



Euromonitor
International

Competitor Strategies in Shared Mobility

March 2024

Table of Contents

INTRODUCTION

Scope

Executive summary

COMPETITIVE LANDSCAPE

Top companies in shared mobility

Shared mobility remains a two-horse led by Uber Tech Inc and Beijing Xiaoju Tech Co Ltd

Industry players remain ride-hailing orientated, despite efforts to diversify

The largest shared mobility markets are largely monopolised by a single brand

Bolt and Grab: The few companies with exposure in both emerging and developed markets

Uber remains a truly global brand with strong market positions across most geographies

COMPETITIVE LANDSCAPE BY CATEGORY

Ride hailing: Uber and Didi lead, as others continue to play catch-up

Car sharing: Turo leads with a 25% market share, as others see weaker performances

Bike sharing: Chinese brands dominate; strong shift to e-bike sharing

Scooter sharing: Lime holds advantage; Bird files for bankruptcy amid industry challenges

Ride sharing: Uber, Didi and BlaBlaCar vie for top spot in ride sharing

STRATEGIES

Key strategies in the shared mobility market

STRATEGIES: PROFITABILITY

Companies prioritising profitability amid tighter financing conditions and IPO desires

Case study: Helbiz pulls back from unprofitable markets

Case study: Lime prioritising profitability as it seeks IPO

STRATEGIES: LOYALTY

Loyalty: Shared mobility companies are focused on driving customer loyalty strategies

Case study: Forest Launches a monthly e-bike subscription service

Case study: Lyft launches “Green” mode to allow users to hail EVs or hybrids

Case study: Forest uses gamification tactics to build engagement and loyalty

Case study: Careem – the “everything app” catering to a diverse range of consumers

STRATEGIES: PARTNERSHIPS

Strategic partnerships are becoming common as brands look to stay ahead of the competition

Case study: Uber partners with Waymo to provide autonomous rides

Case study: Karhoo and FreeNow partner to expand services across Europe

STRATEGIES: PREMIUMISATION

Shift to premium and luxury services provides ride-hailing brands with larger margins

Case study: Luxury and premium ride-hailing service provider Wheely enters Dubai market

Case study: Ola introduces Ola Prime Plus for premium ride-hailing customers

SUMMARY

Summary points

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-shared-mobility/report.