

# SHARED MOBILITY OUTLOOK, 2025

*The Growth Pipeline™ Company Powering clients to a future shaped by growth*



# KEY HIGHLIGHTS OF 2024



Global Traditional Carsharing Market grew at a steady phase; **free floating fleet grew by ~20% and Round trip by ~8%**. P2P carsharing shrinking in the west but potential for growth in South-East Asia



**Uptake of Shared Mobility Hubs**, extending into suburban areas; could be something as small as micromobility hub or large Interchange hubs



**Electric Bikesharing fleet grew by 51% in North America, 10% in Europe and 50% in Japan between 2023-2024.**



2024 has managed to come out on top, setting a record with close to 400 new DRT projects launched, **No of live projects grew by 40% for Japan and 110% for South Korea between 2020 and 2024.**



**Key Growth markets in 2025 will continue to be China and USA, Waymo 150,000 rides per week and Baidu 1.1 million rides per quarter**

# NOTABLE REGULATIONS AND MANDATES: A SNAPSHOT

## Europe

- Transport for Wales outlines plans for MaaS information and has appointed a technology partner to support these initiatives.
- Italy's transport minister has announced a series of measures aimed at improving the safety of e-scooters on city streets.
- The United Kingdom recently passed the Automated Vehicles Act, allowing driverless cars to hit UK roads in 2026.

## North America

- The Minnesota Statute Section 181C.03 passed in Minnesota stipulates that ridehailing drivers will be entitled to earn at least \$1.28 per mile and \$0.31 per minute.
- Brazil's Lula proposes a law to regulate labor conditions for drivers on ridehailing apps.

## South Africa

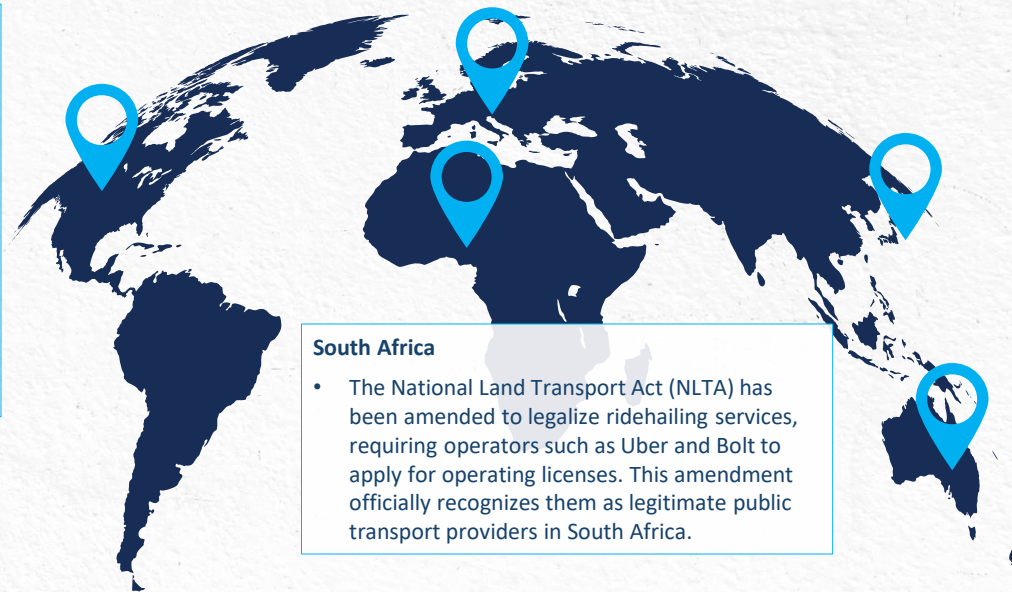
- The National Land Transport Act (NLTA) has been amended to legalize ridehailing services, requiring operators such as Uber and Bolt to apply for operating licenses. This amendment officially recognizes them as legitimate public transport providers in South Africa.

## Japan

- Japan's Ministry of Transport is preparing to subsidize two-thirds of the expenses for ridehailing operators.

## Australia

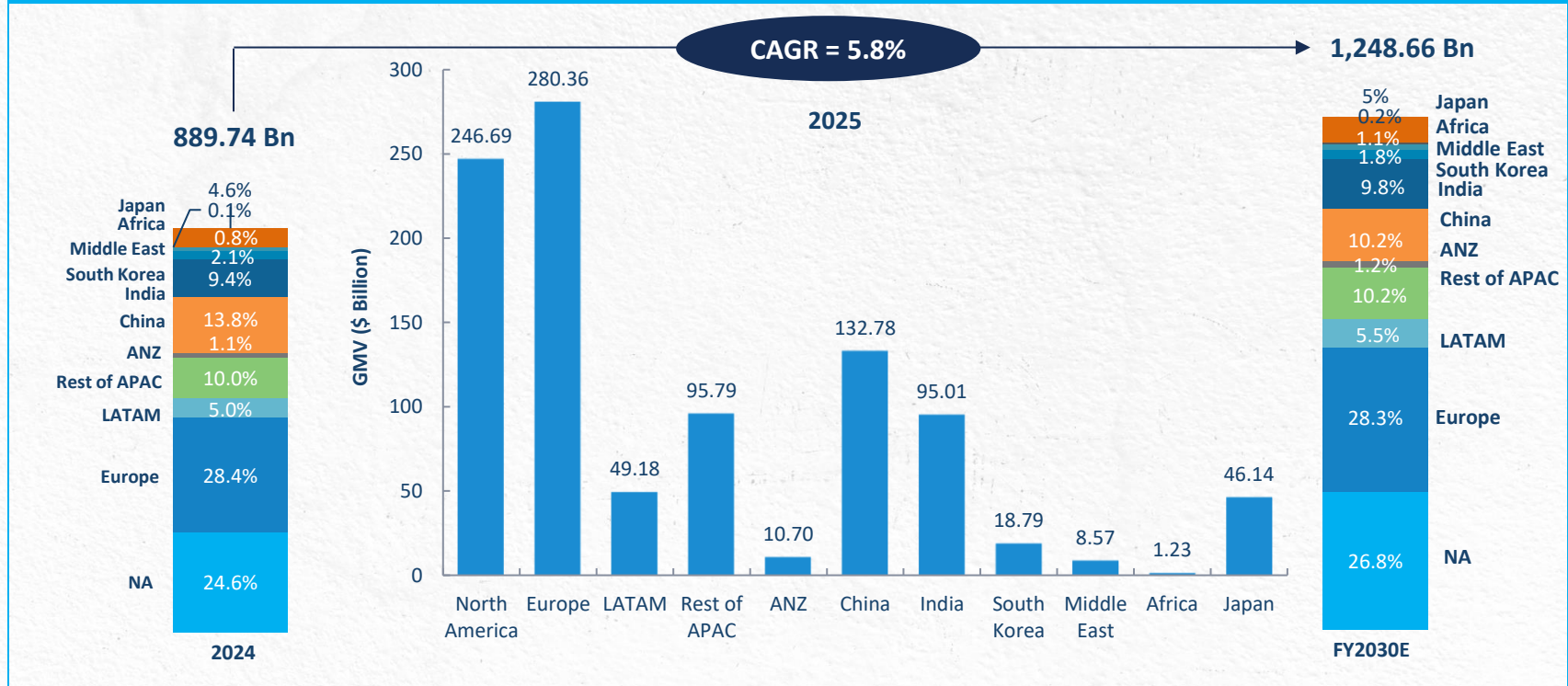
- Australia's New South Wales (NSW) government is working closely with local councils to enable trials of shared e-scooters.



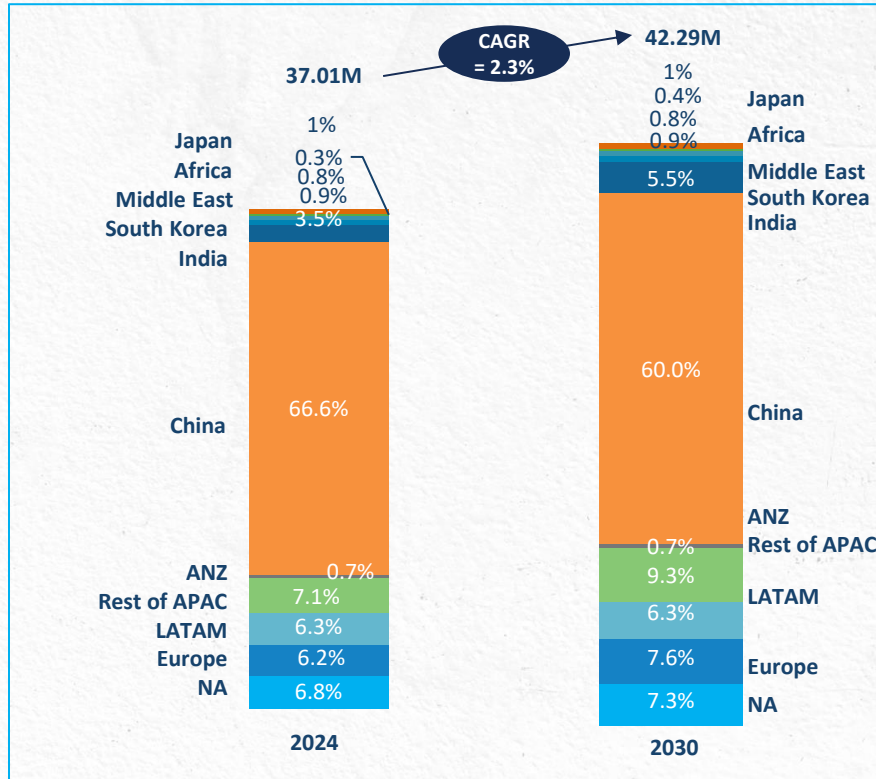


# SHARED MOBILITY REVENUE BY REGIONS

Shared Mobility Market: GMV Market Share Split by Region, Global, 2024, 2025, and 2030



# SHARED MOBILITY FLEET BY REGIONS



## Key Highlights

- **CHINA** : 24.6 Million Vehicles in 2024
  - Large bikesharing fleet of close to 19 million vehicles
- **EUROPE** : 2.3 Million Vehicles in 2024
  - Large bikeshare fleet of 448k vehicles in 2024, and that will grow by 1.5 times by 2030
- **NORTH AMERICA** : 2.5 Million Vehicles
  - Large Ridehailing fleet, 1.9 million vehicles in 2024 growing to close to 2.4 million by the end of 2030
- **LATAM** : 2.5 Million Vehicles
  - Large Ridehailing fleet, 2.7 million vehicles in 2024 growing to 2.6 million vehicles by 2030
  - Much larger fleet compared to Europe and North America Capital-intensive environment, became less

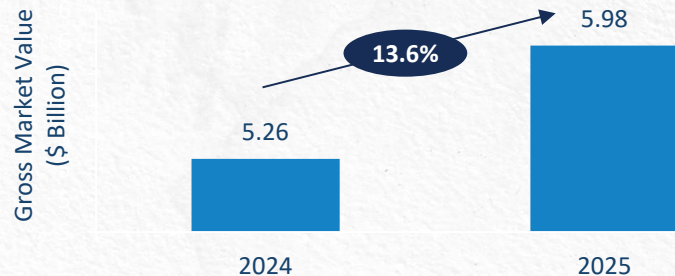
# MARKET MATURITY OF SHARED BUSINESS MODELS



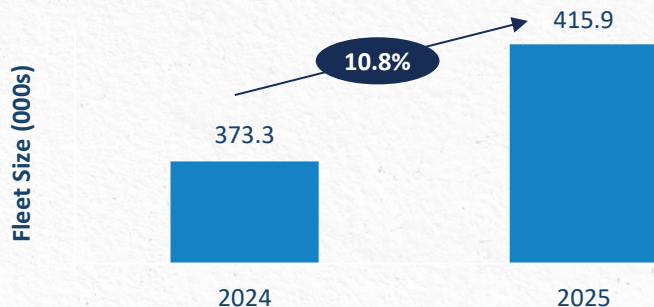


# TRADITIONAL CARSHARING: SNAPSHOT

Traditional Carsharing: GMV, Global, 2024 and 2025



Traditional Carsharing: Fleet Size, Global, 2024 and 2025



Country, Fleet Growth Rate 2023–2024	Fleet Highlights, 2024
Austria	▼ Eloop Carshare shut down
Sweden	▼ Volvo Carshare shut down
Finland	▼ Green Mobility exited the market
United States	▼ GIG Carshare shut down
Denmark	■ Market reported moderate growth rates
Singapore	■ Market reported moderate growth rates
Italy	■ Free-floating carsharing services expanded
Belgium	■ Poppy expanded its fleet
Canada	■ Communauto expanded its fleet
Japan	■ Times Car Share expanded its fleet
Argentina	■ All operators expanded their fleets
Luxembourg	■ Carloh and Flex expanded their fleets
Poland	▲ Bolt Drive launched in Poland
Mexico	▲ Keko expanded its fleet
Bulgaria	▲ Spark expanded its fleet
Russia	▲ Delimobil achieved large fleet expansion



Negative Growth rate

■ Growth rate <10%

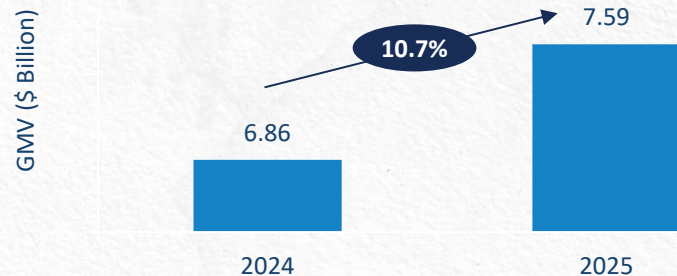
■ Growth rate 10% - 30%



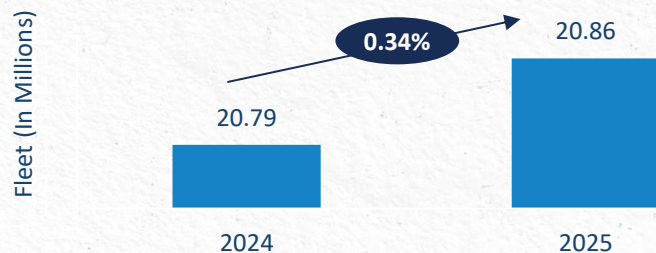
▲ Growth rate >30%

# BIKESHARING: SNAPSHOT

Bikesharing: GMV, Global, 2024, 2025



Bikesharing: VIO, Global, 2024, 2025



Negative Growth rate

 Growth rate <10%

 Growth rate 10% - 30%



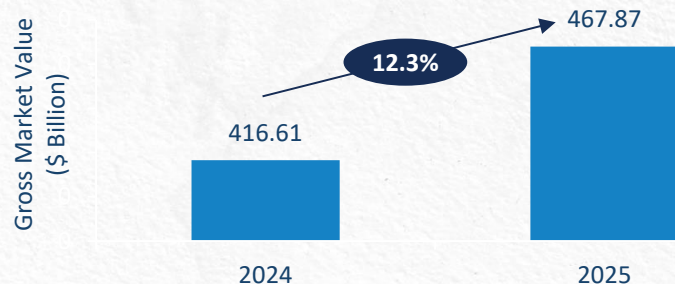
Growth rate >30%

Country, Fleet Growth Rate 2023–2024		Bikesharing Country Highlights, 2023-2024
Turkey		Reduction in fleet size due to preference for kick scooters
Spain		Public Bikeshare schemes have reduced their fleet
Denmark		Personal bikes preferred, fleet size remains constant
Singapore		Market highly regulated with just two players
Canada		Fleet size has been constant, but new players have entered the market
Ireland		Fleet remains constant with no major development
Norway		Fleet remains constant with no major development
China		Saturated market with traditional fleet declining and electric fleet increasing
Italy		Bolt launches bikesharing in Italy
France		Lime and Dott significantly increased their fleet
USA		Significant increase in e-bike fleet by Capital Bikeshare, CitiBike and Lime
Germany		Fragmented market with multiple public bikesharing schemes
UK		Private players like Lime and Forest increased its fleet

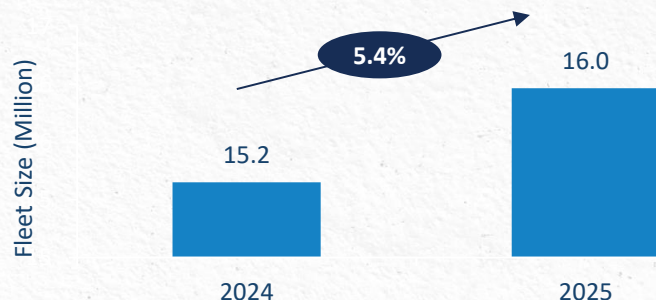


# RIDEHAILING: A SNAPSHOT

Ridehailing: GMV, Global, 2024 and 2025



Ridehailing: Fleet Size, Global, 2024 and 2025



Negative Growth rate

Yellow square icon representing growth rate <10%.

Green square icon representing growth rate 10% - 30%.

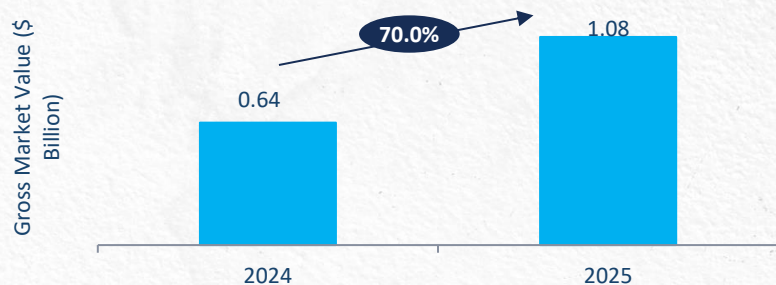


Growth rate >30%

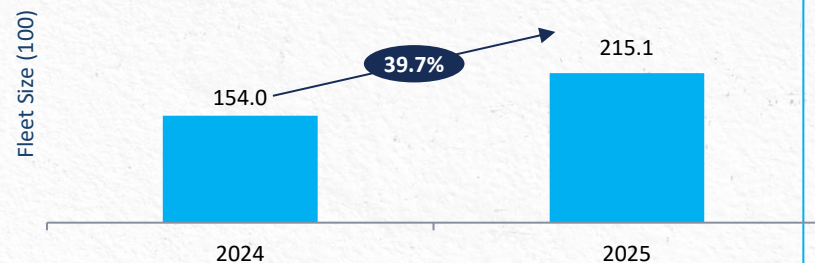
Country, Fleet Growth Rate 2023–2024		Country Highlights, 2024
Poland	▼	Government enacted a new law in mid-2024, requiring all ridehailing drivers to hold a Polish driver's license
Australia	▼	Government established rules for the Fair Work Commission for gig drivers; Ola exited the market
Ukraine	▼	Government focused on essential transport and humanitarian logistics, owing to geopolitical tensions
Israel	▼	Government regulated licensed taxi market further, owing to geopolitical tensions
United Kingdom	■	Uber onboarded more licensed drivers and taxi drivers joining the platform
Italy	■	Government proposed more NCC and taxi licenses to reduce cab shortages
Sweden	■	Uber and Bolt were the 2 main platforms, competing with regular taxi firms
Brazil	■	In Brazil, one of the world's largest ridehailing markets, Uber and 99 expanded to new cities
Netherlands	■	Uber is firmly established, while Bolt has been expanding since 2021, gaining traction by recruiting taxi drivers and private drivers
Austria	■	Government implemented reforms in 2021, merging taxi and ridehailing services under a single law, which led to a drop in driver numbers, but the law has since stabilized market growth
China	■	Ridehailing market rebounded in 2024; besides Didi, competitors such as T3, CaoCao and Meituan's capitalized on the growth

# DEMAND RESPONSIVE TRANSIT: SNAPSHOT

DRT: GMV, Global, 2024 and 2025



DRT: Fleet Size, Global, 2024 and 2025



Country, Fleet Growth Rate 2023–2024	Country Highlights, 2024	
Austria	▼	ISTMobil exited the market
Turkey	▼	Voltlines reduced its fleet
Egypt	▼	SWVL closed down its B2B services
Germany	■	No significant expansion in fleet size in B2B and B2C markets
Japan	■	Large expansion in the B2G shuttles market
Brazil	■	Small expansion in the B2B shuttles markets
Italy	■	Sho!l, Via, and Ioki led the B2G markets
Australia	■	Via expanded in Australia
Spain	▲	B2G market grew by almost 140%, led by Ne-mi and Sho!l
United States	▲	B2G market dominated, led by Via and Spare
South Korea	▲	A growing market, with Hyundai recording 60% share and VaroDRT at 39% share of the fleet
UAE	▲	MVMANT positioned as a key player in the B2G space
Mexico	▲	Significant expansion of SWVL (prev Urbvan)



Negative Growth rate



Growth rate <10%



Growth rate 10% - 30%

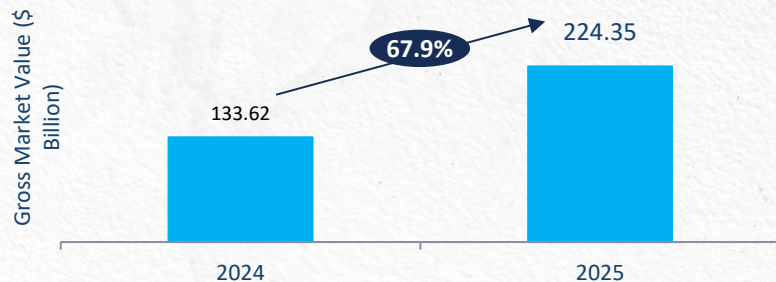


Growth rate >30%

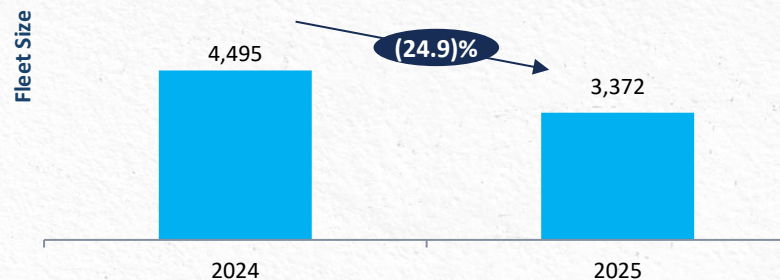


# ROBOTAXI: A SNAPSHOT

Robotaxis: GMV, Global, 2024 and 2025

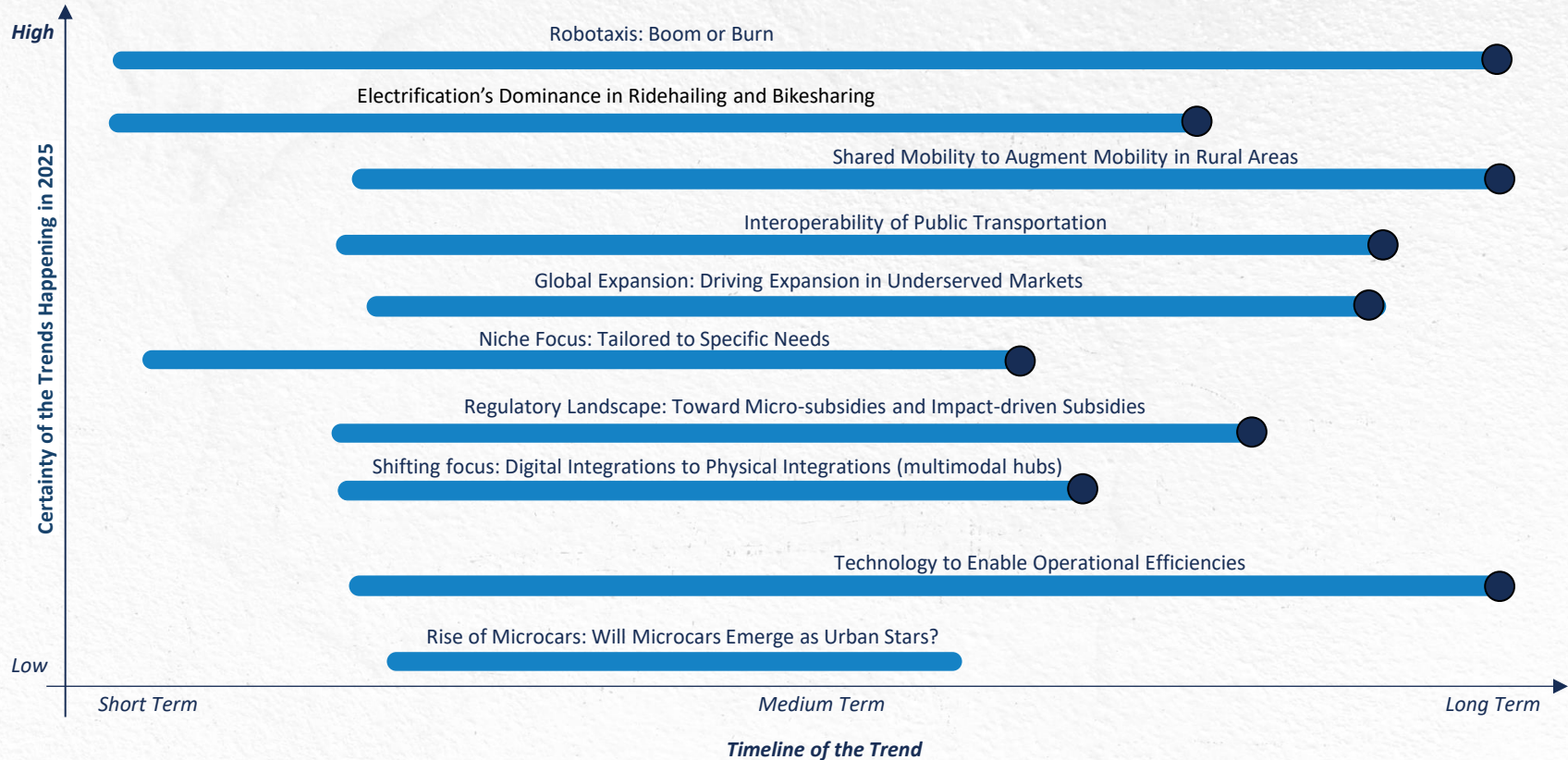


Robotaxis: Fleet Size, Global, 2024 and 2025



Country Fleet	Country Highlights, 2024
Germany	KIRA has begun Level 4 operation throughout the Rhine-Main area in Frankfurt.
United Kingdom	Autonomous ridehailing services, commonly referred to as robotaxis, are anticipated to launch in the United Kingdom by 2026, supported by the Automated Vehicles (AV) Act, which establishes the regulatory framework for their safe and lawful operation.
United States	<p>Close to 750 robotaxis are operational in the United States, providing paid rides mainly for Waymo.</p> <p>Cruise shut down its robotaxi service due to increasing costs and market competition.</p>
China	China is the largest market for robotaxis, with nearly 2,400 units, featuring prominent players such as Baidu, WeRide, AutoX, and Pony.ai.
Japan	In 2025, Waymo plans to launch robotaxi trials in Tokyo, marking its first venture outside the United States. Collaborating with leading taxi firm Nihon Kotsu and the ridehailing platform GO, the initiative aims to help alleviate Japan's ongoing shortage of taxi drivers.

# SHARED MOBILITY: KEY MARKET TRENDS

































































# ELECTRIFICATION : DOMINANCE IN RIDEHAILING AND BIKESHARING

## Global Trend

- Ridehailing & bikesharing fleets have high daily usage, making electrification financially viable due to lower operating costs per mile compared to ICE vehicles.
- Governments are enforcing stricter emissions policies in urban areas, making it imperative for Ridehailing operators to switch to EVs.

## Case Study

Mobility Segment	Electrification Speed									
Traditional Carsharing										
P2P Carsharing										
Bikesharing										
Demand Responsive Shuttles										
Ridehailing										
Public Transport										

- In Europe, e-bikes make up **21.36% of fleets** but generate **30.65% of trips**, outperforming mechanical bikes
- In New York, nearly **50% of all Citi Bike rides** are on e-bikes, though they make up just **1/5<sup>th</sup> of the fleet**
- In Lincoln, USA **e-bikes account for over 75% of trips**, despite being only 20% of the bike share fleet
- In Philadelphia, **e-bikes now power >50% of all trips**, with usage soaring 43% in 2023, while classic bike trips fell 5%
- Bolt has a **257.5% increase in active electric vehicles** on its platform in Thailand.

SLOW  FAST

# SHARED MOBILITY TO AUGMENT MOBILITY IN RURAL AREAS

DRT and on demand services in rural areas will continue to be the primary use case that strengthens public transport and does not threaten existing urban fixed route services



## Success Factors

- **Public- Private Collaboration**
- **Funding** (the UK government has awarded 1.2 million GBP to eight projects aimed at improving transport in rural communities)

## Case Study

### Ireland

- Rural DRT solution launched by Transport for Ireland launched in 2002
- Transported **~0.5 Mn passengers in 2024**

### England

- Wiltshire Connect service has carried more than **55,000** passengers during its first 12 months of operation. Funded by government's Rural Mobility Fund

### England

- DRT service operated by Hertfordshire County Council and Padam Mobility has surpassed 100,000 passenger trips since its launch in 2021

### Wales

- There are 11 Fflecsi DRT services across Wales in collaboration with bus operators and local authorities
- Delivering **~25,000 journeys every month.**

### England

- Essex and Suffolk Demand Responsive Transport service closed its services due to falling passenger numbers and rising costs

### Scotland

- Aberdeenshire Council introduced Ready2Go with five vehicles operated by Watermill Coaches. It ended in 2023 due to high running costs.



# ROBOTAXI: BOOM OR BURN

Robotaxi services expanded their geographic reach in 2024, because of improved technology-and increased demand. China and USA being the two major markets. The **major milestone in 2024** was the increase in "driverless" robotaxi operations, where no safety driver or human operator is present in the vehicle.

Waymo : Year	Fleet Size Forecast
2024	700
2025	950
2026	1550
2027	2150
2028	3525
2029	5500
2030	8150



## Trips by Waymo

Trips per vehicle per day for Waymo : ~ 16  
This is 2 times that of the Ridehailing vehicles



Total No of Rides till Date : 5 Mn  
Total No of Rides in 2024 : 4 Mn  
**80% of Waymo's rides done in 2024 alone**



Waymo's sixth-generation vehicles, which it started testing in July, will also lower costs and can **further help with profitability**

# TOP 10 PREDICTIONS FOR 2025

The overall revenue opportunity from the **shared mobility** is expected to **cross \$900 bn**



E-bikes will dominate bikesharing fleets, making up more than **36% of the total fleet by 2025, up from 27% in 2020.**



In 2025, we will see increased pressure on shared mobility operators to **clearly identify shared mobility use cases**



**Uber, Bolt and Didi will collectively operate over 26 million vehicles worldwide by 2025**



AI and machine learning will help **operators improve fleet planning and optimization**



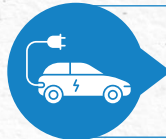
**Ridehailing and micromobility to expand in the Global South**, reaching near market saturation in the west



**40% of all shared mobility vehicles** will be electric by 2025



Middle East and Asia-Pacific DRT Markets **to grow by more than 50% in 2025.**



While 2024 was a challenging year for carsharing market, free floating carshare **fleet growth will continue to be ~15% in 2025**



**China to outpace USA** in terms of the number of cities that offer **Robo-taxi services,**





**LINK TO THE STUDY**

## **GREEN MATERIALS IN CARS: A STRATEGIC ANALYSIS**

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**Global Automotive & Transportation Research Team at Frost & Sullivan**

# Appendix

How does your organization  
identify and prioritize  
Growth Opportunities?





# CONTENTS

## Section

### Analysis Highlights

- [Analysis Highlights, 2024](#)
- [2025 Shared Mobility Market: Forecast vs Actual](#)
- [GMV Forecast by Segment](#)
- [GMV Forecast by Region](#)
- [GMV Market Share Split by Region](#)
- [Fleet Market Share Split by Region](#)
- [Top Predictions for 2025](#)

### Growth Environment

- [Segmentation and Definitions](#)
- [Research Scope by Segment](#)
- [Notable Regulations and Mandates: A Snapshot](#)
- [Funding Highlights of 2024](#)

### Strategic Imperatives

- [Why Is It Increasingly Difficult to Grow?](#)

# CONTENTS (CONTINUED)

## Section

- [The Strategic Imperative 8™](#)
- [The Impact of the Top 3 Strategic Imperatives on the Global Shared Mobility Industry](#)
- [Growth Opportunities Fuel the Growth Pipeline Engine™](#)

### **[2025 Global Economic Outlook](#)**

- [2024 Economic Highlights](#)
- [Economic Transformations for 2025](#)
- [Global GDP Growth Snapshot](#)
- [2025 Visioning Scenarios](#)
- [2025 Visioning Scenarios: Global Growth Expectations](#)
- [2025 Global Risks and Risk Mitigation Strategies](#)
- [2025 Growth Opportunities by Region](#)

### **[Predictions of Top Trends, 2025](#)**

- [Shared Mobility: Key Market Trends](#)
- [Electrification's Dominance in Ridehailing and Bikesharing](#)
- [Global Expansion: Driving Expansion in Underserved Markets](#)



# CONTENTS (CONTINUED)

## Section

- [Niche Focus: Tailored to Specific Needs](#)
- [Shared Mobility to Augment Mobility in Rural Areas](#)
- [Shifting Focus: Multimodal Hubs](#)
- [Interoperability of Public Transportation](#)
- [Robotaxis: Boom or Burn](#)

### **[Shared Mobility Regional Analysis](#)**

- [Regional Analysis, North America: 2024 and 2025](#)
- [Regional Analysis, Europe: 2024 and 2025](#)
- [Regional Analysis, China: 2024 and 2025](#)
- [Regional Analysis, India: 2024 and 2025](#)
- [Regional Analysis, ANZ: 2024 and 2025](#)
- [Regional Analysis, South Korea: 2024 and 2025](#)
- [Regional Analysis, LATAM: 2024 and 2025](#)
- [Regional Analysis, Middle East: 2024 and 2025](#)

# CONTENTS (CONTINUED)

## Section

### Shared Mobility Industry Analysis

- [Traditional Carsharing: Snapshot](#)
- [Traditional Carsharing: Companies to Watch](#)
- [P2P Carsharing: A Snapshot](#)
- [P2P Carsharing: Companies to Watch](#)
- [Bikesharing: A Snapshot](#)
- [Bikesharing: Companies to Watch](#)
- [Ridehailing: A Snapshot](#)
- [Ridehailing: Companies to Watch](#)
- [Demand Responsive Transit: Snapshot](#)
- [Demand Responsive Transit: Companies to Watch](#)
- [Mobility-as-a-Service: A Snapshot](#)
- [Mobility as a Service: Companies to Watch](#)
- [Robotaxis: A Snapshot](#)
- [Robotaxis: Companies to Watch](#)



# CONTENTS (CONTINUED)

## Section

### Growth Opportunity Universe

- [Growth Opportunity 1: Regulations Promoting Sustainable Mobility](#)
- [Growth Opportunity 2: Partnerships and New Technologies](#)
- [Growth Opportunity 3: Autonomous Technological Capabilities](#)

### Key Conclusions

- [Conclusions and Future Outlook](#)
- [Perspectives from Industry Experts](#)

### Appendix & Next Steps

- [Benefits and Impacts of Growth Opportunities](#)
- [Next Steps](#)
- [List of Exhibits](#)
- [Legal Disclaimer](#)

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