

The global market for Peer-to-Peer Carsharing was valued at US\$2.5 Billion in 2024 and is projected to reach US\$7 Billion by 2030, growing at a CAGR of 18.4% from 2024 to 2030. This comprehensive report provides an in-depth analysis of market trends, drivers, and forecasts, helping you make informed business decisions. **The report includes the most recent global tariff developments and how they impact the Peer-to-Peer Carsharing market.**



## Global Peer-to-Peer Carsharing Market - Key Trends & Drivers Summarized

### Why Is Peer-to-Peer Carsharing Redefining Urban Mobility and Vehicle Ownership Economics?

Peer-to-peer (P2P) carsharing platforms are disrupting traditional car ownership and rental models by enabling private car owners to rent out their underutilized vehicles directly to other users. Powered by digital platforms and mobile apps, these services allow individuals to access cars on-demand - hourly, daily, or longer - without the overhead of ownership. In

cities grappling with congestion, rising vehicle costs, and limited parking infrastructure, P2P carsharing offers a flexible, cost-effective, and scalable alternative to car ownership.

This model capitalizes on the sharing economy and behavioral shifts in mobility preferences, particularly among younger, urban populations who prioritize access over ownership. By leveraging IoT-enabled keyless entry, GPS tracking, telematics, and user ratings, P2P carsharing platforms ensure convenience, safety, and transparency in transactions. As cities promote sustainable mobility, reduce car dependency, and encourage multimodal transportation systems, P2P carsharing is emerging as a strategic component of integrated urban transport networks.

### **How Are Technology Platforms and Regulatory Innovations Powering the Expansion of P2P Carsharing Models?**

P2P carsharing relies on robust digital infrastructure, including user-friendly apps, AI-based pricing algorithms, dynamic availability mapping, and secure payment gateways. Cloud-based platforms enable real-time bookings, insurance management, identity verification, and customer service support. Advanced telematics and connected vehicle systems allow for keyless access, mileage tracking, remote diagnostics, and theft protection - reducing friction for both owners and renters.

Governments and city administrations are beginning to adapt regulatory frameworks to accommodate and encourage P2P carsharing. Tax incentives, dedicated parking zones, and exemptions from congestion charges are being offered in some cities to promote usage. Insurtech partnerships are addressing liability and coverage gaps through per-use commercial policies, reducing barriers to entry for vehicle owners. As smart city initiatives gain momentum, P2P carsharing is being integrated with digital mobility wallets, transit cards, and intermodal journey planners - paving the way for seamless urban travel experiences.

### **Which Demographics, Use Cases, and Regional Markets Are Driving Peer-to-Peer Carsharing Adoption?**

Urban millennials, students, digital nomads, and tourists are the most frequent users of P2P carsharing services, drawn by the flexibility, affordability, and localized access it offers. Suburban and rural users also engage with P2P carsharing to address first-mile/last-mile gaps and limited public transit options. For vehicle owners, it presents a passive income opportunity, often offsetting car loan repayments, insurance, and maintenance costs.

North America and Western Europe dominate the P2P carsharing market, with platforms like Turo, Getaround, and SnappCar expanding in metropolitan areas and tourist hotspots. Asia-Pacific is experiencing rapid adoption in markets like China, South Korea, and India, driven by mobile-first populations and rising middle-class car ownership. Regulatory constraints in emerging economies are gradually easing, opening opportunities for platform localization. As environmental awareness and fuel prices rise globally, P2P carsharing is becoming a viable, low-cost alternative for short-distance travel, airport runs, and weekend escapes.

### **What Is Driving Long-Term Growth and Strategic Differentiation in the P2P Carsharing Market?**

The growth in the peer-to-peer carsharing market is driven by urbanization, digital convenience, economic pressures, and sustainability mandates. As consumer expectations evolve toward personalized, on-demand experiences, P2P platforms are expanding vehicle variety to include electric vehicles (EVs), hybrids, and luxury models. Integration with EV charging networks and carbon offset programs is appealing to eco-conscious users.

Strategically, platforms are investing in brand trust, data security, dynamic fleet optimization, and community engagement tools. Predictive analytics are being used to match demand with vehicle availability, while gamified loyalty programs are incentivizing both users and vehicle hosts. Collaborations with automotive OEMs, insurance providers, and urban mobility planners are strengthening the ecosystem. As global transportation models shift from ownership to access, P2P carsharing is poised to scale through network effects, digital innovation, and alignment with broader mobility-as-a-service (MaaS) paradigms.

## **Report Scope**

The report analyzes the Peer-to-Peer Carsharing market, presented in terms of market value (US\$). The analysis covers the key segments and geographic regions outlined below:

- **Segments:** Vehicle Type (Executive, Economy, Luxury); Rental Duration (Hourly, Daily, Weekly, Monthly); Service Model (Round-trip Carsharing, One-way Carsharing).
- **Geographic Regions/Countries:** World; United States; Canada; Japan; China; Europe (France; Germany; Italy; United Kingdom; Spain; Russia; and Rest of Europe); Asia-Pacific (Australia; India; South Korea; and Rest of Asia-Pacific); Latin America (Argentina; Brazil; Mexico; and Rest of Latin America); Middle East (Iran; Israel; Saudi Arabia; United Arab Emirates; and Rest of Middle East); and Africa.

## **Key Insights:**

- Market Growth: Understand the significant growth trajectory of the Executive Vehicle segment, which is expected to reach US\$4.3 Billion by 2030 with a CAGR of a 19.7%. The Economy Vehicle segment is also set to grow at 16.8% CAGR over the analysis period.
- Regional Analysis: Gain insights into the U.S. market, valued at \$688.7 Million in 2024, and China, forecasted to grow at an impressive 24.4% CAGR to reach \$1.6 Billion by 2030. Discover growth trends in other key regions, including Japan, Canada, Germany, and the Asia-Pacific.

## **Why You Should Buy This Report:**

- Detailed Market Analysis: Access a thorough analysis of the Global Peer-to-Peer Carsharing Market, covering all major geographic regions and market segments.
- Competitive Insights: Get an overview of the competitive landscape, including the market presence of major players across different geographies.
- Future Trends and Drivers: Understand the key trends and drivers shaping the future of the Global Peer-to-Peer Carsharing Market.
- Actionable Insights: Benefit from actionable insights that can help you identify new revenue opportunities and make strategic business decisions.

## **Key Questions Answered:**

- How is the Global Peer-to-Peer Carsharing Market expected to evolve by 2030?
- What are the main drivers and restraints affecting the market?
- Which market segments will grow the most over the forecast period?
- How will market shares for different regions and segments change by 2030?
- Who are the leading players in the market, and what are their prospects?

#### **Report Features:**

- Comprehensive Market Data: Independent analysis of annual sales and market forecasts in US\$ Million from 2024 to 2030.
- In-Depth Regional Analysis: Detailed insights into key markets, including the U.S., China, Japan, Canada, Europe, Asia-Pacific, Latin America, Middle East, and Africa.
- Company Profiles: Coverage of players such as Aesculap AG, Alphatec Spine, Inc., Curiteva, Inc., DePuy Synthes (Johnson & Johnson), Globus Medical, Inc. and more.
- Complimentary Updates: Receive free report updates for one year to keep you informed of the latest market developments.

#### **Some of the 48 companies featured in this Peer-to-Peer Carsharing market report include:**

- Amovens
- BlaBlaCar
- Car Next Door (Uber Carshare)
- Car Shair
- Drivy (now Getaround Europe)
- Getaround
- GoMore
- Hiyacar
- Koolicar
- MoboKey
- MyMove
- Nabobil (now Getaround Norway)
- OuiCar
- RentMyRide
- SnappCar
- SocialCar

- Tamyca
- Turo
- Ubeeqo
- YourDrive
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This edition integrates the latest global trade and economic shifts into comprehensive market analysis. Key updates include:

- **Tariff and Trade Impact:** Insights into global tariff negotiations across 180+ countries, with analysis of supply chain turbulence, sourcing disruptions, and geographic realignment. Special focus on 2025 as a pivotal year for trade tensions, including updated perspectives on the Trump-era tariffs.
- **Adjusted Forecasts and Analytics:** Revised global and regional market forecasts through 2030, incorporating tariff effects, economic uncertainty, and structural changes in globalization. Includes historical analysis from 2015 to 2023.
- **Strategic Market Dynamics:** Evaluation of revised market prospects, regional outlooks, and key economic indicators such as population and urbanization trends.
- **Innovation & Technology Trends:** Latest developments in product and process innovation, emerging technologies, and key industry drivers shaping the competitive landscape.
- **Competitive Intelligence:** Updated global market share estimates for 2025, competitive positioning of major players (Strong/Active/Niche/Trivial), and refined focus on leading global brands and core players.
- **Expert Insight & Commentary:** Strategic analysis from economists, trade experts, and domain specialists to contextualize market shifts and identify emerging opportunities.

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## **Companies Mentioned (Partial List)**

A selection of companies mentioned in this report includes, but is not limited to:

- Amovens
- BlaBlaCar
- Car Next Door (Uber Carshare)
- Car Shair
- Drivy (now Getaround Europe)
- Getaround
- GoMore
- Hiyacar
- Koolicar
- MoboKey
- MyMove
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- SocialCar
- Tamycar
- Turo
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## Table Information

Report Attribute	Details
No. of Pages	381
Published	January 2026
Forecast Period	2024 - 2030
Estimated Market Value ( USD ) in 2024	\$ 2.5 Billion
Forecasted Market Value ( USD ) by 2030	\$ 7 Billion
Compound Annual Growth Rate	18.4%
Regions Covered	Global