+357 96 030922
info@marketpublishers.com

Mobility as a Service (MaaS) Tech Market Forecasts to 2032 - Global Analysis By Service Type (Ride-Hailing, Car Sharing, Micromobility and Public Transit), Transportation Mode, Business Model, Application and By Geography

https://marketpublishers.com/r/ME9BBB5B20FBEN.html
Date: January 2026
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: ME9BBB5B20FBEN

Abstracts

According to Stratistics MRC, the Global Mobility as a Service (MaaS) Tech Market is accounted for $844.54 billion in 2025 and is expected to reach $1820.83 billion by 2032 growing at a CAGR of 11.6% during the forecast period. Mobility as a Service (MaaS) is revolutionizing city travel by combining various transportation options?like public transit, ride-hailing, cycling, and car-sharing?into a unified digital interface. Users can effortlessly plan, reserve, and pay for entire trips through a single app, improving overall convenience and travel efficiency. By utilizing AI, real-time information, and predictive analytics, MaaS optimizes routes, cuts travel times, and eases congestion while supporting eco-friendly mobility. Increasingly, governments, tech firms, and transit agencies are collaborating to deploy MaaS systems, addressing urban transport issues and fostering smarter, more integrated, and sustainable mobility solutions for modern cities.

According to a University of Maryland Eastern Shore study on user preferences for Mobility as a Service (MaaS), 50% of participants preferred MaaS products requiring no walking or less than a quarter-mile walking distance.

Market Dynamics:

Driver:

Increasing urbanization and traffic congestion

+357 96 030922
info@marketpublishers.com

The rapid growth of urban populations is putting immense pressure on city transport systems, leading to severe traffic congestion. MaaS provides integrated mobility solutions that streamline travel, reduce dependency on personal vehicles, and improve public transport efficiency. Urban commuters increasingly demand flexible, cost-effective, and time-saving transport options. The proliferation of smartphones and connected applications allows users to plan and manage trips in real time. As cities continue to expand, governments, private operators, and transit authorities are turning to MaaS technologies to develop smarter, sustainable, and efficient transportation networks that can meet growing urban mobility demands.

Restraint:

Data privacy and security concerns

A major challenge for MaaS adoption is safeguarding user data and ensuring cybersecurity. Integrating multiple mobility services requires collecting personal, location, and financial information, making platforms vulnerable to breaches or misuse. Such risks can erode consumer confidence and slow market growth. Compliance with regulations like GDPR and local privacy laws adds operational complexity. MaaS providers must implement robust security measures and transparent data practices to protect sensitive information. Persistent threats from hacking, unauthorized access, and data exploitation continue to pose significant barriers, making privacy and security concerns one of the main restraints on the global MaaS technology market.

Opportunity:

Expansion of smart cities and urban mobility solutions

The rise of smart city initiatives worldwide presents a major growth opportunity for MaaS technologies. Urban planners focusing on connected infrastructure, intelligent transport systems, and data-driven mobility solutions benefit from integrated MaaS platforms that streamline multiple transport modes. Investments in digital ticketing, IoT-enabled transit, and smart traffic management support seamless travel experiences and reduce congestion. By improving commuter convenience and promoting sustainable urban transportation, MaaS platforms are positioned as key components in modern mobility ecosystems. Expanding smart city projects globally provide an ideal environment for MaaS adoption, driving technological integration and transforming urban travel.

+357 96 030922
info@marketpublishers.com

Threat:

Technological disruptions and system failures

MaaS platforms? reliance on AI, IoT, cloud systems, and digital infrastructure makes them susceptible to technical disruptions and cyber threats. System outages, software errors, or compatibility problems with multiple transport providers can interrupt services and erode user confidence. Rapid technology shifts may render existing platforms outdated, necessitating continuous upgrades. Cyberattacks, data breaches, or downtime can damage brand reputation and deter users. These technological vulnerabilities and operational disruptions constitute significant threats to the MaaS market, potentially affecting service reliability, user retention, and overall operational efficiency across regions and transport networks.

Covid-19 Impact:

The COVID-19 crisis profoundly affected the MaaS industry by reshaping travel behavior and reducing reliance on public transit. Lockdowns, social distancing, and travel restrictions caused significant drops in commuter demand, impacting MaaS revenue. Conversely, the pandemic boosted the use of digital booking systems, contactless payments, and private mobility services like ride-sharing and e-bikes to reduce virus exposure. It emphasized the importance of adaptable, technology-enabled, and safe transportation solutions, pushing MaaS providers to rethink and innovate their services. Consequently, the pandemic both exposed market vulnerabilities and accelerated opportunities for growth and transformation within the global MaaS ecosystem.

The ride-hailing segment is expected to be the largest during the forecast period

The ride-hailing segment is expected to account for the largest market share during the forecast period due to its ease of use, adaptability, and popularity in cities. Users increasingly favor on-demand travel options that eliminate the need for private cars and enable convenient, direct journeys. Integrated into MaaS platforms, ride-hailing provides real-time trip planning, dynamic fare systems, and route optimization, improving overall mobility experience. Strong partnerships between ride-hailing companies and public or private transport operators further strengthen this segment?s position. With rising urban populations and growing demand for flexible, efficient transportation, ride-hailing continues to lead the MaaS market, serving as a cornerstone of modern mobility solutions.

+357 96 030922
info@marketpublishers.com

The private segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the private segment is predicted to witness the highest growth rate due to rising demand for convenient, flexible, and personalized travel options. Services such as ride-hailing, car-sharing, and subscription-based premium mobility enable users to tailor journeys to their schedules and preferences. Integration with MaaS platforms, AI-driven route planning, and secure digital payment systems further boost the appeal of private mobility. Strategic collaborations between private operators and MaaS providers enhance service reach and adoption. As urban commuters increasingly prefer on-demand, efficient, and safe transportation, the private segment exhibits the highest growth rate, surpassing public transport growth within the MaaS market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to its robust technological ecosystem, extensive smartphone use, and early adoption of integrated mobility solutions. Leading ride-hailing, car-sharing, and micromobility operators, combined with collaborative public-private initiatives, have advanced MaaS deployment in urban areas. Consumers increasingly seek app-based, flexible, and on-demand transportation options, driving market expansion. Government support, smart city investments, and the integration of AI, IoT, and data-driven mobility services further reinforce the region?s dominance. North America?s focus on innovation, convenience, and sustainable urban transport solidifies its position as the primary contributor to the global MaaS market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to accelerated urbanization, increasing smartphone use, and strong demand for flexible, on-demand mobility solutions. Ride-hailing, car-sharing, and micro-mobility services are increasingly incorporated into integrated MaaS platforms, improving convenience and accessibility. Government initiatives supporting smart city development, digital transport infrastructure, and sustainable mobility further drive market expansion. Coupled with a large urban population and significant investments from private mobility operators, the Asia-Pacific region demonstrates rapid adoption. Its vibrant, technology-driven urban mobility landscape makes it the fastest-growing global market for MaaS technologies.

+357 96 030922
info@marketpublishers.com

Key players in the market

Some of the key players in Mobility as a Service (MaaS) Tech Market include ANI Technologies Private Limited, Beep, Inc., Bird Rides, Inc., Bolt Technology O?, Cubic Corporation, Grab Holdings Limited, Lyft, Inc., Uber Technologies, Inc., Via Transportation, Inc., BlaBlaCar (Comuto SA), Siemens AG, SkedGo Pty Limited, Trafi Ltd., Ridecell, Inc. and Moovit Inc.

Key Developments:

In September 2025, Beep, Inc and ADASTEC announced a formal partnership to accelerate the safe deployment of shared autonomous transportation at scale.Through this alliance, the companies will combine Beep's expertise in planning, deploying, integrating, and operating autonomous mobility networks with ADASTEC's advanced automated driving system (ADS) technology and OEM partnerships.

In August 2025, Lyft Inc. and Uber Technologies Inc. agreed to back a state-supervised way for California drivers to unionize and collectively bargain on industry-wide pay and benefit guarantees, under a new legislative deal that provides the companies relief on insurance costs.

In September 2023, Bird Global, Inc. announced it has acquired shared electric bike and scooter operator Skinny Labs, Inc, from Berlin-based TIER Mobility. The transaction makes Bird the largest micromobility operator in North America by market share1 and is expected to be immediately accretive to earnings.

Service Types Covered:

- Ride-Hailing
- Car Sharing
- Micromobility
- Public Transit

Transportation Modes Covered:

+357 96 030922
info@marketpublishers.com

Private

Public

Business Models Covered:

B2B (Enterprise Mobility Solutions)

B2C (Consumer MaaS Platforms)

P2P (Peer-to-Peer Sharing Models)

Applications Covered:

Mobile

Web

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

+357 96 030922
info@marketpublishers.com

- 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

+357 96 030922
info@marketpublishers.com

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

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

10 KEY DEVELOPMENTS

11 COMPANY PROFILING

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Mobility as a Service (MaaS) Tech Market Forecasts to 2032 - Global Analysis By Service Type (Ride-Hailing, Car Sharing, Micromobility and Public Transit), Transportation Mode, Business Model, Application and By Geography

Product link: https://marketpublishers.com/r/ME9BBB5B20FBEN.html

Price: US$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/ME9BBB5B20FBEN.html