

Mexico Ride Hailing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Mexico Ride Hailing Market size is estimated at USD 3.51 billion in 2025, and is expected to reach USD 4.48 billion by 2030, at a CAGR of 5.02% during the forecast period (2025-2030).

The Mexican ridesharing market is being driven by factors such as urbanization, traffic congestion, and the increasing adoption of digital technologies.

Mexico City is a significant hub for ridesharing services due to its large population and high demand for convenient transportation options. However, ridesharing services are also prevalent in other major cities like Guadalajara, Monterrey, and Puebla.

The market is dominated by global players such as Uber and DiDi and local companies like Cabify and Beat. Uber entered the Mexican market in 2013 and has since expanded its operations to over 60 cities across the country.

The COVID-19 pandemic had a significant impact on the ridesharing market in Mexico, with a decline in demand due to lockdowns and travel restrictions. However, the market has shown signs of recovery, with companies implementing strict safety measures and hygiene protocols to regain consumer confidence. For instance, in June 2020, Uber announced a series of safety measures, including mandatory face coverings for riders and drivers and regular cleaning of vehicles.

The Mexican government has also taken steps to regulate the ridesharing market, aiming to ensure fair competition, consumer protection, and tax compliance. In 2019, the Mexican Senate approved a law that established regulations for ridesharing services, requiring companies to obtain operating licenses and comply with various safety and labor standards.

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Despite all the challenges posed by the pandemic and regulatory changes, the Mexican ridesharing market is expected to continue its growth fueled by the increasing urban population, the convenience and affordability of ridesharing services, and the increasing adoption of digital technologies among consumers.

Mexico Ride Hailing Market Trends

Online Booking Channel is Expected to be the Dominant Booking Mode

Reduced taxi fares and ease of booking through mobile apps are the major factors driving online taxi booking to capture a significant share in the region. With the advent of e-hailing taxi applications, such as Uber, ridesharing has been one of the game-changing innovations in the transportation sector.

In addition, the increasing adoption of smartphones embedded with GPS, linked with the availability of digital road maps through APIs, offered essential supporting facilities such as navigation and tracking for ridesharing services.

In 2023, over 71% of Mexicans (60 million) used the internet, providing access to ridesharing apps like Uber and Didi Chuxing. Over 85% of Mexicans owned smartphones, the essential tool for booking rides, navigating routes, and managing payments.

Additionally, ridesharing apps offer a convenient and often affordable alternative to traditional taxis, especially in areas with limited public transportation. Moreover, companies operating in this market offer consumer-centric mobile platforms and various vehicle options to cater to a larger customer base.

Hence, the online booking system is expected to dominate the Mexican ridesharing market during the forecast period.

The Intracity Segment is the Most Used Distance Type Segment

The intracity segment is the most used distance type segment of the Mexican ridesharing market, driven by growing urbanization, traffic congestion, and the need for convenient and affordable transportation solutions in major cities. The intracity segment accounted for over 70.7% of the Mexican ridesharing market in 2022.

Further, the dominance of the intracity segment in the Mexican ridesharing market can be attributed to the country's rapid urbanization and the challenges associated with urban mobility. According to data from the World Bank, Mexico's urban population grew from 71.3% in 2000 to 80.5% in 2021. This increasing urbanization has led to higher traffic congestion, longer commute times, and an increasing demand for convenient and cost-effective transportation options within cities.

In addition, the COVID-19 pandemic contributed to the growth of the intracity ridesharing segment in Mexico. As people sought to avoid public transportation due to health concerns, ridesharing services became a popular alternative for shorter trips within cities.

While the intracity segment dominates the Mexican ridesharing market, other distance types, such as intercity and airport transfers, are also gaining traction. However, the intracity segment remains the most significant due to the convenience, affordability, and increasing demand for urban mobility solutions in Mexico's rapidly urbanizing cities.

Mexico Ride Hailing Industry Overview

The Mexican ridesharing market is dominated by ridesharing giants, such as Uber and Lyft, accounting for the majority of the market share. Agreements between corporations and ridesharing companies to reduce traffic congestion and control pollution

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from vehicle emissions have been major driving factors of the market in this region.

- April 2022: Vemo, a Mexican company, ordered 1,000 electric vehicles from BYD to expand its EV taxi fleet. BYD D1 was unveiled in 2020 as an electric minivan exclusively designed for ridesharing. According to BYD, the Mexican fleet of D1s will be the largest EV taxi fleet outside China.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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