

Global On-demand Home Service App Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global On-demand Home Service App market size is predicted to grow from US\$ 653 million in 2025 to US\$ 1001 million in 2032; it is expected to grow at a CAGR of 6.4% from 2026 to 2032.

An on-demand home service app is a digital platform that allows users to request and receive various home services quickly and conveniently through their smartphones or tablets. These apps connect users with a range of service providers, such as cleaners, plumbers, electricians, and landscapers, who can be booked for immediate or scheduled appointments. By leveraging real-time technology, these apps facilitate seamless transactions, offer transparent pricing, and often include features like service tracking, customer reviews, and secure payment options, making it easier for homeowners to manage and address their needs efficiently.

The global development of on-demand home service app exhibits significant regional imbalances, with their models closely tied to local labor costs, internet penetration, and lifestyles. In North America, these apps are highly mature, primarily focusing on professional task management and home repair services. Users are accustomed to paying for high labor costs, and platforms often adopt an asset-light model that connects independent contractors. The European market is similar, but with a greater emphasis on regulatory compliance and social security for service providers, and adoption is hindered in some countries with high welfare benefits. However, the true growth engine lies in Asia, particularly China and India. These countries, characterized by their vast user bases and abundant labor resources, have spawned super apps that integrate cleaning, repair, and errands, and developed a complex operational model that combines full-time management with crowdsourcing, resulting in fierce competition. In emerging markets like Southeast Asia and Latin America, limited payment and trust

systems mean services are concentrated in densely populated metropolitan areas, primarily focusing on basic errand and delivery services. Overall, the industry is shifting from its early, extensive expansion model to refined operations and regional customization, and continues to reshape consumer habits for home services globally.

LPI (LP Information)' newest research report, the “On-demand Home Service App Industry Forecast” looks at past sales and reviews total world On-demand Home Service App sales in 2025, providing a comprehensive analysis by region and market sector of projected On-demand Home Service App sales for 2026 through 2032. With On-demand Home Service App sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world On-demand Home Service App industry.

This Insight Report provides a comprehensive analysis of the global On-demand Home Service App 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 On-demand Home Service App portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global On-demand Home Service App market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for On-demand Home Service App 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 On-demand Home Service App.

This report presents a comprehensive overview, market shares, and growth opportunities of On-demand Home Service App market by product type, application, key players and key regions and countries.

Segmentation by Type:

Instant Service App

Project Service App

Subscription Service App

Segmentation by Application:

Home Maintenance and Repairs

Cleaning Services

Pest Control

Security Services

Others

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

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.

Thumbtack

TaskRabbit

TaskEasy

Angi

Jobber

Merry Maids

Handy

Neighborly

Justlife

Mobisoft Infotech

Urban Company

Rinse

JD

Knockman

Joboy

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