

Gig Economy and Sharing Economy Market Size, Share, and Outlook, 2025 Report- By Application (Consumer Goods, Financial Services, Personal Services, Travel and Accommodation, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise), By End-User (Commercial, Industrial, Others), By Offering (Driving for a Ridesharing Service, Renting out Property, Running Errands or Completing Short Tasks, Selling Things Online, Providing Creative or Freelance Services, Others), 2018-2032

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Abstracts

Gig Economy and Sharing Economy Market Outlook

The Gig Economy and Sharing Economy Market size is expected to register a growth rate of 31.4% during the forecast period from \$416.7 Billion in 2025 to \$2818.3 Billion in 2032. The Gig Economy and Sharing Economy market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Gig Economy and Sharing Economy segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Consumer Goods, Financial Services, Personal Services, Travel and Accommodation, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise), By End-User (Commercial, Industrial,

Others), By Offering (Driving for a Ridesharing Service, Renting out Property, Running Errands or Completing Short Tasks, Selling Things Online, Providing Creative or Freelance Services, Others). Over 70 tables and charts showcase findings from our latest survey report on Gig Economy and Sharing Economy markets.

Gig Economy and Sharing Economy Market Insights, 2025

The Gig Economy & Sharing Economy Market is evolving with AI-powered workforce matching algorithms, automation-enhanced digital payment platforms, and machine learning-driven real-time task optimization. Companies such as Uber, DoorDash, Airbnb, and TaskRabbit are innovating with automated AI-driven demand forecasting, blockchain-backed secure gig transaction processing, and IoT-integrated dynamic pricing adjustments. The increasing demand for AI-powered freelancer marketplace expansion, automation-driven micro-job task allocation, and machine learning-enhanced remote gig collaboration tools is driving market growth. However, challenges in AI-powered compliance with labor laws, cybersecurity risks in automation-enhanced gig economy platforms, and technical limitations in AI-driven fair wage determination persist. Additionally, corporate investment in AI-powered gig work infrastructure, evolving trends in automation-enhanced peer-to-peer service models, and federal discussions on AI-driven workforce regulations are shaping market expansion.

Five Trends that will define global Gig Economy and Sharing Economy market in 2025 and Beyond

A closer look at the multi-million market for Gig Economy and Sharing Economy identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Gig Economy and Sharing Economy companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Gig Economy and Sharing Economy vendors.

What are the biggest opportunities for growth in the Gig Economy and Sharing Economy industry?

The Gig Economy and Sharing Economy sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by

2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Gig Economy and Sharing Economy Market Segment Insights

The Gig Economy and Sharing Economy industry presents strong offers across categories. The analytical report offers forecasts of Gig Economy and Sharing Economy industry performance across segments and countries. Key segments in the industry include%li%By Application (Consumer Goods, Financial Services, Personal Services, Travel and Accommodation, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise), By End-User (Commercial, Industrial, Others), By Offering (Driving for a Ridesharing Service, Renting out Property, Running Errands or Completing Short Tasks, Selling Things Online, Providing Creative or Freelance Services, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Gig Economy and Sharing Economy market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Gig Economy and Sharing Economy industry ecosystem. It assists decision-makers in evaluating global Gig Economy and Sharing Economy market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Gig Economy and Sharing Economy industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Gig Economy and Sharing Economy Market Analysis%li%A Promising

Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Gig Economy and Sharing Economy Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Gig Economy and Sharing Economy with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Gig Economy and Sharing Economy market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Gig Economy and Sharing Economy market Insights%li%Vendors are exploring new opportunities within the US Gig Economy and Sharing Economy industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Gig Economy and Sharing Economy companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Gig Economy and Sharing Economy market.

Latin American Gig Economy and Sharing Economy market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Gig Economy and Sharing Economy Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Gig Economy and Sharing Economy markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Gig Economy and Sharing Economy markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Gig Economy and Sharing Economy companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Airbnb, Appen, Cabify, Etsy, Fiverr, Onefinestay, Shipt, Talkspace, TaskRabbit, Tongal.

Gig Economy and Sharing Economy Market Segmentation

By Application

Consumer Goods

Financial Services

Personal Services

Travel and Accommodation

Others

By Organization Size

Small and Medium Enterprise

Large Enterprise

By End-User

Commercial

Industrial

Others

By Offering

Driving for a Ridesharing Service

Renting out Property

Running Errands or Completing Short Tasks

Selling Things Online

Providing Creative or Freelance Services

Others

Leading Companies

Airbnb

Appen

Cabify

Etsy

Fiverr

Onefinestay

Shipt

Talkspace

TaskRabbit

Tongal

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Application

Consumer Goods

Financial Services

Personal Services

Travel and Accommodation

Others

By Organization Size

Small and Medium Enterprise

Large Enterprise

By End-User

Commercial

Industrial

Others

By Offering

Driving for a Ridesharing Service

Renting out Property

Running Errands or Completing Short Tasks

Selling Things Online

Providing Creative or Freelance Services

Others

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Airbnb

Appen

Cabify

Etsy

Fiverr

Onefinestay

Shipt

Talkspace

TaskRabbit

Tongal

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