Asia-Pacific Mobility as a Service Market Assessment, By Type [Public, Private], By Service Type [Car, Bus, Ride], By Business Model [B2B, B2C, P2P], By Application Type [iOS, Android, Others], By Commute [Daily, Last Mile, Occasional], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Asia-Pacific mobility as a service market is projected to witness a CAGR of 18.72% during the forecast period 2025-2032, growing from USD 17.73 billion in 2025 to USD 69.97 billion in 2032. Mobility as a Service (MaaS) brings different modes of transportation together into one platform, providing users with convenient, efficient, and sustainable means of mobility. It unites public and private transportation services through one gateway, often a mobile application or web portal, where users can plan, reserve, and pay for multimodal trips. The services included are public transport, ridesharing, car-sharing, bike-sharing, and even electric vehicles (EVs).

Some of the main drivers of this growth are urbanization and rising population density in nations such as China, India, and Indonesia. These countries experience high traffic congestion and pollution levels, leading governments and private companies to seek new mobility solutions. Advances in technology, especially smartphone penetration and app development, enable easy access to MaaS platforms.

Countries like China are at the forefront, with private car registration decreases being planned to fight urban jams. Combining different modes of transport like ride-hailing, bike-sharing, and public transportation into convenient-to-use apps provides greater mobility opportunities for consumers. Encouraging government policies embracing sustainable transport further support the MaaS environment within the region. The APAC MaaS market is poised to redefine urban mobility through efficient and sustainable solutions that will cater to the varied needs of its expanding populace.

For instance, in April 2024, SWAT Mobility, a Singapore-based provider of artificial intelligence (AI)-powered vehicle routing solutions, secured a total funding of USD 7.2 million in the latest round. SWAT Mobility announced this investment will fuel its expansion efforts across Asia, further solidifying its position in the region's mobility sector. This shows how investments are being

made to expand this market in APAC.

Continued Urbanization and Rising Disposable Income in APAC

Ongoing urbanization and increasing disposable incomes are key drivers of the expansion of Mobility as a Service (MaaS) market in the Asia-Pacific (APAC) region. With cities in APAC growing, the need for efficient and convenient transportation is likely to boom, solving problems such as traffic congestion and pollution. Rising disposable incomes in the region will continue to drive the adoption of MaaS services. Growing numbers of consumers can pay for comprehensive transportation solutions with flexibility and ease. The trend aligns with the move from conventional vehicle ownership to on-demand mobility services, improving accessibility and sustainability. Furthermore, the trends in economics facilitate innovation and investment in the MaaS industry. With an increase in urbanization and consumer expenditures, businesses are motivated to innovate and create specific, easy-to-use MaaS platforms.

As per the National Bureau of Statistics in China, the nationwide per capita disposable income for 2023 was approximately USD 5,394 (CNY 39,218), reflecting a 6.3% rise from the previous year. After adjusting for inflation, the real increase was about USD 5,387 (CNY 39,218). Urban residents had a per capita disposable income of around USD 7,107 (CNY 51,821), up 5.1% nominally and USD 2,973 (CNY 21,691) for rural residents, marking a 7.7% nominal increase. This shows how disposable income is rising, which is leading to the growth of MaaS market.

Growing Adoption of Electric Vehicles (EVs) and Sustainable Development Fueling the Market

The increasing popularity of electric vehicles (EVs) plays a major role in the growth of Mobility as a Service (MaaS) market in the Asia-Pacific. With governments and consumers focusing more on environmentally friendly transportation solutions, the incorporation of EVs into MaaS platforms increases the attractiveness of such services. EVs provide lower emissions and decreased operational expenses, which are consistent with environmental objectives and urban sustainability efforts. This change promotes cooperation between EV manufacturers and MaaS providers, enabling the creation of end-to-end mobility solutions. As a result, the growth of EVs not only solves urban pollution but also drives innovation in MaaS solutions, leading to market expansion in the region.

For example, in August 2023, Beijing Municipal Commission of Transport and Beijing Municipal Ecology and Environment Bureau jointly launched the "Beijing MaaS 2.0 Work Plan" marking the transition of Beijing's MaaS to the second stage. In stage 2.0, Beijing will continue to adhere to the "green and integrated" development strategy, focusing on providing high-quality "door-to-door" green and integrated mobility services.

Government Initiatives Acting as a Catalyst

Government policies in the Asia-Pacific are largely driving the development of the mobility as a service (MaaS) market. Most nations are adopting policies that seek to tackle urban mobility issues, including traffic congestion and pollution. These policies tend to involve investments in smart city initiatives, subsidies for eco-friendly transport options, and encouragement of integrated mobility platforms. By promoting public transport and shared mobility usage, these initiatives aid in lowering emissions and carbon emissions. As policymakers focus on sustainable development, the MaaS sector is well on its way to flourishing, delivering efficient and greener solutions complementary to overall environment objectives.

For example, Singapore provides a compelling example of government-led initiatives fostering the growth of the MaaS market. The city-state offers a single app, SimplyGo, enabling users to plan and pay for citywide trips via rail or bus. This MaaS platform offers a single digital interface for planning, booking, and payments, directing users to the most suitable transportation options, be it train, bus, cab, ferry, or bike-sharing services. This initiative underscores Singapore's commitment to providing convenient, efficient, and integrated mobility solutions to its citizens.

In September 2024, Singapore Ministry of Education Primary, Secondary and Junior College/Millennia Institute students can choose to convert their student concession card (or School Smart Cards (SSC)) to a SimplyGo SSC, an official release from the Land Transport Authority (LTA).

Dominance of the B2B Business Segment

In the Asia-Pacific MaaS market, the B2B segment is increasingly on top of B2C and P2P segments. The growth in this area is facilitated by many factors. First, companies identify the necessity of effective transportation options to handle their logistics and commuters' mobility, making them ask for combined services on a large scale. Second, technological advancements allow businesses to streamline processes, cut down expenses, and improve productivity through customized MaaS solutions.

Additionally, the growth of smart city projects throughout the region promotes collaboration between private firms and public transport agencies, further increasing B2B opportunities. With urbanization speeding up and traffic jams intensifying, companies are looking for sustainable transport solutions that can be easily incorporated into their business.

For instance, in November 2024, Asia Mobiliti, Malaysia's leading Mobility-as-a-Service (MaaS) technology which provides services to a lot of Businesses in MaaS and digital city solutions provider with the Blue Diplomacy and Circular Economy Research Line of the School of Civil Engineering at the Polytechnic University of Madrid have completed a research collaboration aimed at optimizing electric vehicle (EV) charging infrastructure to support sustainable, multimodal urban mobility. The project focused on developing a data-driven analytics framework that could guide the strategic placement of EV chargers, using Kuala Lumpur as the initial test city.

East Asia Dominates Mobility as a Service Market Share

East Asia overwhelmingly leads the Mobility as a Service (MaaS) market in the Asia-Pacific region, thanks mainly to the strong economic development and technological innovations in nations like China, Japan, South Korea, Taiwan, Mongolia, and North Korea. China takes the lead in the market as a global leader in electric cars and innovative mobility solutions, driven by high-speed urbanization and population growth. Japan adds value with its innovative automotive sector and emphasis on autonomous vehicle technology. South Korea's high smartphone market penetration and density of cities enhance the demand further for integrated mobility services. Increased cooperation between private companies and public transport authorities ensures the development of seamless mobility solutions. As cities in East Asia continue to struggle with issues such as traffic and pollution, the MaaS market is poised for long-term growth, rendering it an integral part of the future urban mobility plans in the region.

For instance, in January 2025, Xiao-I Corporation, a top artificial intelligence firm, announced the successful implementation of its 8-million-HKD AI-driven HR system for a Hong Kong public sector customer. This achievement reflects Xiao-I's increasing impact on public sector digitalization and the scalability of its Model-as-a-Service (MaaS) platform, which has already fueled successful AI adoption throughout Asia.

Future Market Scenario (2025 – 2032F)

- Fast urbanization and growing population density will fuel demand for MaaS solutions to reduce traffic jams and offer convenient transportation options in congested cities.
- The presence of leading ride-sharing operators, MaaS apps, and auto OEMs will propel product development and compel automakers to implement MaaS technology.
- Car sharing is expected to hold the highest revenue share, driven by increasing adoption of big data and robotics.
- China, being a worldwide hub for EVs, will be projected to reflect growing demand for MaaS because of the rising sales of EVs.

Key Players Landscape and Outlook

The Mobility as a Service (MaaS) market is dominated by fierce competition among major players who seek to gain market share through innovation and strategic alliances. Firms compete in various parameters, such as integrating multiple modes of transportation, user experience, technological innovation, and pricing. The necessity for smooth connectivity and convenience in urban mobility drives the environment. Moreover, they are also turning their attention towards diversifying their service provision and geographical coverage, frequently partnering with local transport operators and technology companies to develop enhanced operational capacity. With increasing demand for sustainable and efficient transportation on the rise, flexibility and reactivity to current trends will become essential to holding a competitive advantage in this transforming environment.

In February 2025, UNL and GrabMaps Collaborate to Provide Next-Generation Location Solutions for Southeast Asia. Through this partnership, Southeast Asian businesses and developers will be enabled to enrich their hyperlocal location applications and services using GrabMaps' rich location data and UNL's pixel-based mapping and location technology.

In September 2024, Didi Chuxing Technology Co., Ltd. will be investing USD 94 million (RMB 670 million) in state-backed car tech firm AutoAi for a 16.46% stake, also selling off its smart cockpit division to become leaner and more focused on its core business. Didi will become the second-biggest shareholder of AutoAi, which is majority-controlled by state-backed digital mapping provider NavInfo, along with investors such as MediaTek, Tencent, and Bosch.

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