The Carsharing Telematics Market

8th Edition

The Carsharing Telematics Market is the eighth strategy report from Berg Insight analysing the latest developments on this market worldwide including a comprehensive overview of the carsharing telematics value chain covering 36 carsharing technology vendors and 65 carsharing initiatives from specialist carsharing operators, car rental companies and car OEMs. This strategic research report provides you with 180 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

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The public carsharing fleet reached 511,000 vehicles worldwide in 2025

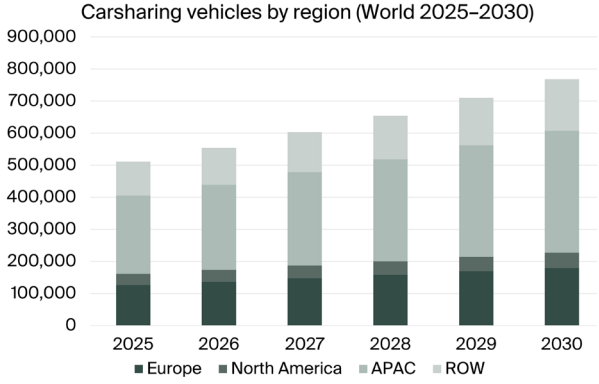
Passenger cars and light trucks are the main modes of transportation in most industrialised countries. The vast majority of car trips in metropolitan areas are drive-alone trips with only one person in the car and vehicles are used for only about one hour per day on average. Carsharing is one of many car-based mobility services available for people who occasionally want to complement other modes of transportation with car-based mobility. Examples of other car-based mobility services include traditional car rental, carpooling, ridesharing, taxi and ridesourcing services. Many of these mobility services aim to decrease the cost of car-based transportation, create convenience through fewer ownership responsibilities, as well as reduce traffic congestion and environmental impact.

Carsharing is a decentralised car rental service focusing on short-term rentals that supplements other modes of transport including walking, cycling and public transport. Carsharing aims to provide an alternative to individual car ownership without restricting mobility by offering affordable access to cars. Carsharing organisations offer members access to a fleet of shared cars from unattended self-service locations. Today, most carsharing operators worldwide use station-based networks with round-trip rental. This operational model requires members to return a vehicle to the same designated station from which it was accessed. Many carsharing operators also offer one-way carsharing, allowing users to return the car to any station operated by the carsharing service. Another model that has gained in popularity is free-floating carsharing, which allows members to pick up and drop off cars anywhere within a designated area or zone. The ability to access available cars instantly without prior booking and no need to schedule a return time makes this type of service attractive for short trips. In some regions, more cars are now dedicated to free-floating carsharing than station-based carsharing.

Telematics systems and smartphones are key enablers of carsharing services. In-car hardware technologies for carsharing services include a telematics device to capture trip data, enable fleet management and grant access to the car through a smartphone app or RFID smartcards. Additional hardware solutions such as damage sensors and smoke detectors can be installed to protect the vehicles, improve user behaviour and reduce accidents. Software platforms include complete IT systems that can support all the operational activities of a carsharing organisation ranging from management of in-vehicle equipment, fleet management, booking management, billing, as well as operations supervision via dashboards and data analytics. Leading vendors of hardware solutions and software platforms include Invers, Vulog, Convadis, Targa Telematics, Optimum (by Shiftmove), Mobility Tech Green, Atom Mobility, CT Mobility, Cantamen, MOQO, WeGo Carsharing, 2hire, Bosch and Astus. Leading hardware telematics vendors such as Teltonika Telematics and Ruptela also serve the market. Several carsharing technology vendors focus on the corporate carsharing market that aims to increase corporate carpool availability and reduce mobility costs. Many carsharing technology vendors partner with other actors to expand their offerings and strengthen their value proposition.

Commercial carsharing services are offered by specialist carsharing companies, car rental companies, carmakers and other actors such as public transport operators. Examples of specialised carsharing operators include Times Car in Japan; Socar in South Korea; Communauto and Evo Car Share in Canada; Miles, Stadtmobil and Cambio in Germany; MyWheels and Greenwheels in the Netherlands; Enjoy in Italy; Mobility Cooperative in Switzerland; Citiz in France; Traficar in Poland; TikTak in Turkey; Turbi in Brazil; and GoGet in Australia. Carsharing services by car rental companies include Sixt Share (by Sixt), Zipcar (by Avis Budget Group), ORIX CarShare (by ORIX Auto Corporation) and G Car (by Lotte Rental). Examples of leading carsharing services backed by carmakers include Free2move (owned by Stellantis), Kinto Share (owned by Toyota) and Wible (owned by Kia).

The carsharing market is expected to grow in the coming years. Berg Insight estimates that the total number of carsharing members worldwide reached 91.0 million at the end of 2025. At the same time, the total carsharing fleet had reached about 511,000 vehicles. Berg Insight forecasts that carsharing membership will grow to about 141.1 million globally by the end of 2030 and the total carsharing fleet will then reach about 768,000 cars. The corporate carsharing market was moreover estimated at 154,000 vehicles at year-end 2025 and is forecasted to reach about 250,000 vehicles in 2030. Europe and Asia-Pacific account for the majority of all carsharing programmes and the number of carsharing vehicles internationally. The front-running markets include Germany, France, the Netherlands, Canada, Japan, South Korea, China, Russia, Turkey and Brazil.



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New data on carsharing fleets and members worldwide.

Comprehensive overview of the carsharing telematics value chain.

In-depth analysis of market trends and key developments.

Detailed profiles of 36 carsharing technology vendors and their propositions.

Case studies of 65 carsharing initiatives from specialist carsharing operators, car rental companies and car OEMs.

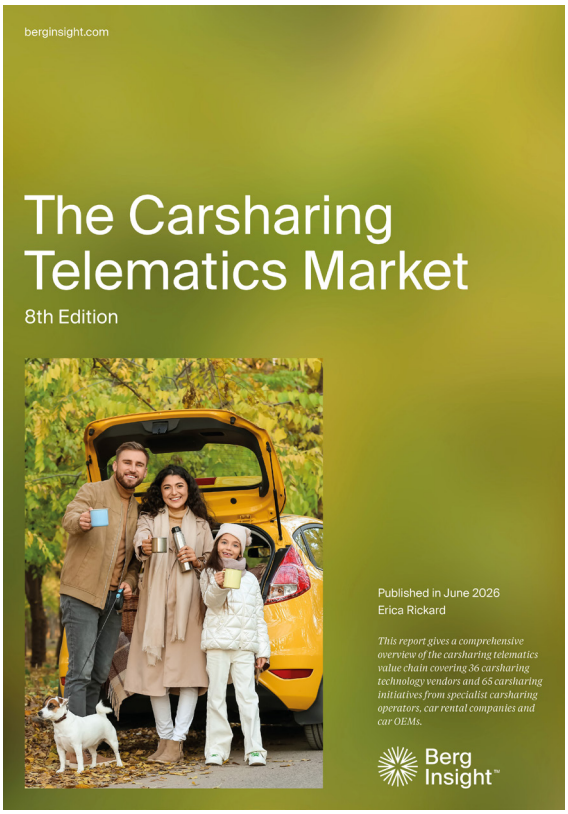
Market forecasts by region lasting until 2030.

The report answers the following questions

- What is the current status of the carsharing industry?
- Which are the leading carsharing telematics and technology providers?
- How are carmakers positioning themselves on the carsharing market?
- What carsharing services are available from leading carsharing providers today?
- What business models are used by carsharing companies?
- What technology choices are there for carsharing operators?
- How will the market evolve in Europe, North America, Asia-Pacific and other parts of the world?
- How will the corporate carsharing market evolve in the upcoming years?

About Berg Insight's IoT market research

Our market reports offer comprehensive information and analysis on key IoT technologies and markets, addressing important concerns including total addressable market, market penetration, market shares, industry landscape, regulatory environment, market trends and forecasts. Our research portfolio today comprises more than 85 items, where each market report focuses on a specific vertical application area or cover horizontal themes. All market reports come with complementary data sets in Excel format that can be easily analysed and converted into tables and charts. We offer a range of different license options together with bundled packages and subscriptions to suit your specific needs.



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The Carsharing Telematics Market

What are the latest developments on the carsharing market? Berg Insight estimates that global carsharing membership will grow at a CAGR of 9.2 percent from 91.0 million at the end of 2025 to 141.1 million by 2030. This report explains all segments including station-based and free-floating public carsharing as well as corporate carsharing. Get up to date with the latest information about carsharing organisations, vendors, products and markets.

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Who should read this report?

The Carsharing Telematics Market is the foremost source of information about the rapid adoption of carsharing technology. Whether you are a carsharing operator, car manufacturer, telematics service provider, telecom operator, content provider, investor, consultant, or government agency, you will gain valuable insights from our in-depth research.

AUTHOR

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Erica is an IoT analyst covering IoT applications mainly in the automotive and micromobility sectors. She performs strategic analysis of OEM and aftermarket car telematics services, including carsharing telematics and telematics for rental and leasing fleets as well as bike and scootersharing telematics. Erica holds a Master's degree in Quality and Operations Management from Chalmers University of Technology and joined Berg Insight in 2024.

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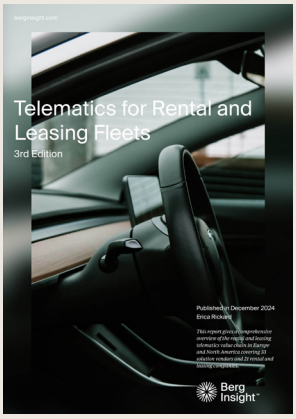

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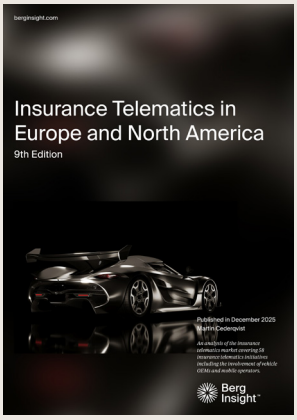

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