

# Asia Pacific Parking Meter Apps Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Platform (Android and IOS) and End User (Personal and Businesses)

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## Abstracts

The Asia Pacific Parking Meter Apps Market is poised for significant growth, projected to reach approximately US\$ 95.9 million by 2031, up from US\$ 30.8 million in 2024. This growth trajectory indicates a robust compound annual growth rate (CAGR) of 17.7% from 2025 to 2031.

### Executive Summary and Market Analysis

As urban populations continue to swell, with over 80% of economic activities expected to be concentrated in cities in the near future, regional leaders are increasingly investing in smart city technologies. According to the Regional Business Lead for Worldwide Government at Microsoft Asia, the Asia Pacific region is anticipated to account for 40% of global smart city expenditures, which is projected to reach around US\$800 billion by 2025. This investment trend is driven by the need for data-driven infrastructure and citizen-centric services, which are essential for the evolution of smart mobility solutions, including parking meter applications. These digital parking solutions are crucial for effective traffic management, reducing emissions, and enhancing user experiences in densely populated urban areas, aligning seamlessly with broader smart city objectives. A key driver of this transformation is the rapid increase in digital payment adoption across the region. Visa, a leader in digital payment technologies, has noted a significant shift towards contactless and mobile-first transactions in Asia Pacific, particularly in Vietnam. A survey conducted by YouGov for Visa in December 2024 revealed that nearly 20% of transactions on the Visa network were contactless as of September 2024. In Vietnam, 80% of consumers preferred mobile wallets, and 68% embraced tap-to-pay technologies. The growing confidence in smartphone-based transactions is evident, with

39% of Vietnamese users comfortable using their devices for significant purchases. By November 2024, over 75% of face-to-face Visa card transactions in Vietnam were contactless. The rise of platforms like Apple Pay, Google Pay, Samsung Pay, and Garmin Pay further accelerates this trend, reflecting consumer preferences and readiness for digitally integrated services such as parking meter apps. These applications thrive on seamless, real-time transactions and mobile payment compatibility, making them ideal for cities transitioning to smarter urban living.

#### Market Segmentation

The Asia Pacific Parking Meter Apps Market is segmented by platform and end user. In terms of platform, the market is divided into Android and iOS, with Android holding the largest market share in 2024. By end user, the market is categorized into personal and business users, with personal users also dominating the market share in 2024.

#### Market Outlook

According to the International Organization of Motor Vehicle Manufacturers (OICA), global vehicle production in 2024 reflects shifting regional dynamics, with China maintaining its status as the leading automotive manufacturing hub, producing approximately 31.3 million vehicles—a 4% increase from the previous year. India and Mexico are emerging as high-growth markets, with India increasing its output by 3% to 6 million vehicles and Mexico achieving a 5% rise to over 4.2 million units. This rising production across various regions indicates an expanding automotive footprint, particularly in emerging economies.

Simultaneously, the International Energy Agency (IEA) reported that global electric vehicle (EV) sales reached a record 17 million units in 2024, marking a 25% increase from the previous year. China alone accounted for over 11 million EV sales, surpassing the global total recorded just two years prior. The growing EV fleet, which reached 55.8 million units in 2024, adds to the demand for parking infrastructure and smart parking solutions. As more vehicles populate urban road networks, particularly in high-density areas, the urgency for digitized parking solutions escalates. The increase in EV ownership further amplifies this demand, as EV drivers often seek integrated parking solutions that provide charging information and reservation features.

In countries like China, India, and Mexico, where vehicle ownership and urbanization are rapidly increasing, the automotive sector's expansion creates a fertile environment for mobile-based parking technologies. Parking meter apps not only support traffic management and space optimization but also align with broader smart mobility initiatives that coincide with the rise of EVs. In mature markets such as the US and Japan, the adoption of EVs and digital platforms continues to drive demand for app-based parking services, especially as cities modernize their infrastructure and strive for reduced emissions. Thus, the ongoing evolution of the automotive landscape—both in terms of production volumes and vehicle types—plays a critical role in accelerating the

global adoption of parking meter applications.

### Country Insights

The Asia Pacific Parking Meter Apps Market is further segmented by country, including China, Japan, India, South Korea, Australia, and the Rest of APAC, with China holding the largest market share in 2024. China is rapidly advancing its smart city initiatives and urban digitalization, driven by the demand for seamless, tech-enabled mobility solutions. For instance, Parkopedia has begun supporting in-car 'Access and Pay' and QR code-based parking payments across over 3 million ETCP-managed parking spaces in 60 major Chinese cities, enhancing driver convenience and reducing payment friction. This integration aligns with the national agenda for smart mobility and urban efficiency, offering scalable solutions for urban congestion and vehicle management as cities embrace digital transformation.

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