

Mobility-as-a-Service Market Forecasts to 2034 – Global Analysis By Service Type (Ride Hailing, Ride Sharing/Carpooling, Car Sharing, Bike Sharing, Scooter Sharing, Public Transport Services, Taxi Services, Micro-Mobility Services, and Multimodal Journey Planning Services), Solution, Business Model, Payment Model, Application, End User, and By Geography

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Abstracts

According to Statistics MRC, the Global Mobility-as-a-Service Market is accounted for \$378.2 billion in 2026 and is expected to reach \$5,331.7 billion by 2034 growing at a CAGR of 39.2% during the forecast period. Mobility-as-a-Service (MaaS) is a transformative approach to transportation that integrates various forms of transport services into a single, accessible on-demand mobility platform. MaaS enables users to plan, book, and pay for multiple types of mobility services including ride hailing, ride sharing and carpooling, car sharing, bike sharing, scooter sharing, public transport services, taxi services, micro-mobility services, and multimodal journey planning through a unified digital interface. The market encompasses solutions including journey planning, booking and ticketing, payment and billing, navigation and route optimization, mobility analytics, and fleet management. Growing urbanization, increasing demand for sustainable and convenient transportation, rising smartphone penetration, and government initiatives promoting shared mobility are key drivers of market expansion across all regions.

Market Dynamics:

Driver:

Increasing urbanization and demand for sustainable transportation solutions

The rapid growth of urban populations and increasing congestion in cities worldwide are primary drivers for the Mobility-as-a-Service market. Urban residents are seeking alternatives to private vehicle ownership that offer convenience, cost savings, and environmental benefits. MaaS platforms integrate multiple mobility options, enabling seamless multimodal journeys that reduce reliance on private cars. The growing emphasis on sustainability and reducing carbon emissions is driving government support for shared mobility solutions. As cities implement policies to discourage private vehicle use and promote sustainable transport, MaaS adoption continues growing, supporting sustained market expansion across urban centers globally.

Restraint:

Integration challenges and regulatory barriers

The significant challenges associated with integrating diverse mobility services into unified platforms and navigating complex regulatory environments represent a major restraint for the MaaS market. Integrating multiple service providers with different booking systems, payment methods, and data formats requires substantial technical investment. Regulatory frameworks for ride-hailing, car sharing, and micro-mobility vary across cities and regions, creating compliance complexity. Data privacy and sharing concerns affect collaboration between public and private mobility providers. Public transport integration requires government cooperation. These integration and regulatory challenges may slow MaaS deployment, particularly in regions with fragmented mobility markets.

Opportunity:

Integration with autonomous vehicles and electric mobility

The growing adoption of autonomous vehicles and electric mobility presents significant opportunities for MaaS market expansion. Autonomous ride-hailing and on-demand shuttles will reduce operational costs and expand service availability. Electric scooters, bikes, and vehicles align with sustainability goals and offer lower operating costs. Integration of autonomous and electric fleets with MaaS platforms will enable new service models including dynamic route optimization and automated fleet management.

As autonomous and electric mobility technologies mature, MaaS platforms incorporating these innovations capture growing market share, expanding service capabilities and addressable markets.

Threat:

Competition from established transportation providers

Competition from established transportation providers including traditional taxi companies, public transport operators, and ride-hailing platforms poses significant threats to the MaaS market. Major ride-hailing companies are expanding into multimodal offerings. Public transport authorities are developing their own digital platforms. Traditional taxi services are adopting mobile booking capabilities. Technology companies are entering mobility services. This competition may limit market share for pure-play MaaS providers and affect market consolidation. Established players with existing customer bases may capture significant MaaS market share.

Covid-19 Impact:

The COVID-19 pandemic had a significant impact on the MaaS market. Initial disruptions included reduced travel, lockdowns, and declining shared mobility usage due to health concerns. Ride-hailing and car sharing experienced significant declines. However, the pandemic increased interest in active mobility including bike and scooter sharing for short trips. Public transport ridership declined but recovered gradually. The pandemic accelerated digitalization and contactless payment adoption. Post-pandemic, shared mobility usage recovered, with growing interest in multimodal solutions and sustainable transport.

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, driven by the widespread adoption of ride-hailing services globally, established user bases, and continuous service expansion. Ride hailing offers on-demand transportation with convenience, cost transparency, and flexibility, appealing to diverse user demographics. The segment benefits from extensive market presence of major ride-hailing platforms and continuous investment in service expansion. Integration with MaaS platforms enhances multimodal connectivity. Growing user acceptance and expanding service availability maintain ride hailing as the largest service type segment throughout the forecast period.

The Fleet Management Solutions segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Fleet Management Solutions segment is predicted to witness the highest growth rate, fueled by the expansion of shared mobility fleets, increasing emphasis on operational efficiency, and growing adoption of telematics and IoT technologies. Fleet management solutions enable service providers to optimize vehicle utilization, reduce operational costs, improve maintenance scheduling, and enhance driver and passenger safety. The segment benefits from the scaling of ride-hailing and car sharing fleets requiring sophisticated management. As shared mobility services expand and fleet sizes grow, fleet management solutions deliver the fastest segment growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by early adoption of ride-hailing and shared mobility services, strong technology infrastructure, and established MaaS platforms. The United States leads regional growth with major ride-hailing and mobility platform presence. High smartphone penetration and consumer acceptance of digital mobility services drive adoption. Innovative transportation solutions and government support for mobility innovation support market growth. As shared mobility adoption continues and MaaS platforms expand, North America maintains its 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, growing middle-class populations, increasing smartphone adoption, and rising demand for convenient, affordable transportation across countries including China, India, Southeast Asia, and Japan. The region's large and growing urban populations create substantial demand for shared mobility solutions. Rapid digital adoption and mobile-first populations support MaaS platform growth. Government initiatives promoting sustainable transportation and reducing congestion accelerate adoption. As urban mobility needs evolve and MaaS solutions become more accessible, Asia Pacific delivers the fastest Mobility-as-a-Service market growth globally.

Key players in the market

Some of the key players in Mobility-as-a-Service Market include Uber Technologies, Inc., Lyft, Inc., BlaBlaCar, FreeNow, Moovit, MaaS Global Ltd. (Whim), Citymapper, Via Transportation, Inc., Bolt Technology O?, Grab Holdings Limited, DiDi Global Inc., Cabify, Ola Consumer, TomTom N.V., Siemens Mobility GmbH, and Cubic Transportation Systems.

Key Developments:

In July 2026, BlaBlaCar announced a major global expansion into 20 new countries across Southeast Asia, Latin America, Europe, and North Africa, extending its carpooling platform to 41 international markets following 47% annual user growth in India.

In June 2026, Uber Technologies and UK-based autonomous technology company Wayve announced a strategic partnership to deploy self-driving vehicles on the Uber rideshare platform across the United Kingdom.

In May 2026, Grab expanded its AI-powered route optimization capabilities across Southeast Asia to optimize dynamic dispatching, shorten travel times, and improve rider routing accuracy.

In March 2026, Via launched AI-powered journey planning within its Citymapper platform, providing commuters with personalized route suggestions and dynamic summaries comparing speed, cost, and disruption risks.

Service Types Covered:

Ride Hailing

Ride Sharing / Carpooling

Car Sharing

Bike Sharing

Scooter Sharing

Public Transport Services

Taxi Services

Micro-Mobility Services

Multimodal Journey Planning Services

Solutions Covered:

Journey Planning Solutions

Booking and Ticketing Solutions

Payment and Billing Solutions

Navigation and Route Optimization Solutions

Mobility Analytics Solutions

Fleet Management Solutions

Business Models Covered:

Business-to-Consumer (B2C)

Business-to-Business (B2B)

Business-to-Government (B2G)

Payment Models Covered:

Pay-as-you-Go

Subscription-Based

Membership-Based

Corporate Mobility Plans

Applications Covered:

Personal Mobility

Daily Commuting

Corporate Mobility

Airport Mobility

Tourism and Leisure

First-Mile and Last-Mile Connectivity

End Users Covered:

Individual Users

Enterprises

Government and Public Authorities

Mobility Operators

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL MOBILITY-AS-A-SERVICE MARKET, BY SERVICE TYPE

- 5.1 Ride Hailing
- 5.2 Ride Sharing / Carpooling
- 5.3 Car Sharing
- 5.4 Bike Sharing
- 5.5 Scooter Sharing
- 5.6 Public Transport Services
- 5.7 Taxi Services
- 5.8 Micro-Mobility Services
- 5.9 Multimodal Journey Planning Services

6 GLOBAL MOBILITY-AS-A-SERVICE MARKET, BY SOLUTION

- 6.1 Journey Planning Solutions
- 6.2 Booking and Ticketing Solutions
- 6.3 Payment and Billing Solutions
- 6.4 Navigation and Route Optimization Solutions
- 6.5 Mobility Analytics Solutions
- 6.6 Fleet Management Solutions

7 GLOBAL MOBILITY-AS-A-SERVICE MARKET, BY BUSINESS MODEL

- 7.1 Business-to-Consumer (B2C)
- 7.2 Business-to-Business (B2B)
- 7.3 Business-to-Government (B2G)

8 GLOBAL MOBILITY-AS-A-SERVICE MARKET, BY PAYMENT MODEL

- 8.1 Pay-as-you-Go
- 8.2 Subscription-Based
- 8.3 Membership-Based
- 8.4 Corporate Mobility Plans

9 GLOBAL MOBILITY-AS-A-SERVICE MARKET, BY APPLICATION

- 9.1 Personal Mobility
- 9.2 Daily Commuting
- 9.3 Corporate Mobility
- 9.4 Airport Mobility
- 9.5 Tourism and Leisure
- 9.6 First-Mile and Last-Mile Connectivity

10 GLOBAL MOBILITY-AS-A-SERVICE MARKET, BY END USER

- 10.1 Individual Users
- 10.2 Enterprises
- 10.3 Government and Public Authorities
- 10.4 Mobility Operators

11 GLOBAL MOBILITY-AS-A-SERVICE MARKET, BY GEOGRAPHY

- 11.1 North America
 - 11.1.1 United States
 - 11.1.2 Canada
 - 11.1.3 Mexico
- 11.2 Europe
 - 11.2.1 United Kingdom
 - 11.2.2 Germany
 - 11.2.3 France
 - 11.2.4 Italy
 - 11.2.5 Spain
 - 11.2.6 Netherlands
 - 11.2.7 Belgium
 - 11.2.8 Sweden
 - 11.2.9 Switzerland
 - 11.2.10 Poland
 - 11.2.11 Rest of Europe
- 11.3 Asia Pacific
 - 11.3.1 China
 - 11.3.2 Japan
 - 11.3.3 India
 - 11.3.4 South Korea
 - 11.3.5 Australia

- 11.3.6 Indonesia
- 11.3.7 Thailand
- 11.3.8 Malaysia
- 11.3.9 Singapore
- 11.3.10 Vietnam
- 11.3.11 Rest of Asia Pacific
- 11.4 South America
 - 11.4.1 Brazil
 - 11.4.2 Argentina
 - 11.4.3 Colombia
 - 11.4.4 Chile
 - 11.4.5 Peru
 - 11.4.6 Rest of South America
- 11.5 Rest of the World (RoW)
 - 11.5.1 Middle East
 - 11.5.1.1 Saudi Arabia
 - 11.5.1.2 United Arab Emirates
 - 11.5.1.3 Qatar
 - 11.5.1.4 Israel
 - 11.5.1.5 Rest of Middle East
 - 11.5.2 Africa
 - 11.5.2.1 South Africa
 - 11.5.2.2 Egypt
 - 11.5.2.3 Morocco
 - 11.5.2.4 Rest of Africa

12 STRATEGIC MARKET INTELLIGENCE

- 12.1 Industry Value Network and Supply Chain Assessment
- 12.2 White-Space and Opportunity Mapping
- 12.3 Product Evolution and Market Life Cycle Analysis
- 12.4 Channel, Distributor, and Go-to-Market Assessment

13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 13.1 Mergers and Acquisitions
- 13.2 Partnerships, Alliances, and Joint Ventures
- 13.3 New Product Launches and Certifications
- 13.4 Capacity Expansion and Investments

13.5 Other Strategic Initiatives

14 COMPANY PROFILES

14.1 Uber Technologies, Inc.

14.2 Lyft, Inc.

14.3 BlaBlaCar

14.4 FreeNow

14.5 Moovit

14.6 MaaS Global Ltd. (Whim)

14.7 Citymapper

14.8 Via Transportation, Inc.

14.9 Bolt Technology O?

14.10 Grab Holdings Limited

14.11 DiDi Global Inc.

14.12 Cabify

14.13 Ola Consumer

14.14 TomTom N.V.

14.15 Siemens Mobility GmbH

14.16 Cubic Transportation Systems

List Of Tables

LIST OF TABLES

Table 1 Global Mobility-as-a-Service Market Outlook, By Region (2023–2034) (\$MN)

Table 2 Global Mobility-as-a-Service Market Outlook, By Service Type (2023–2034) (\$MN)

Table 3 Global Mobility-as-a-Service Market Outlook, By Ride Hailing (2023–2034) (\$MN)

Table 4 Global Mobility-as-a-Service Market Outlook, By Ride Sharing / Carpooling (2023–2034) (\$MN)

Table 5 Global Mobility-as-a-Service Market Outlook, By Car Sharing (2023–2034) (\$MN)

Table 6 Global Mobility-as-a-Service Market Outlook, By Bike Sharing (2023–2034) (\$MN)

Table 7 Global Mobility-as-a-Service Market Outlook, By Scooter Sharing (2023–2034) (\$MN)

Table 8 Global Mobility-as-a-Service Market Outlook, By Public Transport Services (2023–2034) (\$MN)

Table 9 Global Mobility-as-a-Service Market Outlook, By Taxi Services (2023–2034) (\$MN)

Table 10 Global Mobility-as-a-Service Market Outlook, By Micro-Mobility Services (2023–2034) (\$MN)

Table 11 Global Mobility-as-a-Service Market Outlook, By Multimodal Journey Planning Services (2023–2034) (\$MN)

Table 12 Global Mobility-as-a-Service Market Outlook, By Solution (2023–2034) (\$MN)

Table 13 Global Mobility-as-a-Service Market Outlook, By Journey Planning Solutions (2023–2034) (\$MN)

Table 14 Global Mobility-as-a-Service Market Outlook, By Booking and Ticketing Solutions (2023–2034) (\$MN)

Table 15 Global Mobility-as-a-Service Market Outlook, By Payment and Billing Solutions (2023–2034) (\$MN)

Table 16 Global Mobility-as-a-Service Market Outlook, By Navigation and Route Optimization Solutions (2023–2034) (\$MN)

Table 17 Global Mobility-as-a-Service Market Outlook, By Mobility Analytics Solutions (2023–2034) (\$MN)

Table 18 Global Mobility-as-a-Service Market Outlook, By Fleet Management Solutions (2023–2034) (\$MN)

Table 19 Global Mobility-as-a-Service Market Outlook, By Business Model (2023–2034)

(\$MN)

Table 20 Global Mobility-as-a-Service Market Outlook, By Business-to-Consumer (B2C) (2023–2034) (\$MN)

Table 21 Global Mobility-as-a-Service Market Outlook, By Business-to-Business (B2B) (2023–2034) (\$MN)

Table 22 Global Mobility-as-a-Service Market Outlook, By Business-to-Government (B2G) (2023–2034) (\$MN)

Table 23 Global Mobility-as-a-Service Market Outlook, By Payment Model (2023–2034) (\$MN)

Table 24 Global Mobility-as-a-Service Market Outlook, By Pay-as-you-Go (2023–2034) (\$MN)

Table 25 Global Mobility-as-a-Service Market Outlook, By Subscription-Based (2023–2034) (\$MN)

Table 26 Global Mobility-as-a-Service Market Outlook, By Membership-Based (2023–2034) (\$MN)

Table 27 Global Mobility-as-a-Service Market Outlook, By Corporate Mobility Plans (2023–2034) (\$MN)

Table 28 Global Mobility-as-a-Service Market Outlook, By Application (2023–2034) (\$MN)

Table 29 Global Mobility-as-a-Service Market Outlook, By Personal Mobility (2023–2034) (\$MN)

Table 30 Global Mobility-as-a-Service Market Outlook, By Daily Commuting (2023–2034) (\$MN)

Table 31 Global Mobility-as-a-Service Market Outlook, By Corporate Mobility (2023–2034) (\$MN)

Table 32 Global Mobility-as-a-Service Market Outlook, By Airport Mobility (2023–2034) (\$MN)

Table 33 Global Mobility-as-a-Service Market Outlook, By Tourism and Leisure (2023–2034) (\$MN)

Table 34 Global Mobility-as-a-Service Market Outlook, By First-Mile and Last-Mile Connectivity (2023–2034) (\$MN)

Table 35 Global Mobility-as-a-Service Market Outlook, By End User (2023–2034) (\$MN)

Table 36 Global Mobility-as-a-Service Market Outlook, By Individual Users (2023–2034) (\$MN)

Table 37 Global Mobility-as-a-Service Market Outlook, By Enterprises (2023–2034) (\$MN)

Table 38 Global Mobility-as-a-Service Market Outlook, By Government and Public Authorities (2023–2034) (\$MN)

Table 39 Global Mobility-as-a-Service Market Outlook, By Mobility Operators

(2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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