

Mobility-Experience Personalization Market Forecasts to 2034 – Global Analysis By Personalization Type (In-Vehicle UX Personalization, App-Based Mobility Services, Fleet Experience Personalization, Shuttle & Campus Experience Personalization and Micro-Mobility Experience Personalization), Technology Enabler, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Mobility?Experience Personalization Market is accounted for \$80.0 billion in 2026 and is expected to reach \$228.2 billion by 2034 growing at a CAGR of 14.0% during the forecast period. Mobility-Experience Personalization involves leveraging advanced analytics, artificial intelligence, and connected systems to customize transport services based on each traveler's unique needs and habits. Through evaluation of journey records, live location inputs, spending behavior, and user feedback, mobility solutions can suggest suitable routes, vehicle preferences, fare models, and onboard features. Tailored alerts, adaptive digital interfaces, and flexible membership plans further elevate overall satisfaction. This strategy enhances convenience, optimizes travel efficiency, and fosters stronger user engagement for mobility operators. With the growth of integrated smart transport ecosystems, personalization is emerging as a crucial factor in delivering smooth, efficient, and highly individualized travel solutions.

According to McKinsey & Company, connected-car data monetization could generate up to \$750 billion in value by 2030, with personalization being a key lever for customer experience and loyalty. This includes tailored insurance, predictive maintenance, and personalized infotainment services, all of which directly tie into mobility-experience personalization.

Market Dynamics:**Driver:**

Rising adoption of artificial intelligence and data analytics

Growing implementation of AI technologies and sophisticated analytics solutions is significantly propelling the Mobility-Experience Personalization Market. Service operators use intelligent systems to interpret commuter habits, trip history, timing preferences, and transaction data instantly. These insights support tailored route suggestions, flexible fare structures, and individualized travel arrangements. Advanced algorithms further assist in predicting demand and refining fleet deployment strategies. With expanding digital mobility infrastructure, converting large volumes of transport data into meaningful intelligence strengthens performance outcomes and user engagement.

Restraint:

High implementation and integration costs

Elevated deployment and system integration expenses act as a key obstacle within the mobility personalization sector. Establishing sophisticated analytics platforms requires significant spending on digital infrastructure, intelligent software, connected hardware, and cybersecurity safeguards. Aligning modern technologies with outdated transport systems often presents technical complications and additional financial strain. Smaller mobility providers may struggle to secure adequate funding or specialized talent. Continuous upgrades, data storage, and operational support amplify total expenditure over time. Consequently, high capital requirements and complex integration processes discourage widespread adoption and delay expansion of customized mobility services across various regional markets.

Opportunity:

Expansion of mobility-as-a-service platforms

The continuing development of Mobility-as-a-Service ecosystems opens promising avenues for customized transport solutions. Unified mobility applications consolidate buses, trains, ride-hailing, and shared vehicles into one accessible platform. Through behavioral analytics, these systems can suggest tailored route combinations, flexible

membership models, and budget-friendly alternatives. Growing urbanization and preference for shared transportation drive the need for smarter journey coordination. Incorporating personalization capabilities within MaaS frameworks allows operators to elevate commuter satisfaction, boost retention rates, and stand out in dynamic city transport environments that increasingly prioritize digital convenience and seamless multimodal connectivity.

Threat:

Intensifying market competition

Escalating rivalry within the mobility sector represents a major challenge for personalization service providers. Global technology corporations, transport authorities, and agile startups are all enhancing their customized mobility offerings. Dominant players leverage vast data ecosystems and substantial capital to accelerate product development and expand reach. Smaller firms may face difficulties competing with such scale and resources, potentially leading to mergers or exits. Persistent pricing battles and rapid innovation cycles compress profitability. As competitive intensity rises, organizations must allocate greater investment toward differentiation and user retention, increasing operational pressure and long-term business uncertainty.

Covid-19 Impact:

The outbreak of COVID-19 had a profound influence on the mobility personalization sector, reshaping transportation patterns and user expectations. Movement restrictions and widespread adoption of remote work reduced passenger volumes, temporarily slowing personalized service deployment. Despite this downturn, the pandemic spurred rapid digital adoption, emphasizing touchless transactions, live safety notifications, and responsive journey adjustments. Mobility providers incorporated features such as occupancy tracking and health-related travel information to enhance reassurance. With gradual recovery in commuting activity, personalized mobility platforms became increasingly relevant, enabling flexible, demand-responsive transportation solutions tailored to new behavioural norms and heightened safety awareness.

The app-based mobility services segment is expected to be the largest during the forecast period

The app-based mobility services segment is expected to account for the largest market share during the forecast period because of their broad consumer reach and digital

convenience. Mobile applications function as central hubs for reserving transport, coordinating multimodal journeys, handling payments, and obtaining individualized travel suggestions. Continuous user interaction generates valuable data that supports adaptive navigation, customized fare structures, promotional targeting, and engagement strategies. Expanding smartphone usage and cashless transaction adoption reinforce this leadership position. With commuters depending heavily on unified digital platforms for efficient trip management, application-driven mobility solutions continue to lead in providing tailored, user-focused transportation experiences.

The artificial intelligence & machine learning segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the artificial intelligence & machine learning segment is predicted to witness the highest growth rate because it forms the backbone of intelligent customization. Advanced algorithms interpret extensive datasets related to commuter habits, infrastructure conditions, and usage trends to provide tailored navigation, adaptive fares, and situational recommendations. Progress in cognitive computing, predictive modeling, and automated decision-making strengthens platform responsiveness. With expanding digital mobility networks generating massive real-time information, reliance on AI-enabled systems continues to rise. This increasing dependency on smart analytics positions the AI and ML segment as the most rapidly expanding technological contributor in the personalization landscape.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by mature technological ecosystems and widespread digital adoption. Extensive use of smart phones and connected platforms enables efficient deployment of tailored mobility services. Significant funding in artificial intelligence, data analytics, and intelligent transport infrastructure enhances innovation capacity. Consumers in major cities actively engage with integrated mobility applications that prioritize customized routing and flexible service models. The concentration of established technology corporations and dynamic startups fosters continuous advancement. Favorable policies and a strong preference for convenient, user-centric transportation solutions reinforce the region's prominent share in the global market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest

CAGR, supported by strong urban expansion and digital advancement. Rising internet connectivity and mobile usage are encouraging adoption of customized mobility applications. Public sector investments in smart infrastructure and integrated transportation networks are enhancing technological readiness across developing and developed economies. The rapid expansion of shared transport services, electrified mobility options, and multifunctional digital platforms contributes to increasing personalization demand. As consumers seek convenient and data-driven travel experiences, the region continues to emerge as the most dynamic and rapidly expanding market globally.

Key players in the market

Some of the key players in Mobility?Experience Personalization Market include Tata Consultancy Services (TCS), LISNR, Mercedes-Benz, Bosch Mobility, Capgemini, Tata Elxsi, Neonode, Ivey, Applied Intuition, Embitel, Cerence, SoundHound, Harman, Moovit, MaaS Global, Citymapper, Lyft and Grab.

Key Developments:

In February 2026, Tata Consultancy Services (TCS) and ServiceNow have announced a multi-year, multi-million-dollar partnership aimed at accelerating large-scale AI adoption across enterprise business functions. The partnership will see TCS develop industry-specific AI solutions built natively on the ServiceNow platform, targeting back-office functions including human resources, finance, supply chain, procurement, and employee services.

In June 2025, Capgemini and Dai-ichi Life Holdings announced the signing of a multi-year agreement to establish a Global Capability Center (GCC) in India. This landmark agreement is poised to accelerate Dai-ichi Life Group's digital transformation globally. The GCC aims to tap into India's deep pool of skilled professionals to support and enhance its IT and digital strategies.

In April 2025, Lyft, Inc. announced it has entered into a definitive agreement to acquire FREENOW, a leading European multi-mobility app with a taxi offering at its core, from BMW Group and Mercedes-Benz Mobility for approximately €175 million or \$197 million* in cash. FREENOW will continue operating as it does today, with its talented leadership team and employees in place to drive growth across 9 countries and over 150 cities across Ireland, the United Kingdom, Germany, Greece, Spain, Italy, Poland, France, and Austria.

Personalization Types Covered:

In-Vehicle UX Personalization

App-Based Mobility Services

Fleet Experience Personalization

Shuttle & Campus Experience Personalization

Micro-Mobility Experience Personalization

Technology Enablers Covered:

Artificial Intelligence & Machine Learning

IoT & Telematics

Cloud & Edge Computing Infrastructure

Human-Machine Interface (HMI) & AR/VR

End Users Covered:

Public Transport Authorities

Corporate & Institutional Fleets

Campus Mobility Operators

Consumer Ride-Hailing & Car-Sharing Services

Micro-Mobility Service Providers

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

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