

Online On-Demand Home Services Market - Global Industry Size, Share, Trends, Opportunity and Forecast, By Platform (Website, Mobile), By Type (Home Cleaning (Car Wash, Maid, Pest Control, Others), Repairs & Maintenance (Plumbing, Electrical, Carpentry, Others), Health & Wellness (Beauty/Salon Services, Fitness Coach, Others), Others), By Payment Mode (Pre-Availing Online Payment, Cash Payment, Post-Availing Online Payment), By Region & Competition, 2021-2031F

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Abstracts

The Global Online On-Demand Home Services Market is projected to expand significantly, rising from a valuation of USD 4.44 Billion in 2025 to USD 11.49 Billion by 2031, achieving a CAGR of 17.17%. This industry consists of digital platforms that link homeowners with freelance experts for immediate needs such as cleaning, maintenance, and repairs. The sector's growth is largely fueled by rapid urbanization, extensive smartphone usage, and a growing consumer preference for time-saving, convenient solutions. These applications simplify the booking procedure by providing clear pricing and instant access to a diverse workforce. According to NASSCOM, the global gig economy was expected to reach a valuation of \$455 billion in 2024, highlighting the substantial economic foundation supporting these service platforms.

However, the market faces a major obstacle due to regulatory complexities regarding worker classification. Platforms frequently encounter legal scrutiny concerning whether service providers should be categorized as independent contractors or employees, a

situation that creates uncertainty and hinders operational scalability. Furthermore, maintaining consistent service standards and guaranteeing consumer safety through strict background checks remains a difficult task, which can potentially damage user trust in these digital marketplaces.

Market Driver

Widespread smartphone penetration and the adoption of mobile applications act as the primary technological foundation accelerating the Global Online On-Demand Home Services Market. These devices have evolved from simple communication tools into essential portals that offer consumers immediate access to household service providers. By utilizing real-time connectivity and location-based services, mobile apps significantly lower the friction involved in finding, booking, and paying for tasks like plumbing or cleaning. This digital accessibility is vital for market scalability, as it allows platforms to efficiently aggregate fragmented supply and demand. According to the GSMA 'The Mobile Economy 2024' report from February 2024, the number of people using mobile internet globally reached 4.7 billion by the end of 2023, establishing a massive potential user base for digital service platforms.

Simultaneously, the growth of the gig economy and a flexible freelance workforce provide the necessary supply-side liquidity for these marketplaces to flourish. Workers are increasingly prioritizing autonomy and flexible schedules over traditional employment, enabling on-demand platforms to rapidly onboard a diverse range of professionals without the burden of permanent staffing costs. This shift represents a fundamental restructuring of labor participation rather than a niche trend. According to the TransUnion 'Fall 2024 US Gig Economy Report' from October 2024, 62% of U.S. adults reported earning money through one or more gig platforms, highlighting the mainstream adoption of this work model. This surge in workforce participation translates directly into operational success; for example, Urban Company reported a 30% year-on-year revenue increase in its 'Annual Business Summary FY2024' from July 2024, confirming the commercial viability of connecting freelance talent with modern consumers.

Market Challenge

The regulatory complexity surrounding worker classification currently stands as a significant barrier to the growth of the Global Online On-Demand Home Services Market. Service platforms primarily rely on independent contractors to maintain operational agility and cost-efficiency, yet increasing legal scrutiny aims to reclassify

these freelance professionals as formal employees. Such a shift would impose heavy financial liabilities on platform operators, including mandatory healthcare benefits, payroll taxes, and minimum wage compliance. These additional costs would fundamentally undermine the competitive pricing models that attract consumers, likely forcing platforms to raise service fees and potentially stifling demand in price-sensitive segments.

Moreover, this uncertain legal environment hampers strategic planning and scalability. Platforms must navigate a fragmented landscape of labor laws where compliance requirements vary drastically across jurisdictions, making global expansion both risky and expensive. This challenge is further compounded because the push for reclassification often conflicts with the desires of the workforce itself, creating friction in labor acquisition. According to the Flex Association in 2024, 77% of app-based earners expressed a preference for maintaining their independent contractor status rather than being classified as traditional employees. This disconnect suggests that rigid regulatory mandates could disenfranchise the flexible labor pool these marketplaces depend on, thereby restricting supply and stalling overall market development.

Market Trends

The increasing demand for Smart Home Installation and Support is reshaping the service landscape as consumers move from reactive repairs to proactive home automation upgrades. Homeowners are actively seeking specialized professionals to install and maintain interconnected devices, ranging from intelligent climate control systems to automated security networks, which require technical expertise beyond traditional trade skills. This shift compels platforms to verify technical certifications and aggregate niche talent capable of handling complex IoT ecosystems. According to the Thumbtack 'Home of the Future' report from October 2025, 69% of home service professionals reported that homeowners have explicitly requested services to 'future-proof' their residences with smart technologies, highlighting the rapid consumer adoption of these modernized living solutions.

Concurrently, the integration of Artificial Intelligence for Personalized Matchmaking is optimizing operational efficiency by replacing basic directory listings with predictive pairing algorithms. Platforms are leveraging data analytics to align specific job requirements with the most suitable service providers, thereby reducing friction and increasing the probability of successful transactions. This technological evolution ensures that professionals receive high-intent leads that match their skill sets and availability, significantly boosting conversion rates and platform stickiness. According to

the Angi Inc. 'Q3 2025 Shareholder Letter' from November 2025, the platform's enhanced matching capabilities contributed to an increase in the average professional win rate by nearly 30% year-over-year, validating the commercial impact of intelligent service allocation.

Key Market Players

Amazon.com, Inc

Angi Inc.,

Housejoy India Private Limited

TaskEasy, Inc.

TaskRabbit, Inc.

Thumbtack, Inc.

Urbanclap Technologies India Private Limited

Balaji Nursery

LawnMowingOnline.com LLC

Lawn Starter Inc.

Report Scope

In this report, the Global Online On-Demand Home Services Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Online On-Demand Home Services Market, By Platform

Website

Mobile

Online On-Demand Home Services Market, By Type

Home Cleaning (Car Wash

Maid

Pest Control

Others)

Repairs & Maintenance (Plumbing

Electrical

Carpentry

Others)

Health & Wellness(Beauty/Salon Services

Fitness Coach

Others)

Others

Online On-Demand Home Services Market, By Payment Mode

Pre-Availing Online Payment

Cash Payment

Post-Availing Online Payment

Online On-Demand Home Services Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Online On-Demand Home Services Market.

Available Customizations:

Global Online On-Demand Home Services Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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