figure Europe Mobility as a Service (MaaS) Consumption Market Share by Application in 2018

Figure Germany Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Germany Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure France Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure France Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure UK Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure UK Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Italy Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Italy Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Russia Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Russia Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Spain Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Spain Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Table Middle East & Africa Mobility as a Service (MaaS) Consumption by Countries (2014-2019) (K Units)

Table Middle East & Africa Mobility as a Service (MaaS) Consumption Market Share by Countries (2014-2019)

Figure Middle East & Africa Mobility as a Service (MaaS) Consumption Market Share by Countries in 2018

Table Middle East & Africa Mobility as a Service (MaaS) Value by Countries

(2014-2019) (\$ Millions)

Table Middle East & Africa Mobility as a Service (MaaS) Value Market Share by Countries (2014-2019)

Figure Middle East & Africa Mobility as a Service (MaaS) Value Market Share by Countries in 2018

Table Middle East & Africa Mobility as a Service (MaaS) Consumption by Type (2014-2019) (K Units)

Table Middle East & Africa Mobility as a Service (MaaS) Consumption Market Share by Type (2014-2019)

Figure Middle East & Africa Mobility as a Service (MaaS) Consumption Market Share by Type in 2018

Table Middle East & Africa Mobility as a Service (MaaS) Consumption by Application (2014-2019) (K Units)

Table Middle East & Africa Mobility as a Service (MaaS) Consumption Market Share by Application (2014-2019)

Figure Middle East & Africa Mobility as a Service (MaaS) Consumption Market Share by Application in 2018

Figure Egypt Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Egypt Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure South Africa Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure South Africa Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Israel Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Israel Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure Turkey Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure Turkey Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Figure GCC Countries Mobility as a Service (MaaS) Consumption Growth 2014-2019 (K Units)

Figure GCC Countries Mobility as a Service (MaaS) Value Growth 2014-2019 (\$ Millions)

Table Mobility as a Service (MaaS) Distributors List

Table Mobility as a Service (MaaS) Customer List

Figure Global Mobility as a Service (MaaS) Consumption Growth Rate Forecast (2019-2024) (K Units)

Figure Global Mobility as a Service (MaaS) Value Growth Rate Forecast (2019-2024) (\$ Millions)

Table Global Mobility as a Service (MaaS) Consumption Forecast by Countries (2019-2024) (K Units)

Table Global Mobility as a Service (MaaS) Consumption Market Forecast by Regions

Table Global Mobility as a Service (MaaS) Value Forecast by Countries (2019-2024) (\$ Millions)

Table Global Mobility as a Service (MaaS) Value Market Share Forecast by Regions

Figure Americas Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Americas Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure APAC Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure APAC Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Europe Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Europe Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Middle East & Africa Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Middle East & Africa Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure United States Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure United States Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Canada Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Canada Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Mexico Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Mexico Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Brazil Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Brazil Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure China Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure China Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Japan Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Japan Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Korea Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Korea Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Southeast Asia Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Southeast Asia Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure India Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure India Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Australia Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Australia Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Germany Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Germany Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure France Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure France Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure UK Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure UK Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Italy Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)



Figure Italy Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Russia Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Russia Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Spain Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Spain Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Egypt Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Egypt Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure South Africa Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure South Africa Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Israel Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Israel Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure Turkey Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure Turkey Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Figure GCC Countries Mobility as a Service (MaaS) Consumption 2019-2024 (K Units)

Figure GCC Countries Mobility as a Service (MaaS) Value 2019-2024 (\$ Millions)

Table Global Mobility as a Service (MaaS) Consumption Forecast by Type (2019-2024) (K Units)

Table Global Mobility as a Service (MaaS) Consumption Market Share Forecast by Type (2019-2024)

Table Global Mobility as a Service (MaaS) Value Forecast by Type (2019-2024) (\$ Millions)

Table Global Mobility as a Service (MaaS) Value Market Share Forecast by Type (2019-2024)

Table Global Mobility as a Service (MaaS) Consumption Forecast by Application (2019-2024) (K Units)

Table Global Mobility as a Service (MaaS) Consumption Market Share Forecast by Application (2019-2024)

Table Global Mobility as a Service (MaaS) Value Forecast by Application (2019-2024) (\$ Millions)

Table Global Mobility as a Service (MaaS) Value Market Share Forecast by Application (2019-2024)

Table Uber Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Uber Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Uber Mobility as a Service (MaaS) Market Share (2017-2019)

Table Didi Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Didi Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Didi Mobility as a Service (MaaS) Market Share (2017-2019)

Table Lyft Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Lyft Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Lyft Mobility as a Service (MaaS) Market Share (2017-2019)

Table Gett Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Gett Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Gett Mobility as a Service (MaaS) Market Share (2017-2019)

Table Mytaxi(Hailo) Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Mytaxi(Hailo) Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Mytaxi(Hailo) Mobility as a Service (MaaS) Market Share (2017-2019)

Table Ola Cabs Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Ola Cabs Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Ola Cabs Mobility as a Service (MaaS) Market Share (2017-2019)

Table BlaBla Car Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table BlaBla Car Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure BlaBla Car Mobility as a Service (MaaS) Market Share (2017-2019)

Table Careem Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Careem Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Careem Mobility as a Service (MaaS) Market Share (2017-2019)

Table Grab Taxi Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Grab Taxi Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Grab Taxi Mobility as a Service (MaaS) Market Share (2017-2019)

Table Kako Taxi Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kako Taxi Mobility as a Service (MaaS) Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Kako Taxi Mobility as a Service (MaaS) Market Share (2017-2019)

Table Addison Lee Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Meru Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Ingogo Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Flywheel Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Easy Taxi Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Gocatch Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Via Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Yandex Taxi Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Lecab Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table 99Taxis Basic Information, Manufacturing Base, Sales Area and Its Competitors

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