

# North America 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 North America Parking Meter Apps Market is projected to grow significantly, reaching an estimated US\$ 196.4 million by 2031, up from US\$ 72.4 million in 2024. This growth represents a compound annual growth rate (CAGR) of 15.4% from 2025 to 2031. The surge in demand for parking meter apps is driven by several factors, including the increasing adoption of smart parking solutions, urbanization, rising vehicle ownership, and the convenience of mobile payment options.

As urban areas become more congested, cities and municipalities are increasingly turning to app-based parking systems. These systems not only streamline operations but also reduce infrastructure costs and enhance the overall customer experience. The shift from traditional cash-based parking meters to digital solutions reflects a broader trend towards the digitization of urban mobility, which also brings environmental benefits. By minimizing the need for routine collection and maintenance vehicles—many of which are diesel-powered—operators can significantly reduce harmful emissions, including carbon dioxide (CO<sub>2</sub>), nitrogen oxides (NO<sub>2</sub>), and particulate matter. This reduction in pollutants is crucial for improving air quality and addressing public health concerns related to respiratory issues.

One notable initiative, the 'Meters for Trees' program, exemplifies how the parking meter apps market can contribute to environmental sustainability. This initiative plants a tree for every parking meter app transaction, helping to sequester CO<sub>2</sub> and improve local air quality while supporting global carbon reduction efforts. As parking operators across North America modernize their systems and adopt mobile-first solutions, such initiatives highlight the potential for digital transformation to align with environmental

stewardship.

A significant development in the market occurred on September 17, 2024, when ParkMobile, part of the EasyPark Group, announced a strategic partnership with Flash, a leader in off-street parking and electric vehicle (EV) charging technology. This collaboration aims to modernize parking infrastructure across millions of spaces, with the potential to process over a billion transactions annually. By leveraging the technological expertise of hundreds of engineers, this partnership is set to accelerate the adoption of seamless digital payment solutions, benefiting drivers, parking operators, asset owners, and cities throughout North America.

The North America Parking Meter Apps Market can be segmented by platform into Android and iOS, with iOS holding the largest market share in 2024. Additionally, the market is segmented by end user into personal and business categories, with personal users also holding the largest share in 2024.

As urban centers evolve into smarter, more connected ecosystems, the parking industry is undergoing a digital transformation driven by advancements in artificial intelligence (AI), real-time data analytics, and integrated mobile solutions. The global push for smarter mobility has led to numerous strategic partnerships and technology deployments aimed at addressing long-standing challenges in parking management, enforcement, and user experience. For instance, in May 2025, In-Parking, a provider of AI-driven parking intelligence solutions, announced a partnership with the Fort Lee Parking Authority to modernize municipal parking operations. This collaboration will utilize advanced real-time data analytics and machine learning technologies to enhance operational efficiency and provide actionable insights for proactive management of parking assets.

The North America Parking Meter Apps Market is also segmented by country, including the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. The increasing urbanization, demand for improved traffic efficiency, and consumer preference for convenience are driving U.S. cities and institutions to adopt mobile-first parking technologies. These solutions not only reduce congestion and idle times but also align with sustainability goals by minimizing unnecessary vehicle circulation. For example, on April 3, 2025, Clemson University in South Carolina partnered with smart parking provider eleven-x to implement a smart parking system for its campus, which includes over 10,000 sensors and digital signs to guide users to available parking spots.

Key players in the North America Parking Meter Apps Market include APCOA Group GmbH, INRIX, Inc., PASSPORT LABS, INC., IEM SA, ParkMate, Arrive, SpotHero, Inc., PayByPhone, Telepark (Empark), Parkster, Parclick, SI.GE.RI.CO. Spa, Parklio, Blinkay Mobility, and Pango. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their offerings

and increase market share.

In summary, the North America Parking Meter Apps Market is poised for substantial growth, driven by technological advancements, urbanization, and a shift towards sustainable practices in parking management.

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