



Platform-Mediated Gig Economy Industry Research Report 2026

Industry	Published	Pages	Format
Service & Software	2026-04-15	146	PDF

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USD 2,950	USD 4,430	USD 5,900

Description

The global Platform-Mediated Gig Economy market was valued at US\$ million in 2025 and is projected to reach US\$ million by 2032, implying a CAGR of % over 2026–2032.

North America: the Platform-Mediated Gig Economy market is projected to increase from US\$ million in 2026 to US\$ million by 2032, reflecting a CAGR of % over 2026–2032. Europe: the Platform-Mediated Gig Economy market is projected to rise from US\$ million in 2026 to US\$ million by 2032, registering a CAGR of % over 2026–2032. Asia Pacific: the Platform-Mediated Gig Economy market is expected to grow from US\$ million in 2026 to US\$ million by 2032, at a CAGR of % over 2026–2032. Leading global service providers of Platform-Mediated Gig Economy include Uber, Lyft, TaskRabbit, Handy, Upwork, Fiverr, Freelancer, DoorDash and Grubhub, among others; in 2025, the top three vendors together accounted for approximately % of global revenue.

Report Scope

This report quantifies the global Platform-Mediated Gig Economy market in terms of revenue (US\$ million) and, where applicable, service volume (k units), using 2024 as the base year and providing annual historical and forecast data for 2021–2032.

It standardizes definitions of service Types and end-use Applications, harmonizes provider attribution, and delivers comparable time series by company, Type, Application, and region or country, including indicative price bands (US\$/k units) and concentration ratios (CR5/CR10). Outputs are intended to support service design, budgeting, capacity planning, and benchmarking for providers, platforms, channel partners, and investors; the report also reviews technology shifts and notable service innovations relevant to Platform-Mediated Gig Economy.

Key Companies & Market Share Insights

This section profiles leading service providers with 2021–2025 results and a 2026–2032 outlook—covering revenue, market share, price bands, service portfolio and client mix, regional and channel mix, and key developments (M&A, network expansion, certifications). It also provides global revenue, average price, and—where applicable—volume metrics by provider, and calculates CR5/CR10 and rank changes to support comparative benchmarking.

Platform-Mediated Gig Economy Market by Company

Uber

Lyft

TaskRabbit

Handy

Upwork
Fiverr
Freelancer
DoorDash
Grubhub
Instacart
YouTube
TikTok
Patreon
Care.com
VIPKid
BellHops
Guru.com
HopSkipDrive
Rover
Favor Delivery
Turo
DiDi Chuxing
Meituan
Alibaba

Platform-Mediated Gig Economy Segment by Type

Service-Based Platforms
Freelance Marketplaces
Ride-Hailing and Transportation Platforms
Delivery Platforms
Others

Platform-Mediated Gig Economy Segment by Application

Transportation & Mobility
Freelancing & Professional Services
Delivery & Logistics
Home Services
Others

Platform-Mediated Gig Economy Segment by Region

North America
United States
Canada
Mexico
Europe
Germany
France
U.K.
Italy
Spain
Russia
Netherlands
Nordic Countries

Asia-Pacific
China
Japan
South Korea
India
Australia
Taiwan
Southeast Asia
South America
Brazil
Argentina
Chile
Middle East & Africa
Saudi Arabia
Israel
United Arab Emirates
Turkey
Iran
Egypt

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Platform-Mediated Gig Economy market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Platform-Mediated Gig Economy and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Platform-Mediated Gig Economy.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1:

Research objectives, research methods, data sources, data cross-validation;

Chapter 2:

Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3:

Provides the analysis of various market segments product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 4:

Provides the analysis of various market segments application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 5:

Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 6:

Detailed analysis of Platform-Mediated Gig Economy companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 7, 8, 9, 10, 11: North America, Europe, Asia Pacific, South America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 12:

Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including revenue, gross margin, product introduction, recent development, etc.

Chapter 13:

The main points and conclusions of the report.

Table of Contents

1 Preface

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 Market Overview

- 2.1 Product Definition
- 2.2 Platform-Mediated Gig Economy by Type
 - 2.2.1 Market Value Comparison by Type (2021 VS 2025 VS 2032)
 - 2.2.2 Service-Based Platforms
 - 2.2.3 Freelance Marketplaces
 - 2.2.4 Ride-Hailing and Transportation Platforms
 - 2.2.5 Delivery Platforms
 - 2.2.6 Others
- 2.3 Platform-Mediated Gig Economy by Application
 - 2.3.1 Market Value Comparison by Application (2021 VS 2025 VS 2032)
 - 2.3.2 Transportation & Mobility
 - 2.3.3 Freelancing & Professional Services
 - 2.3.4 Delivery & Logistics
 - 2.3.5 Home Services
 - 2.3.6 Others
- 2.4 Assumptions and Limitations

3 Platform-Mediated Gig Economy Breakdown Data by Type

- 3.1 Global Platform-Mediated Gig Economy Historic Market Size by Type (2021-2026)
- 3.2 Global Platform-Mediated Gig Economy Forecasted Market Size by Type (2027-2032)

4 Platform-Mediated Gig Economy Breakdown Data by Application

- 4.1 Global Platform-Mediated Gig Economy Historic Market Size by Application (2021-2026)
- 4.2 Global Platform-Mediated Gig Economy Forecasted Market Size by Application (2027-2032)

5 Global Growth Trends

- 5.1 Global Platform-Mediated Gig Economy Market Perspective (2021-2032)
 - 5.2 Global Platform-Mediated Gig Economy Growth Trends by Region
 - 5.2.1 Global Platform-Mediated Gig Economy Market Size by Region: 2021 VS 2025 VS 2032
 - 5.2.2 Platform-Mediated Gig Economy Historic Market Size by Region (2021-2026)
 - 5.2.3 Platform-Mediated Gig Economy Forecasted Market Size by Region (2027-2032)
 - 5.3 Platform-Mediated Gig Economy Market Dynamics
 - 5.3.1 Platform-Mediated Gig Economy Industry Trends
 - 5.3.2 Platform-Mediated Gig Economy Market Drivers
 - 5.3.3 Platform-Mediated Gig Economy Market Challenges
 - 5.3.4 Platform-Mediated Gig Economy Market Restraints
-

6 Market Competitive Landscape by Players

6.1 Global Top Platform-Mediated Gig Economy Players by Revenue

6.1.1 Global Top Platform-Mediated Gig Economy Players by Revenue (2021-2026)

6.1.2 Global Platform-Mediated Gig Economy Revenue Market Share by Players (2021-2026)

6.2 Global Platform-Mediated Gig Economy Industry Players Ranking, 2023 VS 2024 VS 2025

6.3 Global Key Players of Platform-Mediated Gig Economy Head Office and Area Served

6.4 Global Platform-Mediated Gig Economy Players, Product Type & Application

6.5 Global Platform-Mediated Gig Economy Manufacturers Established Date

6.6 Global Platform-Mediated Gig Economy Market CR5 and HHI

6.7 Global Players Mergers & Acquisition

7 North America

7.1 North America Platform-Mediated Gig Economy Market Size (2021-2032)

7.2 North America Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032

7.3 North America Platform-Mediated Gig Economy Market Size by Country (2021-2026)

7.4 North America Platform-Mediated Gig Economy Market Size by Country (2027-2032)

7.5 United States

7.5 United States

7.6 Canada

7.7 Mexico

8 Europe

8.1 Europe Platform-Mediated Gig Economy Market Size (2021-2032)

8.2 Europe Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032

8.3 Europe Platform-Mediated Gig Economy Market Size by Country (2021-2026)

8.4 Europe Platform-Mediated Gig Economy Market Size by Country (2027-2032)

8.5 Germany

8.6 France

8.7 U.K.

8.8 Italy

8.9 Spain

8.10 Russia

8.11 Netherlands

8.12 Nordic Countries

9 Asia-Pacific

9.1 Asia-Pacific Platform-Mediated Gig Economy Market Size (2021-2032)

9.2 Asia-Pacific Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032

9.3 Asia-Pacific Platform-Mediated Gig Economy Market Size by Country (2021-2026)

9.4 Asia-Pacific Platform-Mediated Gig Economy Market Size by Country (2027-2032)

9.5 China

9.6 Japan

9.7 South Korea

9.8 India

9.9 Australia

9.10 China Taiwan

9.11 Southeast Asia

10 South America

10.1 South America Platform-Mediated Gig Economy Market Size (2021-2032)

10.2 South America Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032

10.3 South America Platform-Mediated Gig Economy Market Size by Country (2021-2026)

10.4 South America Platform-Mediated Gig Economy Market Size by Country (2027-2032)

10.5 Brazil

10.6 Argentina

10.7 Chile

10.8 Colombia

10.9 Peru

11 Middle East & Africa

11.1 Middle East & Africa Platform-Mediated Gig Economy Market Size (2021-2032)

11.2 Middle East & Africa Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032

11.3 Middle East & Africa Platform-Mediated Gig Economy Market Size by Country (2021-2026)

11.4 Middle East & Africa Platform-Mediated Gig Economy Market Size by Country (2027-2032)

11.5 Saudi Arabia

11.6 Israel

11.7 United Arab Emirates

11.8 Turkey

11.9 Iran

11.10 Egypt

12 Players Profiled

12.1 Uber

12.1.1 Uber Company Information

12.1.2 Uber Business Overview

12.1.3 Uber Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.1.4 Uber Platform-Mediated Gig Economy Product Portfolio

12.1.5 Uber Recent Developments

12.2 Lyft

12.2.1 Lyft Company Information

12.2.2 Lyft Business Overview

12.2.3 Lyft Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.2.4 Lyft Platform-Mediated Gig Economy Product Portfolio

12.2.5 Lyft Recent Developments

12.3 TaskRabbit

12.3.1 TaskRabbit Company Information

12.3.2 TaskRabbit Business Overview

12.3.3 TaskRabbit Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.3.4 TaskRabbit Platform-Mediated Gig Economy Product Portfolio

12.3.5 TaskRabbit Recent Developments

12.4 Handy

12.4.1 Handy Company Information

12.4.2 Handy Business Overview

12.4.3 Handy Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.4.4 Handy Platform-Mediated Gig Economy Product Portfolio

12.4.5 Handy Recent Developments

12.5 Upwork

12.5.1 Upwork Company Information

12.5.2 Upwork Business Overview

12.5.3 Upwork Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.5.4 Upwork Platform-Mediated Gig Economy Product Portfolio

12.5.5 Upwork Recent Developments

12.6 Fiverr

12.6.1 Fiverr Company Information

12.6.2 Fiverr Business Overview

12.6.3 Fiverr Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.6.4 Fiverr Platform-Mediated Gig Economy Product Portfolio

12.6.5 Fiverr Recent Developments

12.7 Freelancer

12.7.1 Freelancer Company Information

12.7.2 Freelancer Business Overview

12.7.3 Freelancer Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.7.4 Freelancer Platform-Mediated Gig Economy Product Portfolio

12.7.5 Freelancer Recent Developments

12.8 DoorDash

12.8.1 DoorDash Company Information

12.8.2 DoorDash Business Overview

12.8.3 DoorDash Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.8.4 DoorDash Platform-Mediated Gig Economy Product Portfolio

12.8.5 DoorDash Recent Developments

12.9 Grubhub

12.9.1 Grubhub Company Information

12.9.2 Grubhub Business Overview

12.9.3 Grubhub Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.9.4 Grubhub Platform-Mediated Gig Economy Product Portfolio

12.9.5 Grubhub Recent Developments

12.10 Instacart

12.10.1 Instacart Company Information

12.10.2 Instacart Business Overview

12.10.3 Instacart Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.10.4 Instacart Platform-Mediated Gig Economy Product Portfolio

12.10.5 Instacart Recent Developments

12.11 YouTube

12.11.1 YouTube Company Information

12.11.2 YouTube Business Overview

12.11.3 YouTube Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.11.4 YouTube Platform-Mediated Gig Economy Product Portfolio

12.11.5 YouTube Recent Developments

12.12 TikTok

12.12.1 TikTok Company Information

12.12.2 TikTok Business Overview

12.12.3 TikTok Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.12.4 TikTok Platform-Mediated Gig Economy Product Portfolio

12.12.5 TikTok Recent Developments

12.13 Patreon

12.13.1 Patreon Company Information

12.13.2 Patreon Business Overview

12.13.3 Patreon Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.13.4 Patreon Platform-Mediated Gig Economy Product Portfolio

12.13.5 Patreon Recent Developments

12.14 Care.com

12.14.1 Care.com Company Information

12.14.2 Care.com Business Overview

12.14.3 Care.com Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.14.4 Care.com Platform-Mediated Gig Economy Product Portfolio

12.14.5 Care.com Recent Developments

12.15 VIPKid

12.15.1 VIPKid Company Information

12.15.2 VIPKid Business Overview

12.15.3 VIPKid Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.15.4 VIPKid Platform-Mediated Gig Economy Product Portfolio

12.15.5 VIPKid Recent Developments

12.16 BellHops

12.16.1 BellHops Company Information

12.16.2 BellHops Business Overview

12.16.3 BellHops Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.16.4 BellHops Platform-Mediated Gig Economy Product Portfolio

12.16.5 BellHops Recent Developments

12.17 Guru.com

12.17.1 Guru.com Company Information

12.17.2 Guru.com Business Overview

12.17.3 Guru.com Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.17.4 Guru.com Platform-Mediated Gig Economy Product Portfolio

12.17.5 Guru.com Recent Developments

12.18 HopSkipDrive

12.18.1 HopSkipDrive Company Information

12.18.2 HopSkipDrive Business Overview

12.18.3 HopSkipDrive Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.18.4 HopSkipDrive Platform-Mediated Gig Economy Product Portfolio

12.18.5 HopSkipDrive Recent Developments

12.19 Rover

12.19.1 Rover Company Information

12.19.2 Rover Business Overview

12.19.3 Rover Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.19.4 Rover Platform-Mediated Gig Economy Product Portfolio

12.19.5 Rover Recent Developments

12.20 Favor Delivery

12.20.1 Favor Delivery Company Information

12.20.2 Favor Delivery Business Overview

12.20.3 Favor Delivery Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.20.4 Favor Delivery Platform-Mediated Gig Economy Product Portfolio

12.20.5 Favor Delivery Recent Developments

12.21 Turo

12.21.1 Turo Company Information

12.21.2 Turo Business Overview

12.21.3 Turo Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.21.4 Turo Platform-Mediated Gig Economy Product Portfolio

12.21.5 Turo Recent Developments

12.22 DiDi Chuxing

12.22.1 DiDi Chuxing Company Information

12.22.2 DiDi Chuxing Business Overview

12.22.3 DiDi Chuxing Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.22.4 DiDi Chuxing Platform-Mediated Gig Economy Product Portfolio

12.22.5 DiDi Chuxing Recent Developments

12.23 Meituan

12.23.1 Meituan Company Information

12.23.2 Meituan Business Overview

12.23.3 Meituan Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.23.4 Meituan Platform-Mediated Gig Economy Product Portfolio

12.23.5 Meituan Recent Developments

12.24 Alibaba

12.24.1 Alibaba Company Information

12.24.2 Alibaba Business Overview

12.24.3 Alibaba Revenue in Platform-Mediated Gig Economy Business (2021-2026)

12.24.4 Alibaba Platform-Mediated Gig Economy Product Portfolio

12.24.5 Alibaba Recent Developments

13 Report Conclusion

14 Disclaimer

List of Tables and Figures

List of Tables:

- Table 1: Secondary Sources
- Table 2: Primary Sources
- Table 3: Market Value Comparison by Type (2021 VS 2025 VS 2032) & (US\$ Million)
- Table 4: Market Value Comparison by Application (2021 VS 2025 VS 2032) & (US\$ Million)
- Table 5: Global Platform-Mediated Gig Economy Market Size by Type (2021-2026) & (US\$ Million)
- Table 6: Global Platform-Mediated Gig Economy Revenue Market Share by Type (2021-2026)
- Table 7: Global Platform-Mediated Gig Economy Forecasted Market Size by Type (2027-2032) & (US\$ Million)
- Table 8: Global Platform-Mediated Gig Economy Revenue Market Share by Type (2027-2032)
- Table 9: Global Platform-Mediated Gig Economy Market Size by Application (2021-2026) & (US\$ Million)
- Table 10: Global Platform-Mediated Gig Economy Revenue Market Share by Application (2021-2026)
- Table 11: Global Platform-Mediated Gig Economy Forecasted Market Size by Application (2027-2032) & (US\$ Million)
- Table 12: Global Platform-Mediated Gig Economy Revenue Market Share by Application (2027-2032)
- Table 13: Global Platform-Mediated Gig Economy Market Size by Region (US\$ Million): 2021 VS 2025 VS 2032
- Table 14: Global Platform-Mediated Gig Economy Market Size by Region (2021-2026) & (US\$ Million)
- Table 15: Global Platform-Mediated Gig Economy Market Share by Region (2021-2026)
- Table 16: Global Platform-Mediated Gig Economy Forecasted Market Size by Region (2027-2032) & (US\$ Million)
- Table 17: Global Platform-Mediated Gig Economy Market Share by Region (2027-2032)
- Table 18: Platform-Mediated Gig Economy Industry Trends
- Table 19: Platform-Mediated Gig Economy Industry Drivers
- Table 20: Platform-Mediated Gig Economy Industry Opportunities and Challenges
- Table 21: Platform-Mediated Gig Economy Market Restraints
- Table 22: Global Top Platform-Mediated Gig Economy Players by Revenue (US\$ Million) & (2021-2026)
- Table 23: Global Platform-Mediated Gig Economy Revenue Market Share by Players (2021-2026)
- Table 24: Global Platform-Mediated Gig Economy Industry Players Ranking, 2024 VS 2025 VS 2026
- Table 25: Global Key Players of Platform-Mediated Gig Economy, Headquarters and Area Served
- Table 26: Global Platform-Mediated Gig Economy Players, Product Type & Application
- Table 27: Global Players Market Concentration Ratio (CR5 and HHI)
- Table 28: Global Platform-Mediated Gig Economy by Players Type (Tier 1, Tier 2, and Tier 3) & (Based on the Revenue of 2025)
- Table 29: Players Mergers & Acquisitions, Expansion Plans
- Table 30: North America Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 31: North America Platform-Mediated Gig Economy Market Size by Country (2021-2026) & (US\$ Million)
- Table 32: North America Platform-Mediated Gig Economy Market Size by Country (2027-2032) & (US\$ Million)
- Table 33: Europe Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 34: Europe Platform-Mediated Gig Economy Market Size by Country (2021-2026) & (US\$ Million)
- Table 35: Europe Platform-Mediated Gig Economy Market Size by Country (2027-2032) & (US\$ Million)
- Table 36: Asia Pacific Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 37: Asia Pacific Platform-Mediated Gig Economy Market Size by Region (2021-2026) & (US\$ Million)
- Table 38: Asia Pacific Platform-Mediated Gig Economy Market Size by Country (2027-2032) & (US\$ Million)
- Table 39: South America Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 40: South America Platform-Mediated Gig Economy Market Size by Country (2021-2026) & (US\$ Million)
- Table 41: South America Platform-Mediated Gig Economy Market Size by Country (2027-2032) & (US\$ Million)
- Table 42: Middle East & Africa Platform-Mediated Gig Economy Market Growth Rate by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 43: Middle East & Africa Platform-Mediated Gig Economy Market Size by Country (2021-2026) & (US\$ Million)
- Table 44: Middle East & Africa Platform-Mediated Gig Economy Market Size by Country (2027-2032) & (US\$ Million)
- Table 45: Uber Company Information
- Table 46: Uber Business Overview
- Table 47: Uber Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 48: Uber Platform-Mediated Gig Economy Product Portfolio
- Table 49: Uber Recent Developments
- Table 50: Lyft Company Information
- Table 51: Lyft Business Overview

- Table 52: Lyft Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 53: Lyft Platform-Mediated Gig Economy Product Portfolio
- Table 54: Lyft Recent Developments
- Table 55: TaskRabbit Company Information
- Table 56: TaskRabbit Business Overview
- Table 57: TaskRabbit Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 58: TaskRabbit Platform-Mediated Gig Economy Product Portfolio
- Table 59: TaskRabbit Recent Developments
- Table 60: Handy Company Information
- Table 61: Handy Business Overview
- Table 62: Handy Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 63: Handy Platform-Mediated Gig Economy Product Portfolio
- Table 64: Handy Recent Developments
- Table 65: Upwork Company Information
- Table 66: Upwork Business Overview
- Table 67: Upwork Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 68: Upwork Platform-Mediated Gig Economy Product Portfolio
- Table 69: Upwork Recent Developments
- Table 70: Fiverr Company Information
- Table 71: Fiverr Business Overview
- Table 72: Fiverr Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 73: Fiverr Platform-Mediated Gig Economy Product Portfolio
- Table 74: Fiverr Recent Developments
- Table 75: Freelancer Company Information
- Table 76: Freelancer Business Overview
- Table 77: Freelancer Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 78: Freelancer Platform-Mediated Gig Economy Product Portfolio
- Table 79: Freelancer Recent Developments
- Table 80: DoorDash Company Information
- Table 81: DoorDash Business Overview
- Table 82: DoorDash Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 83: DoorDash Platform-Mediated Gig Economy Product Portfolio
- Table 84: DoorDash Recent Developments
- Table 85: Grubhub Company Information
- Table 86: Grubhub Business Overview
- Table 87: Grubhub Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 88: Grubhub Platform-Mediated Gig Economy Product Portfolio
- Table 89: Grubhub Recent Developments
- Table 90: Instacart Company Information
- Table 91: Instacart Business Overview
- Table 92: Instacart Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 93: Instacart Platform-Mediated Gig Economy Product Portfolio
- Table 94: Instacart Recent Developments
- Table 95: YouTube Company Information
- Table 96: YouTube Business Overview
- Table 97: YouTube Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 98: YouTube Platform-Mediated Gig Economy Product Portfolio
- Table 99: YouTube Recent Developments
- Table 100: TikTok Company Information
- Table 101: TikTok Business Overview
- Table 102: TikTok Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 103: TikTok Platform-Mediated Gig Economy Product Portfolio
- Table 104: TikTok Recent Developments
- Table 105: Patreon Company Information
- Table 106: Patreon Business Overview
- Table 107: Patreon Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 108: Patreon Platform-Mediated Gig Economy Product Portfolio
- Table 109: Patreon Recent Developments
- Table 110: Care.com Company Information
- Table 111: Care.com Business Overview
- Table 112: Care.com Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 113: Care.com Platform-Mediated Gig Economy Product Portfolio
- Table 114: Care.com Recent Developments
- Table 115: VIPKid Company Information
- Table 116: VIPKid Business Overview

- Table 117: VIPKid Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 118: VIPKid Platform-Mediated Gig Economy Product Portfolio
- Table 119: VIPKid Recent Developments
- Table 120: BellHops Company Information
- Table 121: BellHops Business Overview
- Table 122: BellHops Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 123: BellHops Platform-Mediated Gig Economy Product Portfolio
- Table 124: BellHops Recent Developments
- Table 125: Guru.com Company Information
- Table 126: Guru.com Business Overview
- Table 127: Guru.com Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 128: Guru.com Platform-Mediated Gig Economy Product Portfolio
- Table 129: Guru.com Recent Developments
- Table 130: HopSkipDrive Company Information
- Table 131: HopSkipDrive Business Overview
- Table 132: HopSkipDrive Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 133: HopSkipDrive Platform-Mediated Gig Economy Product Portfolio
- Table 134: HopSkipDrive Recent Developments
- Table 135: Rover Company Information
- Table 136: Rover Business Overview
- Table 137: Rover Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 138: Rover Platform-Mediated Gig Economy Product Portfolio
- Table 139: Rover Recent Developments
- Table 140: Favor Delivery Company Information
- Table 141: Favor Delivery Business Overview
- Table 142: Favor Delivery Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 143: Favor Delivery Platform-Mediated Gig Economy Product Portfolio
- Table 144: Favor Delivery Recent Developments
- Table 145: Turo Company Information
- Table 146: Turo Business Overview
- Table 147: Turo Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 148: Turo Platform-Mediated Gig Economy Product Portfolio
- Table 149: Turo Recent Developments
- Table 150: DiDi Chuxing Company Information
- Table 151: DiDi Chuxing Business Overview
- Table 152: DiDi Chuxing Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 153: DiDi Chuxing Platform-Mediated Gig Economy Product Portfolio
- Table 154: DiDi Chuxing Recent Developments
- Table 155: Meituan Company Information
- Table 156: Meituan Business Overview
- Table 157: Meituan Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 158: Meituan Platform-Mediated Gig Economy Product Portfolio
- Table 159: Meituan Recent Developments
- Table 160: Alibaba Company Information
- Table 161: Alibaba Business Overview
- Table 162: Alibaba Revenue in Platform-Mediated Gig Economy Business (2021-2026) & (US\$ Million)
- Table 163: Alibaba Platform-Mediated Gig Economy Product Portfolio
- Table 164: Alibaba Recent Developments
- Table 165: Authors List of This Report

List of Figures:

- Figure 1: Research Methodology
- Figure 2: Research Process
- Figure 3: Key Executives Interviewed
- Figure 4: Platform-Mediated Gig Economy Product Image
- Figure 5: Global Platform-Mediated Gig Economy Market Size Comparison by Type (2021 VS 2025 VS 2032) & (US\$ Million)
- Figure 6: Global Platform-Mediated Gig Economy Market Share by Type: 2025 VS 2032
- Figure 7: Service-Based Platforms Product
- Figure 8: Freelance Marketplaces Product
- Figure 9: Ride-Hailing and Transportation Platforms Product
- Figure 10: Delivery Platforms Product
- Figure 11: Others Product
- Figure 12: Global Platform-Mediated Gig Economy Market Size by Application (2021 VS 2025 VS 2032) & (US\$ Million)

- Figure 13: Global Platform-Mediated Gig Economy Market Share by Application: 2025 VS 2032
- Figure 14: Transportation & Mobility Product
- Figure 15: Freelancing & Professional Services Product
- Figure 16: Delivery & Logistics Product
- Figure 17: Home Services Product
- Figure 18: Others Product
- Figure 19: Global Platform-Mediated Gig Economy Market Size (US\$ Million), Year-over-Year: 2021-2032
- Figure 20: Global Platform-Mediated Gig Economy Market Size, (US\$ Million), 2021 VS 2025 VS 2032
- Figure 21: Global Platform-Mediated Gig Economy Market Share by Region: 2025 VS 2032
- Figure 22: Global Platform-Mediated Gig Economy Market Share by Players in 2025
- Figure 23: Global Platform-Mediated Gig Economy Manufacturers Established Date
- Figure 24: Global Top 5 and 10 Platform-Mediated Gig Economy Players Market Share by Revenue in 2025
- Figure 25: Players Type (Tier 1, Tier 2, and Tier 3): 2021 VS 2025
- Figure 26: North America Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 27: North America Platform-Mediated Gig Economy Market Share by Country (2021-2032)
- Figure 28: United States Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 29: Canada Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 30: Mexico Platform-Mediated Gig Economy Market Share by Country (2021-2032)
- Figure 31: Europe Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 32: Europe Platform-Mediated Gig Economy Market Share by Country (2021-2032)
- Figure 33: Germany Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 34: France Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 35: U.K. Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 36: Italy Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 37: Spain Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 38: Russia Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 39: Netherlands Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 40: Nordic Countries Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 41: Asia-Pacific Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 42: Asia-Pacific Platform-Mediated Gig Economy Market Share by Country (2021-2032)
- Figure 43: China Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 44: Japan Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 45: South Korea Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 46: India Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 47: India Platform-Mediated Gig Economy Market Share by Country (2021-2032)
- Figure 48: Australia Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 49: China Taiwan Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 50: Southeast Asia Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 51: South America Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 52: South America Platform-Mediated Gig Economy Market Share by Country (2021-2032)
- Figure 53: Brazil Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 54: Argentina Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 55: Chile Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 56: Colombia Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 57: Peru Platform-Mediated Gig Economy Market Size YoY Growth (2021-2032) & (US\$ Million)
- Figure 58: Uber Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 59: Lyft Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 60: TaskRabbit Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 61: Handy Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 62: Upwork Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 63: Fiverr Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 64: Freelancer Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 65: DoorDash Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 66: Grubhub Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 67: Instacart Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 68: YouTube Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 69: TikTok Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 70: Patreon Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 71: Care.com Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 72: VIPKid Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 73: BellHops Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 74: Guru.com Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 75: HopSkipDrive Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 76: Rover Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 77: Favor Delivery Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)

- Figure 78: Turo Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 79: DiDi Chuxing Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 80: Meituan Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)
- Figure 81: Alibaba Revenue Growth Rate in Platform-Mediated Gig Economy Business (2021-2026)