

# **Carsharing Market Forecasts to 2032 – Global Analysis By Model Type (Free-Floating Carsharing, Station-Based Carsharing (Roundtrip & One-Way), Peer-to-Peer (P2P) Carsharing, Hybrid/Mixed Carsharing and Other Model Types), Vehicle Type (Economy Cars, Luxury Cars, Electric Vehicles (EVs), Hybrid Vehicles, SUVs & Vans and Other Vehicle Types), Booking Type, Payment Mode, Technology, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Carsharing Market is accounted for \$11.5 billion in 2025 and is expected to reach \$47.1 billion by 2032 growing at a CAGR of 22.3% during the forecast period. Carsharing is a short-term vehicle rental model that allows users to access cars on demand without full ownership responsibilities. Operated by private companies or peer-to-peer platforms, it enables individuals to rent vehicles for specific durations, reducing costs associated with maintenance, insurance, and parking. Carsharing promotes urban mobility efficiency by optimizing vehicle usage and reducing congestion. Advancements in digital platforms and smart technology enhance accessibility, making carsharing a flexible and sustainable transportation solution for businesses and individuals.

According to a 2022 report by the European Automobile Manufacturers Association, there were only 374,871 public charging points for electric vehicles in the EU, despite a target of 1 million by 2025.

Market Dynamics:

**Driver:**

Increasing urbanization and population density

As cities experience increasing congestion and limited parking availability, shared mobility solutions offer an efficient alternative to private vehicle ownership. Carsharing enhances transportation flexibility while reducing traffic and environmental impact. Additionally, government initiatives promoting sustainable urban mobility and smart city solutions are fostering adoption. Technological advancements in digital platforms further support seamless booking and vehicle accessibility, fueling market expansion.

**Restraint:**

Limited availability and fleet size in non-urban areas

Rural and suburban regions often lack the demand density required for profitable operations, making fleet expansion economically unfeasible. Service providers must balance coverage optimization with cost efficiency to ensure viability in such locations. Additionally, dependence on a centralized network for vehicle availability poses logistical difficulties, requiring investment in predictive analytics and dynamic fleet management hamper the market growth.

**Opportunity:**

Expansion into corporate and business carsharing

Shared fleets optimize operational expenses while reducing reliance on individual vehicle ownership. Companies are adopting subscription-based models for business travel, offering seamless transportation options while minimizing environmental footprint. Integration of electric and autonomous vehicles within carsharing fleets is further enhancing market prospects, providing energy-efficient and technologically advanced alternatives. Expansion into enterprise mobility is expected to strengthen market growth.

**Threat:**

Intense competition from ride-hailing services

Companies such as Uber and Lyft offer on-demand mobility without the need for vehicle reservations, attracting users seeking instant transportation solutions. The convenience of ride-hailing, coupled with competitive pricing, often makes it a preferred choice over traditional carsharing models. Service providers must innovate by enhancing user experience through real-time vehicle availability, improved pricing strategies, and loyalty incentives to remain competitive in the evolving mobility landscape.

#### Covid-19 Impact:

The pandemic reshape consumer preferences in shared mobility, leading to initial declines in demand due to health and safety concerns. Reduced travel frequency and restrictions impacted market expansion, while disinfecting protocols and hygiene measures became crucial factors for service providers. However, post-pandemic recovery has spurred renewed interest in contactless mobility solutions, with digital reservations and sanitization protocols enhancing user trust.

The free-floating carsharing segment is expected to be the largest during the forecast period

The free-floating carsharing segment is expected to account for the largest market share during the forecast period owing to free-floating carsharing provides users with the flexibility to pick up and drop off vehicles without designated parking stations. This model thrives in urban areas where demand for short-term mobility is high, offering seamless access through app-based reservations. Real-time vehicle availability and convenience make it an attractive alternative to traditional car ownership.

The subscription-based segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the subscription-based segment is predicted to witness the highest growth rate due to users benefit from predictable expenses, eliminating concerns related to insurance, maintenance, and depreciation. Companies are increasingly integrating subscription models into corporate mobility strategies, optimizing employee transportation needs. The growing emphasis on electric vehicle fleets within subscription services is further strengthening market growth, promoting sustainability and affordability.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share fuelled by strong urban infrastructure, tech-driven transportation solutions, and increasing adoption of shared mobility. Government policies supporting emissions reduction and smart transportation initiatives are accelerating investment in carsharing services. Rising consumer preference for flexible mobility alternatives further cements North America's dominant market position.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid urbanization, congestion issues, and evolving smart city developments. Governments are actively promoting shared mobility to mitigate traffic concerns and reduce emissions. Countries such as China, India, and Japan are making significant strides in carsharing infrastructure, with strong investments. The increasing focus on electric and autonomous vehicle integration in carsharing fleets is contributing to regional market acceleration.

Key players in the market

Some of the key players in Carsharing Market include Communauto, Ekar, Getaround, GIG Car Share, GoCar, GreenMobility, Hertz 24/7, Lyft Rentals, Maven, MiiMove, Share Now, Ubeeqo, Uber Carshare, Wible, Zipcar and Zoomcar.

Key Developments:

In April 2025, Communauto announced a significant expansion of its carsharing service in Montreal and Longueuil, adding 700 vehicles across the region. The initiative aims to meet the growing demand for sustainable transportation options.

In April 2025, Lyft announced the acquisition of mobility platform FreeNow from BMW and Mercedes-Benz for approximately \$198.4 million. The acquisition aims to expand Lyft's presence in the European market, nearly doubling its addressable market.

In February 2025, Getaround announced plans to commence an orderly wind-down of its U.S. business operations, including its car-share and HyreCar businesses. The decision was made due to ongoing liquidity challenges, despite significant profitability improvements and restructuring efforts.

Model Types Covered:

Free-Floating Carsharing

Station-Based Carsharing (Roundtrip & One-Way)

Peer-to-Peer (P2P) Carsharing

Hybrid/Mixed Carsharing

Other Model Types

#### Vehicle Types Covered:

Economy Cars

Luxury Cars

Electric Vehicles (EVs)

Hybrid Vehicles

SUVs & Vans

Other Vehicle Types

#### Booking Types Covered:

Online Booking

Offline Booking

#### Payment Modes Covered:

Pay-Per-Use

Subscription-Based

Hourly Rental

Distance-Based Pricing

Other Payment Modes

Technologies Covered:

App-Based

Telematics-Based

Web-Based Platforms

IoT-Integrated Services

Applications Covered:

Urban Transport

Intercity Travel

Airport Transport

Commute

Leisure & Tourism

Other Applications

End Users Covered:

Business/Corporate Users

Government Organizations

Tourists & Occasional Users

Private Users

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations

- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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