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Mobility enablement

EUROPEAN SHARED MOBILITY

ANNUAL REVIEW 2024

eit Urban Mobility
Co-funded by the European Union

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION

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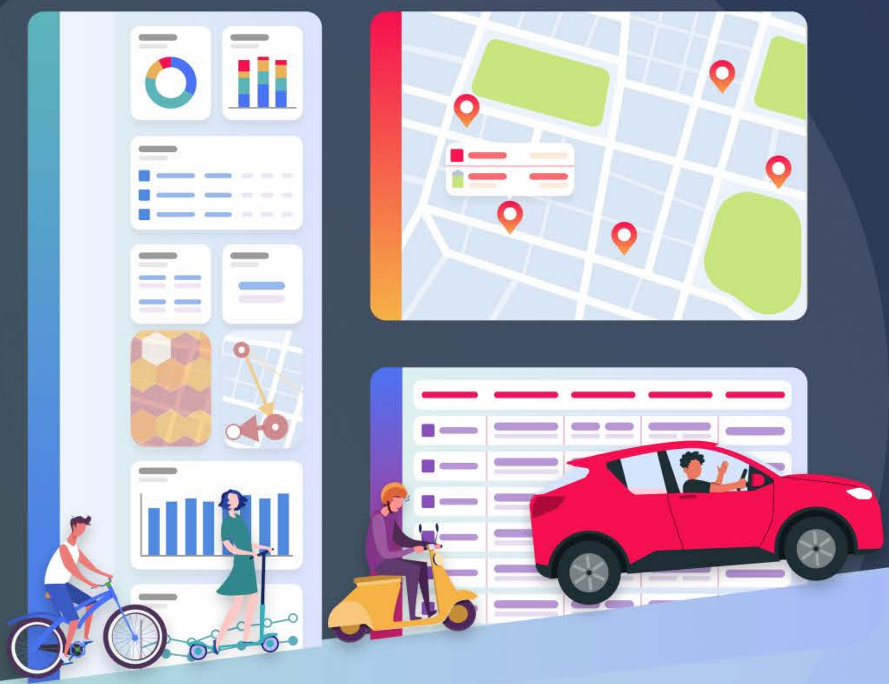
lyft urban solutions

ABOUT US

fluctuo

Fluctuo is the leader in mobility enablement. We provide key stakeholders with the most exhaustive, accurate data on the market to accelerate the growth of shared mobility.



*Contact **julien.chamussy@fluctuo.com** for more*

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Aon plc exists to shape decisions for the better — to protect and enrich the lives of people around the world. Through actionable analytic insight, globally integrated Risk Capital and Human Capital expertise, and locally relevant solutions, our colleagues in over 120 countries provide our clients with the clarity and confidence to make better risk and people decisions that protect and grow their businesses. As partners for growth, our dedicated shared and future mobility colleagues bring new solutions to solve for the emerging, unique needs of mobility clients and develop data driven mobility tools to transfer and understand mobility risks. They do this through our global reach, disruptive and innovative mindset and our data based analytics.

aon.com

lyft urban solutions

Lyft Urban Solutions – formerly Lyft Bikes & Scooters and PBSC Urban Solutions – **delivers the micromobility solutions that riders love, cities need, and operators value.** In deep partnership with the public sector, Lyft Urban Solutions develops, markets and operates the most innovative and durable station-based micromobility systems in the world. Its solutions empower cities to provide a reliable, sustainable transportation option that enhances urban mobility and supports larger climate initiatives. With bikes, ebikes, and scooters deployed in 55+ cities across 16 countries, Lyft Urban Solutions has a global footprint of over 185,000 vehicles, and 13,000 stations, and growing.

lyfturbansolutions.com

eit Urban Mobility — Co-funded by the European Union

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union and Europe's largest network for transport innovation in cities. Our mission is to accelerate change towards a sustainable model of urban mobility and liveable urban spaces. We connect public and private actors and provide them with access to markets, talent, finance and knowledge. Using cities as living labs, our industry, research and university partners will demonstrate how new technologies can work to solve real problems in real cities by transporting people, goods and waste in smarter ways.

eiturbanmobility.eu

POLIS — CITIES AND REGIONS FOR TRANSPORT INNOVATION

POLIS is the leading network of European local, regional and transport authorities committed to transport innovation. Our focus is on innovations that make urban mobility more sustainable, safe, affordable and equitable. We actively support constructive dialogue with shared mobility operators to shape together solutions that serve the public good and drive the shift that we all need to achieve this decade.

polisnetwork.eu

THE GLOVES ARE OFF

Round #1

Between 2018 and 2022, operators of shared scooters and mopeds engaged in a fierce battle against each other. Armed with substantial funding, they deployed identical vehicles in cities all across Europe. For end users, the experiences were indistinguishable—only brand colours set vehicles apart.

In 2022, the financial crisis abruptly turned off the money tap that had fuelled this expansion, and the market entered a survival phase. But it wasn't the end users who determined which operators would make it through. Survival depended mainly on two factors: cash flow and continued investor support.

Round #2

Consolidation has given rise to dominant European players (e.g. Lime, Dott, Cooltra) and regional champions (Ryde, Forest, Check) who now face a new, yet familiar, type of competition: station-based bikes. And the rules of the game have changed. Winning no longer means simply deploying the largest fleet and winning the hearts of users – it now requires convincing city authorities that they serve the best interests of citizens.

Station-based bike operators will argue that a proper investment into their system will make free-floating options unnecessary. Their key argument? Physical docks better regulate the use of public space. In September 2024, the city of Madrid banned dockless bikes and scooters in favour of its own public bike-sharing system, BiciMAD.

On the other hand, free-floating bike and scooter operators offer a flexible and convenient service at no cost to the city—in fact, they often generate additional revenue for municipalities. In London, the growing popularity of dockless bike services Lime and Forest is calling the future viability of Santander Cycles into question.

For now, station-based schemes hold the upper hand, but will free-floating services become too popular and compelling to resist?

See you in Round #3.

EU 27 + UK, Norway & Switzerland

VEHICLES [1]

940,000

-4% (vs 2023)

TRIPS

640 million

+5% (vs 2023)

END USER REVENUE [2]

€2.1 billion

+10% (vs 2023)

[1] Average: (+/- 5% variation due to seasonality)

[2] VAT Included

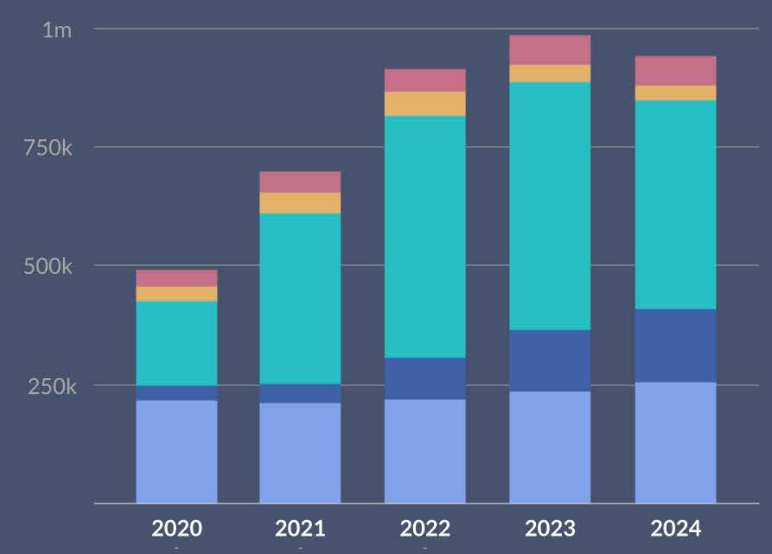
MARKET EVOLUTION 2020–2024

EU27 + UK, NORWAY & SWITZERLAND

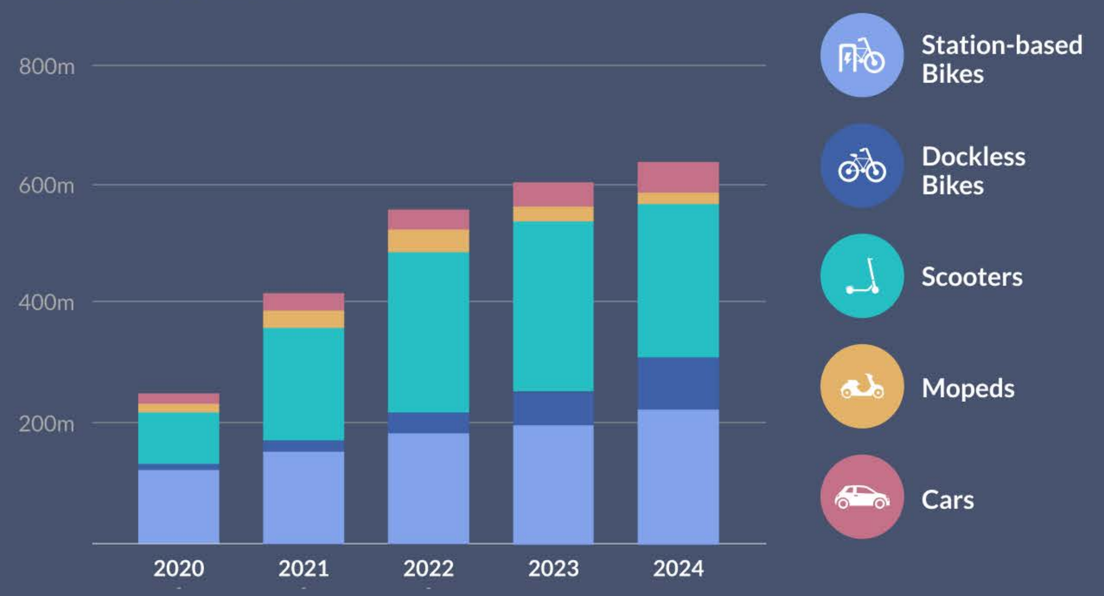
MARKET EVOLUTION

	2020	2021	2022	2023	2024
Shared vehicles [1]	493,000	695,000	913,000	984,000	**940,000**
Trips (millions)	253	416	557	610	**640**
End user revenue [2]	€0.6bn	€1.0bn	€1.6bn	€1.9bn	**€2.1bn**

FLEET EVOLUTION



TRIP EVOLUTION



[1] Average (+/-5% variation due to seasonality)   [2] VAT Included

EUROPEAN MARKET IN 2024

EU27 + UK, NORWAY & SWITZERLAND

VEHICLES

940,000

47% · 27% · 17% · 6% · 3%

TOP 5 COUNTRIES

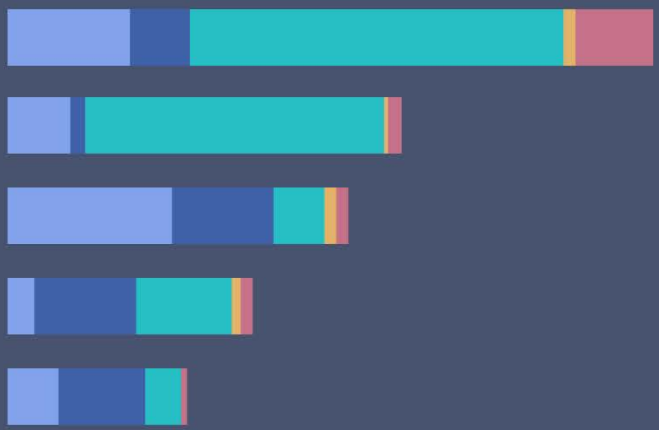
GERMANY 217,000

POLAND 131,000

FRANCE 114,000

ITALY 83,000

U.K. 60,000



TRIPS

640 million

40% · 36% · 14% · 7% · 3%

END USER REVENUE

€2.1 billion

36% · 35% · 16% · 8% · 5%

2024 HIGHLIGHTS
LAUNCHES / EXITS / TENDERS / POLICY UPDATES

TOP 5 LAUNCHES

- **JAN** Bolt launches 5,000 shared cars across Poland.
- **FEB** Lime and pony launch in Nice (FR).
- **APR** New public bike fleet arrives in Bordeaux (FR).
- **JUN** Minits launches 100 3-wheel microcars in Zaragoza (ES).
- **JUN** Voi replaces Beryl as Southampton (UK) bike operator.

TOP 5 POLICY UPDATES

- **JAN** Berlin (DE) cuts the number of shared scooters allowed in the S-ring by 6,000.
- **JUN** Ireland lifts the ban on electric scooters, paving the way for sharing schemes.
- **JUN** Lime & Voi successfully challenge Brussels' (BE) tender decision to continue operating until their licences expire.
- **OCT** Madrid (ES) decides to cancel scooter dockless bike licences.
- **DEC** Italy's new Highway Code spell trouble for sharing schemes, as helmets become a legal requirement for all scooter riders.

TOP 5 EXITS

- **JAN** Greenmobility announces service closure in Germany, Sweden, Belgium, The Netherlands & Finland.
- **MAR** SEAT Mo exits Barcelona (ES), ceasing all sharing operations.
- **MAR** Dott withdraws from London (UK) scooter trials.
- **APR** Zity quits Lyon (FR), its last remaining French city.
- **AUG** GO Sharing exits 11 cities in The Netherlands.

TOP 5 TENDERS

- **FEB** Amsterdam (NL) chooses Check & GO Sharing, displacing local favourite felyx in unpopular decision.
- **JUN** Paris (FR) announces dockless bike tender, to be awarded between July & September 2025.
- **NOV** Antwerp (BE) chooses Bolt, Lime & Voi to operate 3,000 scooters.
- **DEC** Oslo (NO) decides to double size of their scooter scheme to 16,000 vehicles from April 2025. Bolt, Ryde & Voi win 2-year contracts.
- **DEC** Barcelona (ES) grants licences to Acciona, Cooltra, HORI, GO Sharing & YEGO.

2024 HIGHLIGHTS
FUNDRAISING / M&A

2024

JAN

MERGER
Dott and **TIER** merge with €60 million cash injection.

FEB

ACQUISITION
Marti acquires **Zoba**.

FEB

ACQUISITION
Cooltra acquires **Cityscoot** (FR) & **felyx** (NL).

MAR

ACQUISITION
Surf Beyond acquires **Superpedestrian's** European operations for €5m.

MAY

FUNDRAISING
Bolt secures €220m in credit from JP Morgan, Goldman Sachs & others.

APR

ACQUISITION
umob acquires MaaS Global.

APR

ACQUISITION
STAR Capital acquires nextbike from TIER.

APR

RESTRUCTURING
Bird restructures under Third Lane Mobility Inc.

SEP

FUNDRAISING
pony raises €23m.

OCT

FUNDRAISING
Voi places €50 million of secured bonds.

OCT

ACQUISITION
INDIGO acquires Smovengo and its supply business.

2025

JAN

FUNDRAISING
Forest raises €15m and secures €12m in asset-backed financing.

Modal Breakdown

FOCUS ON
STATION-BASED BIKES

2024 HIGHLIGHTS
(vs 2023)

Fleet size
254,000
+9%

Ridership
227 million
+12%

TVD
2.4 (=)

TOP RIDERSHIP
2024

PARIS	49,000,000
BARCELONA	18,800,000
MADRID	9,900,000
LYON	9,000,000
LONDON	8,800,000

TRIP GROWTH
2024

- TRI-CITY
- MADRID
- VALENCIA

Station-based bike-sharing systems in Europe continue to demonstrate strong growth, with fleets growing by 9% and ridership increasing by 12% compared to 2023. Paris' Vélib maintains (by quite some distance) its position as Europe's largest bike-sharing system, with the 50 million mark in sight.

The biggest developments of the year occurred in Spain, where a €20 million aid for improving and expanding public bike-sharing systems was announced in September 2024. BiciMAD in Madrid grew to 7,500 electric bikes, recording a 30% increase in ridership, with over 9.9 million trips in 2024. The full impact of Madrid's decision to cancel private scooter and dockless bike contracts is expected to be seen in 2025.

Elsewhere in Spain, Barcelona's regional system - AMBici - is now fully operational. Launched in 2023, AMBici offers 2,600 electric bikes in 15 municipalities, complementing the existing Bicing program, which continues to thrive. In 2024, Bicing announced plans to expand its fleet by adding 1,000 electric bikes, bringing its total to 8,000 bikes. In Poland, the Mevo 2.0 system in Tri-City has become one of the most utilized bike-sharing schemes in Europe, let alone Poland.

While the overall trend is positive, some cities face challenges. London has dropped in the rankings for top ridership due to increase competition at home from dockless operators Lime and Forest. Berlin's nextbike system faces an uncertain future, with its continuation in 2025 not guaranteed.

As they head into 2025, they are in a strong position. Interestingly, while dockless and station-based bikes were not necessarily seen as direct competitors in the past, they are now.

STATION-BASED BIKE FLEETS
2024 VS 2023

Northern Europe
-1%

France & Benelux
+7%

DACH
+7%

Eastern Europe
+14%

Southern Europe
+18%

Lyft Urban Solutions' electrifying journey across Europe

Lyft Urban Solutions (LUS) has made impressive strides with its bikeshare footprint across Europe, deploying more than **42,800 bikes and 2,900 stations** since its first equipment launch in London in 2010. Proving the demand for station-based solutions, LUS equipment powers bikeshare in 18 European cities, including Madrid in Spain, Sibiu in Romania, and Clermont-Ferrand in France. Reflecting the global demand for electric bicycles, LUS has facilitated a transition to ebikes, with **51% of the bikeshare fleet deployed now being electric**. Supporting the growing number of ebikes rides, LUS has also supported cities across Europe in installing charging stations, with over **1,500 electric charging stations** now deployed.

In fact, cities such as Barcelona, Madrid, and Monaco, have opted for the entire station network to be electric charging stations. These stations are a powerful tool for bikeshare programs, enabling a significant reduction or total elimination in battery swaps and enhancing the availability of ebikes for users. This approach has proven successful, as shown in the rising ebike ridership numbers:

- Bicimad, Madrid's fully-electric fleet, saw a **30% year-over-year increase in ridership** in 2024.
- Barcelona's Bicing network recorded 17.7 M rides in 2024. 72% of them are made on ebikes, reflecting a **22% growth in ebike ridership**.
- MonaBike, Monaco's all-electric network, experienced **a 14% growth in ridership** in 2024.

New European cities are opting into an all-electric fleet approach, leveraging the ways that charging stations make this possible. In January 2025, LUS launched its third European fully electric charging-based system in Zaragoza, Spain. This system comes with advanced features such as a new, integrated mobile app which is designed to enhance the user experience. With over 12,800 users in its first day of operation and 20,000 trips in its inaugural month, the city has seen a 20% increase in ridership on its cycling lanes.

Upcoming launches in Romania and Spain will further expand LUS' electric station-based networks, incorporating the latest charging technology and user-friendly mobile apps.

Visit lyfturbansolutions.com to learn more.

+42,800
bikes deployed in Europe

51%
are electric bikes

+2,900
stations deployed in Europe

55%
consists of charging stations

Mechanical fleet
Hybrid or fully-electric fleet
Coming soon

Sibiu

Monaco

Zaragoza

FOCUS ON
DOCKLESS BIKES

2024 HIGHLIGHTS
(vs 2023)

Fleet size
156,000
+18%

Ridership
90 million
+58%

TVD
1.6 (↑)

TOP RIDERSHIP
2024

LONDON	28,000,000
PARIS	19,000,000
COPENHAGEN	3,200,000
BRUSSELS	2,800,000
ROME	2,300,000

TRIP GROWTH
2024

- NICE
- LONDON
- BRUSSELS

Dockless bike-sharing systems in Europe have experienced significant growth in 2024, with fleets increasing by 18% and ridership surging an incredible 58%. Most of this growth is down to London, where Lime and Forest have emerged as dominant players, to the detriment of Santander Cycles, the city's station-based bike-sharing system.

In France, Nice underwent a notable change in its bike-sharing landscape. The city replaced the public Vélobleu scheme with Lime and Pony, with the former recording over 1 million trips in 2024. Paris is also set for a significant change. A major tender will be concluded by September 2025, with three licenses of 5,000 bikes on offer. Currently, Lime and Dott collectively operate around 18,000 bikes. The restructuring will optimize service availability and urban space management, and re-introduce a 3rd operator.

Brussels has also seen an uptick in dockless bike ridership, partly due to the reduction of available scooters, and various other city initiatives promoting bicycle use.

In Southern Europe, the drop in fleet size is mainly down to changes in Spain, which is doubling down on station-based bike systems, thanks to a government funding plan. Despite some challenges with operator compliance after the tender in Milan, Italy's dockless bike sharing schemes remain stable, and are likely to see growth in 2025 with the new amendments to the Highway Code requiring helmets for scooters, but not for bikes.

In 2025, we expect scooter 'pure players' to invest more and more on dockless bikes. There is a tangible political zeitgeist behind bikes, and this will continue well into the future.

DOCKLESS BIKE FLEETS
2024 VS 2023

Northern Europe
+67%

France & Benelux
+18%

DACH
+55%

Eastern Europe
+25%

Southern Europe
-20%

FOCUS ON
SCOOTERS

2024 HIGHLIGHTS
(vs 2023)

Fleet size
439,000
-16%

Ridership
257 million
-9%

TVD
1.6 (↑)

TOP RIDERSHIP
2024

BERLIN	18,000,000
HAMBURG	10,800,000
BRUSSELS	8,500,000
OSLO	8,500,000
MUNICH	8,000,000

TRIP GROWTH
2024

- LILLE ↑↑↑
- DÜSSELDORF ↑↑
- OSLO ↑

As many suspected, scooters underwent a significant correction in 2024, resulting in a 16% reduction in overall fleet size. This was largely due to the widespread tightening of fleet caps (e.g. Berlin, Brussels), but there were other factors at play. Encouragingly, ridership only fell -9%, disproportionately to fleet size.

The merger between Dott and TIER had a substantial impact on fleet size as the company decided to exit markets across Europe (e.g. Lille), to focus on the ones with proven revenue potential. We also observed that, in cities where both companies previously operated, the fleet after the merger was smaller than the sum of the two previous fleets.

This is also the first time that we can see the full impact of the Paris decision to ban scooters, effective from September 2023 (the 2023 European Index recorded 9 months of Paris scooter ridership, this edition has zero).

Scooters face challenges and opportunities in 2025. The numbers suggest that scooters remain popular throughout Europe, albeit with some high profile exceptions. For instance, the full impact of the new Highway Code in Italy is yet to be felt. Initial numbers from Italy show a 30% hit to ridership, suggesting a very challenging future in Italian cities. Similarly, Madrid's decision to cancel scooter (and dockless bike) licences is a manifestation of a wider sentiment that, in Spain, scooters are not necessary.

We expect scooter fleets to stabilise around this mark, with potential reductions in fleet sizes balanced out by other cities' plans for growth, such as Oslo doubling its scooter fleet from 8,000 to 16,000. Additionally, the UK and Ireland present potential growth markets for shared scooter services.

SCOOTER FLEETS
2024 VS 2023

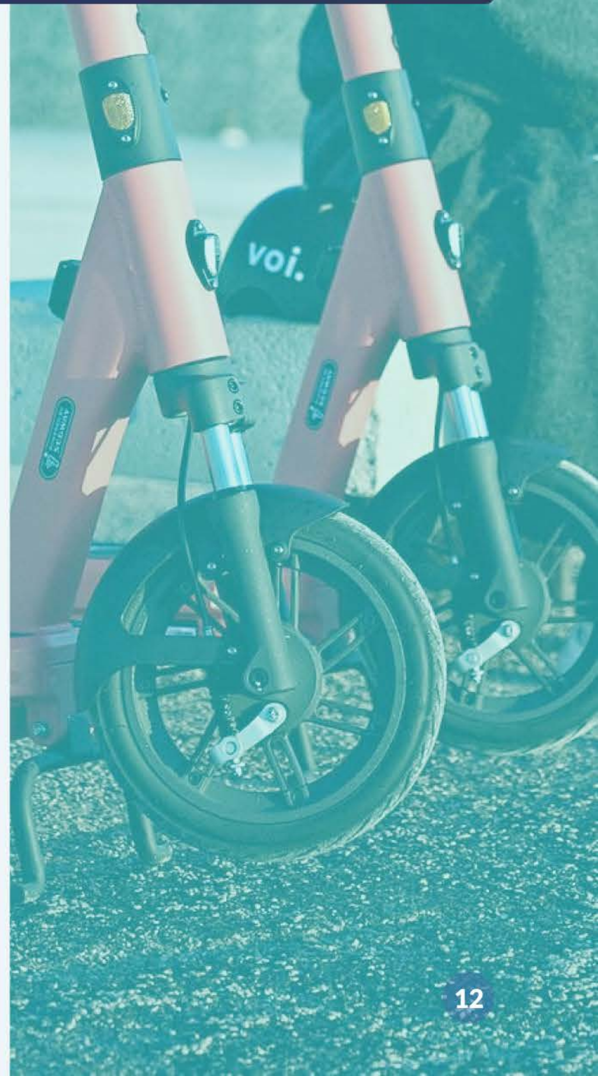
Northern Europe
-5%

France & Benelux
-34%

DACH
-20%

Eastern Europe
-9%

Southern Europe
-16%



AON

Custom Solutions for Shared Mobility Businesses

Shared mobility organisations are breaking new ground, which can present a unique set of challenges. Whether your organisation is evolving a mature business model, or driving rapid growth from a start-up, Aon's Shared Mobility team acts as a partner to support your growth cycle.

Protect your Business, both Tangible and Intangible

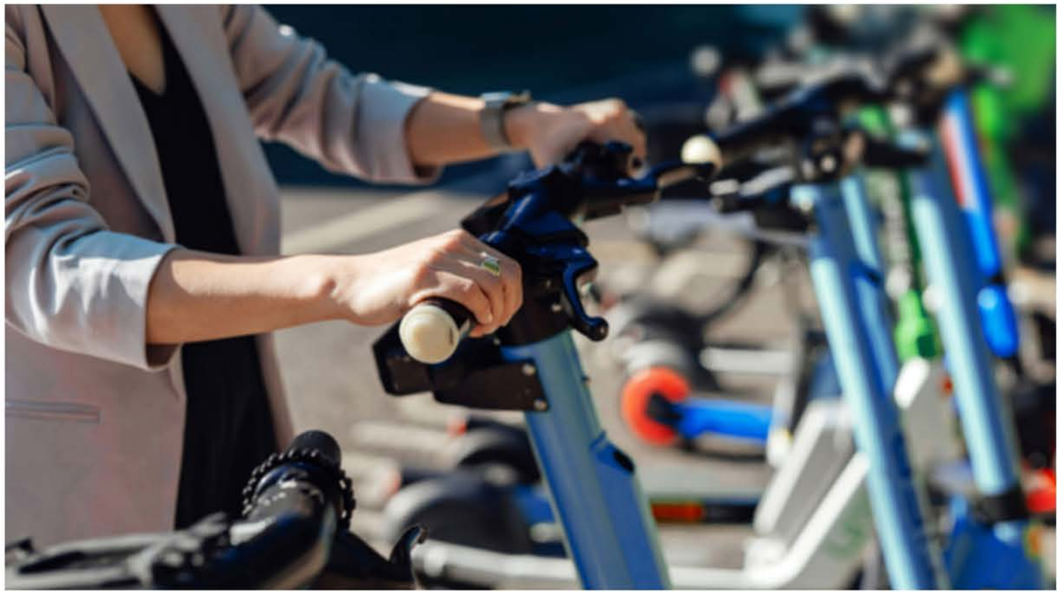
Insurance and risk management are crucial for future mobility organisations, often accounting for 60-80% of variable expenses and hindering growth. Aon collaborates with specialists and innovative insurers to create solutions using complex data sets in this evolving market.

- Insurance: Sustainable growth by de-risking balance sheet;
- IP strategy, valuation, and protection;
- Trust & Safety: Platform and provider credibility, warranty insurance, reputation management.

People Strategy

In the war for talent, attracting and retaining the best talent is fundamental if a mobility company is to succeed and drive growth in a hyper competitive market. Aon's Human Capital team is positioned to partner with you to develop your people and provider strategy.

- Talent: Attracting and retaining talent in a highly competitive market;
- Health & Benefits for your organisation and your providers: Flexible benefits, Smart Working, Global Benefits consultancy; Pensions advice;
- Using people insights to develop skills and improve performance.



Optimising Your Business for Growth

Raising capital is essential for shared mobility organisations, whether planning for an IPO, securing funding to attract investors, or utilising intellectual property to raise funds without equity dilution. Aon's M&A and IP team offers expert, tailored advice for digital-first organisations.

- Using insurance capital for growth:
- Trade Credit, Surety Bonds, Captives;
- Protecting the balance sheet by reducing exposure to cost, freeing up investment capital.

Navigating Regulation

UK and European regulatory reforms can significantly affect the costs of authorising Shared Mobility operations. Aon assists these organisations in navigating regulatory challenges and provides insights to regulators on insurance costs and structures.

"The way in which the shared mobility sector is underpinning wider societal changes while supporting the transition to net zero, reshaping cities, extending mobility access to the underserved, and encompassing the shared and digital economies, is something to get excited about. Aon is proud to support these businesses of the future.

Benjamin Hindson
Chief Commercial Officer,
PCCM Digital Economy

Contact Us

Jake Baldry
Business Development Manager

+44 0778 674 7012
jake.baldry@aon.co.uk

FOCUS ON
MOPEDS

2024 HIGHLIGHTS
(vs 2023)

Fleet size
31,000
-16%

Ridership
21.5 million
-17%

TVD
1.9 (↓)

TOP RIDERSHIP
2024

BARCELONA	2,450,000
PARIS	2,150,000
ROTTERDAM	1,725,000
VALENCIA	1,715,000
AMSTERDAM	1,675,000

TRIP GROWTH
2024

- MUNICH ↑↑↑
- BRUSSELS ↑↑
- TURIN ↑

Shared mopeds faced significant challenges in 2024, continuing the downward trend of recent years. Overall fleet size decreased by 16% and ridership dropped by 17% compared to last year.

Despite the overall market downturn, Spanish operators demonstrated resilience: Cooltra and Yego continued to perform well. However, the competitive landscape saw several changes as some operators struggled to maintain their position: SeatMo, unable to compete effectively, ceased operations after several years of failing to break even.

In a significant market move, Cityscoot – the market leader in Paris – was acquired by Cooltra for €400,000. This acquisition allowed Cooltra to strengthen its position in the French capital. This was one of two significant moves that Cooltra made in 2024.

The Dutch market faced unique challenges. Felyx was impacted by the loss of its Amsterdam operations and new helmet regulations for 'snorfiets' (light mopeds). Check, another operator, managed to weather the storm with limited impact. Then came Cooltra, who acquired Felyx and put the company back on track, with the operator now deploying shared bikes as well.

GO Sharing, which replaced Felyx in Amsterdam, ended up exiting many markets in the Netherlands, and now its future is the most uncertain.

Looking ahead, we see potential for a strong recovery for mopeds, but with limited geographical expansion. The new, expanded Barcelona scheme will be the jewel in the crown, but growth will be limited to cities where mopeds are tried and tested.

MOPED FLEETS
2024 VS 2023

Northern Europe
-

France & Benelux
-4%

DACH
+2%

Eastern Europe
-8%

Southern Europe
-29%

FOCUS ON
CARS

2024 HIGHLIGHTS
(vs 2023)

Fleet size
61,000
+2%

Ridership
45.8 million
+5%

TVD
2.1 (↑)

TOP RIDERSHIP
2024

BERLIN	9,600,000
HAMBURG	5,800,000
MUNICH	4,750,000
MADRID	3,200,000
MILAN	2,000,000

TRIP GROWTH
2024

HAMBURG
MUNICH
BERLIN

The free-floating car sharing market in Europe experienced modest growth in 2024, with fleets increasing by 2% and ridership rising by 5%. This year was characterized more by consolidation than rapid expansion, as operators focused on demand validation and optimization.

Unlike the boom seen with dockless scooters and bikes, car sharing has shown stable, positive growth over the past 3-4 years. This slower pace is largely attributed to the higher costs associated with cars compared to smaller shared mobility options.

Impressively, the total number of free-floating cars surpassed station-based fleets in 2024, for the very first time. Germany continues to dominate the free-floating car sharing landscape in Europe. The country's three largest cities rank as the top three for ridership.

However, the market faced challenges in other regions. Zity withdrew from Paris in January, then Lyon in April, signalling the end of their French operations. Greenmobility announced the closure of its services in Sweden, Germany, Belgium, Finland and the Netherlands.

Despite these setbacks, the market saw significant expansion in other areas. Bolt Drive launched a fleet of 5,000 cars across Poland, demonstrating continued investor confidence in the potential of free-floating car sharing in new markets. 2024 also marked the first full year of operation for Share Now under the Free2Move brand, creating one of the largest free-floating car sharing services in Europe, with a substantial electric vehicle fleet.

In 2025, we expect to see the fleet sizes remain stable, but for ridership to further increase as cities warm to car sharing and promote its benefits to reduce car ownership.

CAR FLEETS
2024 VS 2023

Northern Europe
+7%

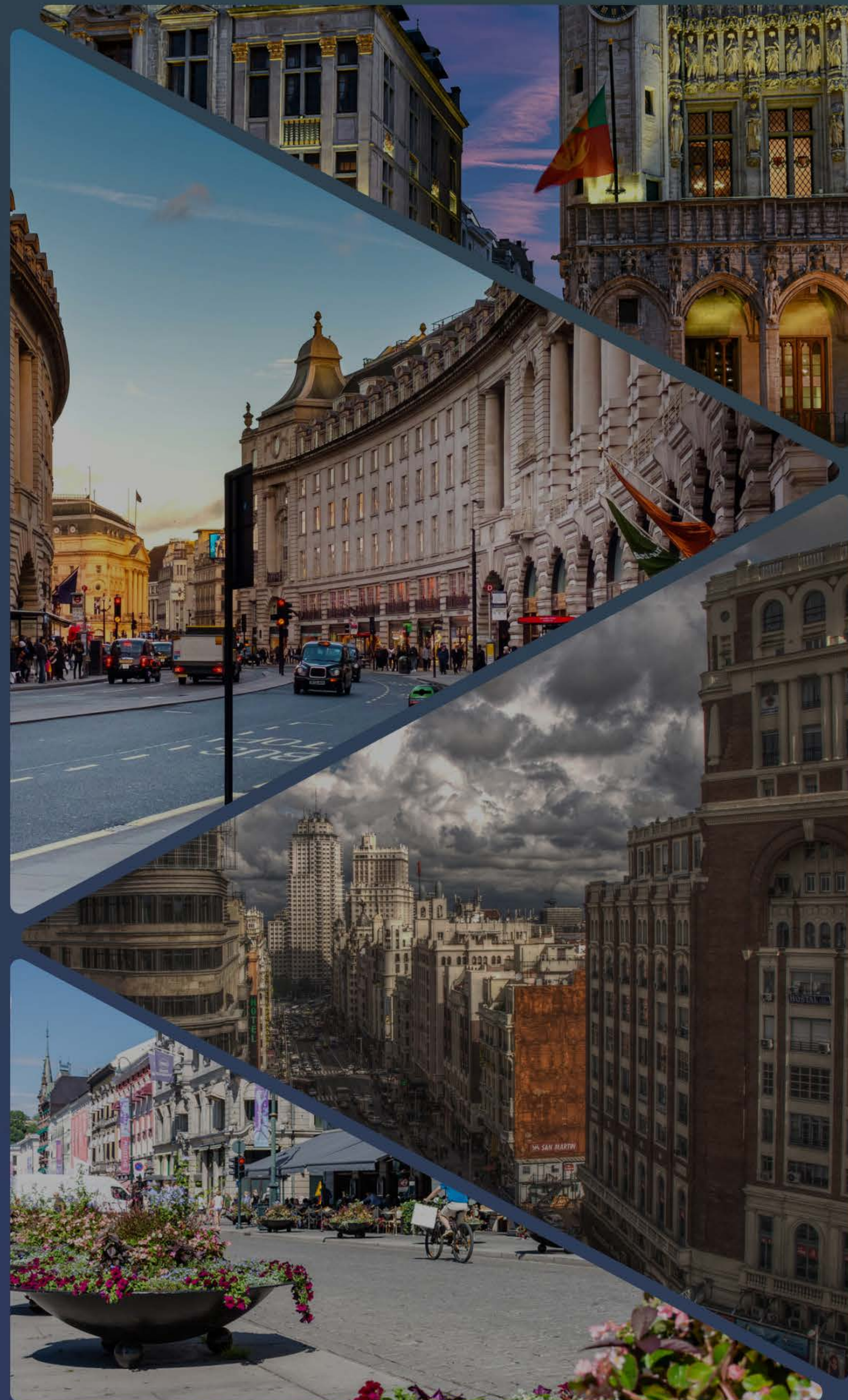
France & Benelux
+12%

DACH
+2%

Eastern Europe
+2%

Southern Europe
-7%

City Spotlights



BRUSSELS
BELGIUM

Urban population **1,250,000**	Density **7,700/km2**
Services **16**	Fleet size **24,825**

TOP NEWS

January
Lime & Voi take Brussels to court over tender decision.

February
Tender for scooters, bikes and mopeds coming into effect, with Pony, Bodaz, Gliize and Poppy removing scooters.

February
Poppy test reservation and delivery of shared car to specific addresses.

December
Voi scooter permit expires and must remove scooters from the city.

In December 2023, the scene was set for a big shake up of the shared mobility ecosystem in Brussels. However, we didn't quite get it. In 2023, the city launched a tender for shared bikes, cargo bikes, scooters and mopeds for 2024; primarily to reduce the number of scooters in the city and increase the supply of dockless bikes.

Bolt and Dott won the two licences for shared scooters, which would theoretically oust 7 operators and reduce the number of scooters from 21,000 to 8,000. In the aftermath, Lime and Voi appealed to keep operating until their licence expired, and won. Voi's scooter licence has now expired, and Lime's will expire in 2025 - at which point Brussels will finally see scooters fall to the desired 8,000 vehicles.

Bolt and Dott also won dockless bike licences, putting them in a very strong position for 2025 & beyond, whilst Voi also won a licence for dockless bikes. Whilst it will be difficult to challenge two operators that have bikes and scooters, Brussels is looking to promote bikes more and more, which may make it worthwhile for Voi to stick at it.

felyx retained their moped licence through the tender, but were not joined by GO Sharing, who also won the other permit. The demand for mopeds is not significant, and it seems like this is a case of 'this town ain't big enough for the two of us' - whoever that 2nd operator may be.

SHARED MOBILITY BREAKDOWN
2024 VS 2023

Modes	Vehicles	per 10k inh.	Operators
	15,100 −27%	121	Bolt, dott, V.
	3,900 +1%	31	villo, Blue-bike
	3,750 +36%	30	Bolt, dott, V.
	1,900 +6%	15	MILES
	175 –	1	
TOTAL	24,825 −15%	198	16 services (20 services in 2023)

61% · 16% · 15% · 8% · <1%

LONDON
UNITED KINGDOM

Urban population **9,787,000**	Density **5,640**/km2
Services **8**	Fleet size **44,900**

TOP NEWS

March
Dott pulls scooters out of London

April
Lime plots £25m service expansion

June
Voi threatens to exit 'too heavily regulated' London scooter trials after less than 1 year.

July
Santander Cycles adds 900 electric bikes to its fleet.

December
TfL announces £1m enforcement plan to improve dockless bike parking.

Thanks to an explosion of dockless bikes, London has emerged as one of Europe's largest shared mobility markets. The city has 44,900 shared vehicles, 94% of which are bikes.

The landscape of shared mobility in London has undergone significant changes in recent years. While the public bike-sharing scheme, Santander Cycles, remains a prominent player with 10,200 station-based bikes, it has been outpaced by the rapid growth of dockless services of Lime and Forest. Together, the two companies have deployed 32,000 dockless bikes across the city, more than tripling the number of available vehicles.

This expansion has led to a shift in ridership patterns. Both Lime and Forest now generate more rides than the subsidized Santander Cycles system, highlighting the growing preference for flexible, dockless options. The success of these private operators is partly attributed to their convenience and wider coverage areas.

In contrast to bikes, London's shared scooter trials have faced challenges. Limited fleet sizes, restricted parking, and operational zones have led to several companies withdrawing from the trials, suggesting that the conditions are unsustainable. Lime remains the sole constant participant, leveraging its successful bike service to maintain a presence in the scooter market.

The future of shared mobility in London appears to be firmly centered on bicycles. This trend is further reinforced by cultural moments, such as actor Timothée Chalamet's arrival at a red-carpet event on a Lime bike, demonstrating how deeply these services have integrated into London's urban fabric.

As Santander Cycles approaches its contract renewal, with tender results expected later in 2025, the need for innovation is paramount to competing with the flexibility and coverage of Lime and Forest.

SHARED MOBILITY BREAKDOWN
2024 VS 2023

Modes	Vehicles	per 10k inh.	Operators
	32,000 +60%	33	
	10,200 -2%	10	
	1,600 -67%	2	V.
	1,100 -	1	
TOTAL	**44,900** +23%	43	**8 services** 11 services in 2023

69% 24% 4% 3%

MADRID
SPAIN

Urban population	Density
6,211,000	5,300/km2
Services	**Fleet size**
16	16,730

TOP NEWS

March
Scooter companies in Madrid ban certain areas despite service obligations

September
Madrid take the decision to ban shared scooters, wanting Dott, Lime & TIER to remove 6,000 scooters by October.

September
Voltio reaches 1 million trips.

October
EMT Madrid announce an expansion of BiciMAD, taking the total number of bikes to 7,735.

November
All dockless bikes and scooters are removed from the city of Madrid.

Madrid was the talk of the town in 2024. After Paris decided to ban scooters from September 2023, Madrid followed in October 2024.

Back in 2023, Madrid sought to regulate shared scooters, and awarded licences to Dott, Lime & TIER, capping the fleet at 6,000 vehicles. Part of the agreement with the city was that the operators had to serve certain areas of the city, namely the suburbs, as well as the city centre. Early in 2024, the municipality claimed that the operators were not adhering to the agreement in the original tender, whilst the operators insisted that they were. At the same time, Madrid were deploying their brand-new BiciMAD system, which was to be more than double the size of the previous scheme.

In September 2024, the City of Madrid then decided to ban scooters, wanting them off the streets as early as October. The city were convinced that the expanded BiciMAD system would be more than capable of serving the entire city and its suburbs: the dockless bikes, too, were now surplus to requirements.

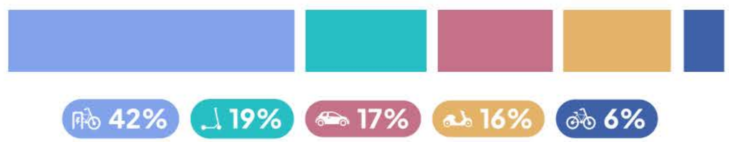
It does not come as a massive surprise. When the dockless bike permits were issued, BiciMAD was made up of 2,964 bikes across 258 stations - it reached 7,500 bikes across 611 stations in October 2024.

In 2024, BiciMAD recorded over 9.9 million trips, a 30% increase on 2023. As 2025 will be the first full year with the expanded fleet, this number is expected to grow far beyond 10 million.

The car sharing fleet in Madrid shrank 18% compared to 2023, however there is no cause for concern: the merger between Share Now and Free2move is the cause for this reduction in fleet size. Madrid remains one of the most popular cities for car sharing, perhaps the most attractive outside of Germany. Mopeds, on the other hand, is a different story. We have seen a drop in fleet sizes across all moped operators in Madrid. Perhaps the expanded BiciMAD network is cannibalising the demand for mopeds?

SHARED MOBILITY BREAKDOWN
2024 VS 2023

Modes	Vehicles	per 10k inh.	Operators
	7,000 (+71%)	11	bici
	3,100 (-46%)	5	dott, TIER
	2,880 (-17%)	5	GoTo, voltio, ZITY
	2,750 (-48%)	4	acciona, cabify
	1,000 (-67%)	2	Bolt
TOTAL	16,730 (-22%)	20	16 services (17 services in 2023)



OSLO
NORWAY

Urban population	Density
1,075,000	1,700/km2
Services	**Fleet size**
6	11,400

TOP NEWS

January
Ryde & Voi win successive permits, Bolt replacing Lime.

April
2024 shared micromobiltiy permits begin.

June
Court decisions on 'good' and 'bad' parking become final, with all operators now fining users for bad parking.

November
Oslo will double its shared scooter fleet from 8,000 to 16,000 from April 2025.

Oslo's shared scooter landscape is set for a significant transformation in 2025, addressing previous criticisms of its permit system and expanding services to better serve the city's residents.

In 2023 and 2024, Oslo's e-scooter sharing program was limited to 8,000 vehicles, with three operators each allowed 2,667 scooters. The one-year permits, starting each April, were criticized for hindering long-term planning and potentially disrupting the user experience through the lack of operator continuity.

However, 2025 marks a turning point for Oslo's micromobility scene: Oslo will double its scooter fleet from 8,000 to 16,000 vehicles, and contracts will now run for two years instead of one, providing operators with more stability and allowing for long-term planning. The primary goal of this expansion is to improve accessibility in areas outside central Oslo, where public transport options are more limited.

Fleets will be capped according to Oslo's three ring roads: Inside Ring 2, there will be 4,400 vehicles (no change from today). The area between Ring 2 and Ring 3 will have a maximum of 3,200 vehicles, an increase of +800 vehicles. The biggest difference is outside Ring 4, where 8,400 vehicles will be placed, serving the suburbs and acting as an extension of the public transport network.

This is significant for two reasons. The expanded fleet and longer contracts will improve the commercial viability for operators Voi, Ryde, and Bolt. It also proves, at a time where other cities are going the other way (e.g. Paris, Madrid), Oslo firmly believe that scooters can be part of the wider transport network and can reach where public transport may not be able to.

SHARED MOBILITY BREAKDOWN
2024 VS 2023

Modes	Vehicles	per 10k inh.	Operators
	2,200 +22%	10	
	8,000 -	10	Bolt, ryde, V.
	1,200 -	10	
TOTAL	11,400 +4%	30	6 services (6 operators in 2023)

METHODOLOGY

The European Shared Mobility Index gives an overview of the entire European market.

The Index encompasses shared bikes (station-based and free-floating), scooters, mopeds and cars. Ride-hailing services (e.g. Uber, FreeNow), car-pooling (e.g. Klaxit, BlaBlaCar) and long-term rental services (e.g. Swapfiets) are not included.

For car sharing, only rentals for free-floating vehicles by the minute, hour or day are included. Multi-day rentals are not included. Station-based car sharing is not part of this study.

Between 2023 and 2024, Fluctuo revised its estimation of the station-based bike market, as well as the revenue generated by car sharing. This has had an impact on the numbers reported in previous editions.

Vehicle and trip data was sourced directly from operators, through open data sources, mobile applications and sourced through public announcements. Industry averages and some data extrapolation were used to any fill remaining gaps.

Companies who contributed financially to this report have not received favourable treatment.

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Created by **Fluctuo**

Harry Maxwell
Project Lead

Julien Chamussy
Executive Editor

Constantin Krieg
Design