

Shared Economy: WeWork, Uber, Airbnb and Lyft

April 2020 • FIN007A • Andrew McWilliams

- The global sharing economy market value should reach \$1.5 trillion by 2024 from \$373.7 billion in 2019 at a compound annual growth rate (CAGR) of 31.9% for the forecast period of 2019 to 2024.
- The P2P finance segment of the global sharing economy market is expected to grow from \$174.6 billion in 2019 to over \$1 trillion in 2024 at a CAGR of 42.9% for the forecast period of 2019 to 2024.
- The mobility sharing segment of the global sharing economy market is expected to grow from \$86.4 billion in 2019 to \$207.4 billion in 2024 at a CAGR of 19.1% for the forecast period of 2019 to 2024.



T: 866-285-7215 • sales@bccresearch.com • bccresearch.com

© BCC Research LLC 2020

Chapter 1: Introduction

The sharing economy, in simple terms, is the use of information technology to facilitate the exchanged access to (rather than formal possession of) goods or services between two or more parties. The idea of sharing a product or service has deep roots in history, going back to the barter system that human communities used for millennia before the introduction of money. People today routinely rent cars, skis, tools gardening equipment and other items for which people they have only a temporary need.

eBay, launched in 1995, was a precursor of the sharing economy. eBay does not, strictly speaking, fit this report's definition of the sharing economy, in that transactions represent an actual transfer of ownership rather than granting or obtaining access, but it foreshadowed the development of true sharing platforms by connecting individual buyers and sellers without a retailer in the middle.

The first true sharing platforms began to appear around the time of the Great Recession of 2007-2009, facilitated by increasing access to the internet and mobile technology. Since that time, the sharing economy has grown rapidly, although many sharing economy companies have failed while trying to ride the wave. In spite of these failures, the outlook for the sharing economy is bright, as the market projections in this report show.

Study Goals and Objectives

The goal of this report is to provide the reader with an understanding of recent and expected future developments in the sharing economy, their extent and their implications for users, providers, and investors.

Reasons for Doing This Study

The sharing economy is thriving globally, generating benefits estimated at nearly REDACTED in 2018. In the process, it has disrupted traditional industries such as taxis, car rentals, and commercial real estate, and it is positioned to disrupt others. However, for all the sharing economy's economic promise, a number of its biggest stars, like Uber and WeWork have stumbled for lack of a viable business model. Many other, less well-known sharing startups have simply disappeared. Legacy providers of these same goods and services are widely perceived as being on the defensive, but also enjoy significant competitive advantages. Sharing companies, legacy providers, entrepreneurs and investors all need to understand these developments in order to prosper in the sharing era.

Scope of Report

The sharing economy is incredibly diverse, and it would have been impractical for BCC Research to try to analyze every market segment in a report like this. Instead, it has focused its research on the seven segments listed below, which account for the bulk of the market at present and in the foreseeable future.

- Mobility sharing.
- Person-to-person (P2P) finance.
- Vacation rental and room sharing.
- Coworking.
- Online talent platforms.
- Healthcare sharing.
- P2P consumer goods rentals.

Information Sources

The findings and conclusions of this report are based on information gathered from industry sources, including sharing platform operators. Interview data were combined with information gathered through an extensive review of secondary sources such as trade publications, trade associations, company literature, and online databases to produce the market projections contained in this report.

Methodology

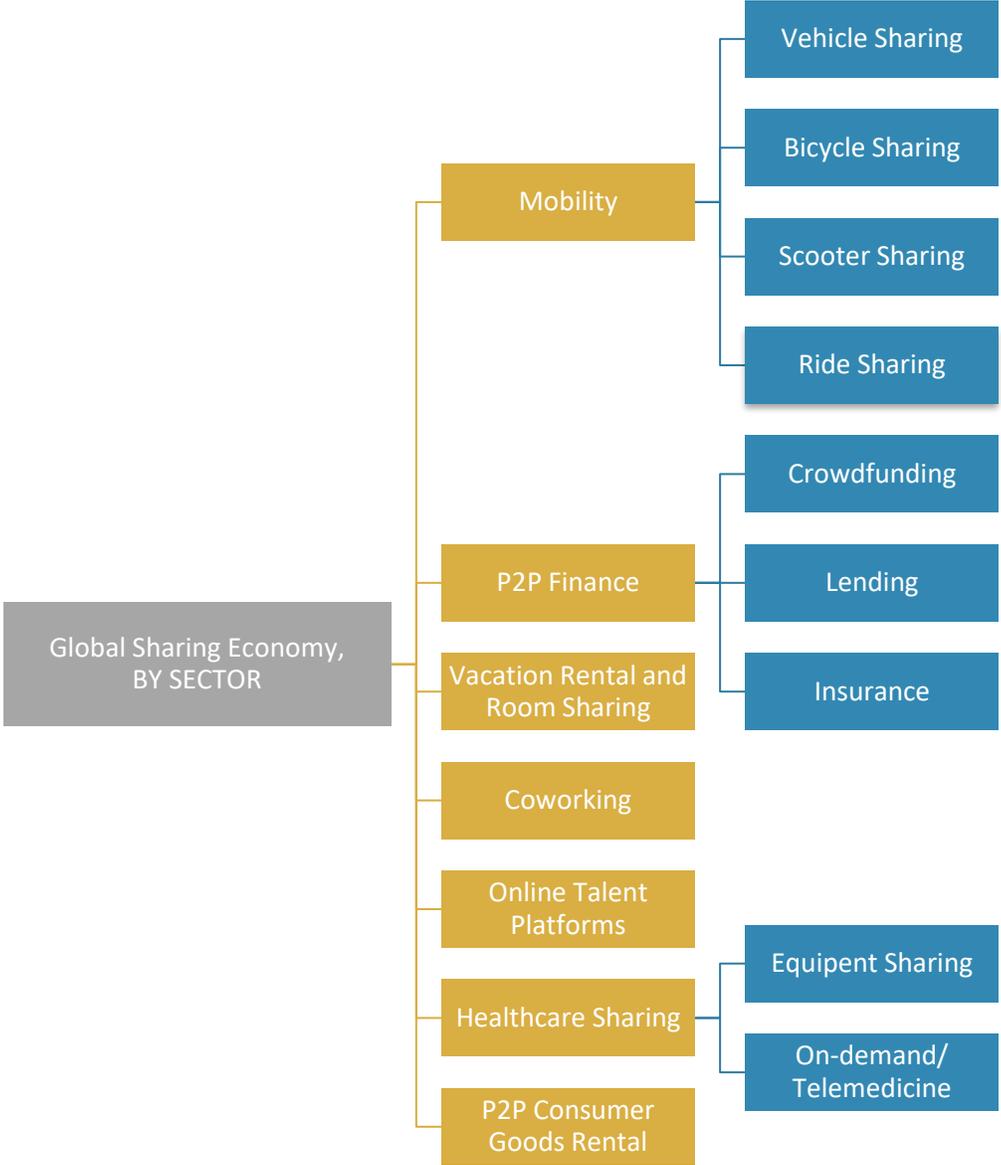
This report's general approach to projecting the economic impact of the sharing economy takes into account future trends in the total consumption of different type of products and services, and sharing's current/projected future penetration of each of those markets, using data obtained from industry sources as well as BCC's own in-house data sources. The report's main metrics will be the value of sharing transactions processed through each channel, as well as the direct benefits to sharers.

Geographic Breakdown

In this report, the geographic regions considered for market analysis include:

- North America.
- Europe.
- Asia-Pacific.
- Rest of the World.

Global Sharing Economy, by Sector



Analyst's Credentials

Andrew McWilliams spent more than 25 years as a consultant with Ernst & Young, McKinsey & Co. and A.T. Kearny focused on manufacturing before segueing into research analysis. He has been covering myriad technology categories for BCC Research for more than 15 years. McWilliams has a BA from Princeton University and an MA from Harvard University. He has worked in more than 40 countries and he resides in the greater Boston area.

BCC Custom Research

Our experts provide custom research projects to those working to identify new markets, introduce new products, validate existing market share, analyze competition and assess the potential for products to impact existing markets. With impressive academic credentials and broad and deep knowledge of global industrial markets, our independent analysts and consultants develop the facts, figures, analysis and assessments to inform the decisions that will move your company ahead. Confidential inquiries to: custom@bccresearch.com or 781-205-2429.

Related BCC Research Reports

- *FIN001A FinTech: Investment, Innovation, Ideology and Technology.*
- *HLC014H Global Markets for Telemedicine Technologies.*
- *FCB043A Residential Energy Storage, Blockchain and Energy Sharing Systems: Technologies and Global Market.*
- *STP003A Fashion Tech Startups.*

Chapter 2: Summary and Highlights

The global sharing economy was worth REDACTED in 2018 and is projected to climb to REDACTED by 2019 and REDACTED by 2024. P2P finance was the largest segment of the sharing economy in 2018, at REDACTED (REDACTED of the total sharing economy), followed by mobility sharing at REDACTED (REDACTED) and vacation rental and room sharing at REDACTED (REDACTED).

Summary Table:
Global Sharing Economy Market Value, by Sector, Through 2024
(\$ Millions)

Sector	2018	2019	2024	CAGR% 2019-2024
P2P finance	126,400.0			
Mobility sharing	72,275.4			
Vacation rental and room sharing	52,300.0			
Other (coworking, online talent platforms, healthcare, P2P consumer goods rentals)	44,910.0			
Total*	295,885.4			

*Note: Totals in this report’s tables might not match exactly because of rounding.

Source: BCC Research

P2P finance also has the highest projected growth rate, i.e., a 2019-2024 CAGR of REDACTED. Other comparatively fast-growing segments include coworking (REDACTED), mobility sharing (REDACTED), and online talent platforms (REDACTED). As a result, P2P finance is expected to increase its share of the global sharing economy from REDACTED in 2018 to REDACTED in 2024. All other segments should lose market share.

Summary Figure:
Global Sharing Economy Market Shares, by Sector, 2018-2024
(%)



Source: BCC Research

The sharing economy will continue to spread into new markets as entrepreneurs and investors develop new business models. Some of the most attractive opportunities are in areas such as business-to-business (B2B) sharing, electricity sharing, sharing apps that target emerging markets such as Africa and the Middle East, and blockchain-enabled sharing apps.

About BCC Research

With our unparalleled 45-year history, BCC Research provides comprehensive analysis of global market sizing, forecasting and industry intelligence, covering markets where advances in science and technology are improving the quality, standard and sustainability of businesses, economies and lives.

BCC Membership

From market sizing and forecasts, to opportunity assessments and competitive analyses, our ever-expanding library gives you the data, insights and intelligence required to ensure your project is a success. Members benefit from ongoing, unlimited access to the category or collections of their choice, and most membership packages pay for themselves within two to three reports being accessed.

Did you buy this report? You may qualify to apply your purchase price towards a full membership. Call 866-285-7215 or email info@bccresearch.com to request a demo.



T: 866-285-7215

sales@bccresearch.com

bccresearch.com