Global Mobility as a Service Market Research Report — By Type (Public, Private), Services (Ehailing, Bike sharing, Car Sharing, Self-Driving Car Services), Deployment (On-Cloud, On-Premises) and by Application Platform (Android & iOS) — Forecast till 2023

Market Synopsis of Global Mobility as a Service Market

Market Scenario

Mobility as a Service (MaaS) has created a revolutionary impact in the transportation sector. It is a type of transportation service which is integrated into a single intuitive mobile application. MaaS is operated on a digital platform that handles and integrates booking, end-to-end trip planning, electronic ticketing, and payment services across all modes of transportation, which includes public and private sector.

With the rapid developments in information technology, the world market has created ample new opportunities to transform the current transportation network a more efficient and user-friendly system. The telecom network is re-defined with more robust network bandwidth that it has been developed according to the end-users needs. Furthermore, transportation planners and operators have also embraced MaaS telecom network infrastructure.

The rapid development of public infrastructure and the regulatory policies are essential elements required to develop the cities, making them more liveable with less vehicle-centric and traffic congestion. Thus, MaaS offers substitute preferences to move traffic and goods in more convenient, faster, and less expensive manner than the available options. Thus, widespread penetration of smartphones on 3G, 4G, and 5G networks, high connectivity levels, and a surge in cashless payment system are anticipated to be propelling factors for the growth of MaaS market over the assessment period. By and large, public and private transportation providers, mobility management players, payment processors, telecom service providers, and local authorities dealing with transportation and city planning are working collectively to create better prospects to strengthen the market over the assessment period.

The Global Mobility as a Service Market, 2017-2023 (USD Billion)
The global Mobility as a Service market is expected to reach approximately USD 253.16 billion by 2023 growing with a 36% CAGR over the forecast period 2017-2023.

Key Players

Some of the key players of Mobility as a Service market include BMW Group (Germany), Alliance Corporation (Canada), Apple Inc. (U.S.), Xerox Corporation (U.S.), Lyft, Inc.(U.S.), Uber Technologies Inc. (U.S.), MaaS Global (Finland), Deutsche Bahn (Germany), Daimler AG (Germany), and Communauto (Canada).

Some other vendors for involved in mobility as a service market are Car2go (U.S.), Hailo (U.K.), Bridj (U.S.), Ola (India), Ridepal (U.S.), Make My Trip (India)

Segmentation

The Mobility as a Service (MaaS) market is differentiated by type, deployment, services, and application platform.

On the basis of type, the Mobility as a Service market is categorized into public type and private type. By services, the market is sub-segmented as E-hailing services, bike sharing services, car sharing services, Pop up Bus services, self-driving car services, and others. By deployment, the market is segregated in on-premises and on-cloud. Lastly, on the basis of the application platform, the market is deployed into Android platform, IOS Platform, and others.

Regional Analysis

Geographically, the Mobility as a Service market is segmented into four different regions namely North America, Asia Pacific, Europe, and the Rest of the World.

Europe is presumed to have significant growth in the MaaS market. Germany, Finland, U.K, and France are the leading countries in the market. The regional dominance is owing to early adopters of the MaaS services. Additionally, North America is also expected to register a considerable growth rate in the market. The United States, followed by Canada is the leading country in this region, supporting the high growth in mobility as a service market. The market growth is due to a robust network infrastructure which is required to deploy the MaaS to general end-users. However, Asia Pacific is expected to be a promising region for over the next few years.

Target Audience

- Mobility as a Service solution vendors
- Mobile device manufacturers
- Mobility as a Service providers
- Application developers
- System integrators
- Information Technology (IT) developers
- Third-party vendors
- Infrastructure providers
- Government agencies and organizations
- Regulatory and compliance agencies
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