

## **Micro-Mobility Market is estimated to be US\$ 11.3 billion by 2030 with a CAGR of 11.50% during the forecast period**

**Micromobility** refers to a class of small, light cars that go at less than 15 mph (25 km/h) and are excellent for commuting within a 10-kilometer radius. This actively encompasses the use of bicycles, e-bikes, electric scooters, electric skateboards, shared bicycles, electric pedal assisted bicycles, and other sorts of vehicles. Continuous efforts around the world to establish smart cities and automotive infrastructure have offered several opportunities for the global micromobility market to thrive. Furthermore, the existence of various service provider firms, as well as their investments and development goals, has drawn a large number of small vehicle fleet owners to participate in support of the micromobility idea. Many programmes to tackle climate change have been launched as greenhouse gas emissions have increased, allowing policymakers to put their faith in electric vehicles. As a result, a climate change action plan was put in place to reduce transportation-related emissions by embracing sustainable and ecologically friendly transportation alternatives like electric cars and public transportation. Increased investments in clean energy and government efforts to minimise CO2 emissions are also expected to boost demand for electric skateboards and electric bicycles.

### **Region Analysis:**

Over the forecast period, North America is expected to have the greatest CAGR. The micromobility market will be dominated by the North American region. Urbanization encourages micromobility. As the urban population expands, so does the demand for energy-efficient transportation. In 2020, the Asia-Pacific area will account for about 45.5 percent of global sales. Traffic congestion is well-known throughout the Asia-Pacific area. Because of their compact size and light weight, micromobility vehicles are excellent for the region. Micromobility is widely employed in Asia-Pacific business businesses.

### **Key Highlights:**

- Helbiz announced the acquisition of Skip, a dockless e-scooter rental startup, in December 2020.
- Yamaha will release the e-Vino, a single-seater electric scooter with a 3-hour charge time, in November 2020.
- After receiving approval from the city, Lime expanded its San Francisco fleet to 2000 e-scooters in November 2020.

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### **Key Market Insights from the report:**

Global Micro-Mobility Market accounted for US\$ 3.8 billion in 2020 and is estimated to be US\$ 11.3 billion by 2030 and is anticipated to register a CAGR of 11.50%. The global micro-mobility market is segmented based on the requirement, location, application, and region.

- Based on Requirement, Global Micro-Mobility Market is segmented into first & last mile, and short distance.
- Based on Location, Global Micro-Mobility Market is segmented into roads, tracks and footpath.
- Based on Application, Global Micro-Mobility Market is segmented into private and commercial-logistics.
- By Region, the Global Micro-Mobility Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

#### **Competitive Landscape & their strategies of Global Micro-Mobility Market:**

The key players operating the global micro-mobility market involves Marble Robot B. Braun Melsungen AG, EasyMile SAS, Floatility GmbH, Meituanbike (Mobike), ANI Technologies (Ola), Uber Technologies Inc., LimeBike, Bird Rides, Inc., Skip Transport, Inc. Prominent players operating in the target market are focusing on strategic partnerships as well as the launching of the Requirement to gain a competitive edge in the target market. For instance, in 2017, Marble entered in its first partnership in the field of last-mile deliveries by autonomous robots with Yelp Eat24.