We define the sharing economy in emerging markets as: Mobile-based platforms, products and services which enable local populations to unlock income from ‘underutilised assets’ by sharing them with others.

**Market size**

Willingness to participate in sharing communities

<table>
<thead>
<tr>
<th>Region</th>
<th>North America</th>
<th>Europe</th>
<th>Middle East Africa</th>
<th>Latin America</th>
<th>Asia Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>52%</td>
<td>54%</td>
<td>68%</td>
<td>70%</td>
<td>78%</td>
</tr>
</tbody>
</table>

7,500+ Sharing platforms (globally, 2015)

$33bn+ potential market revenue for the sharing economy growing 25-30% a year (globally, 2016)

**Real life examples:**

- **Go-Jek**, the Indonesian “Uber for motorcycles” launched in 2011, now has more than 10,000 riders on its books. Since, similar models have emerged in Africa like SafeBoda or Safe Motos.
- **PrepClass**, a Nigerian education platform, enabled independent tutors to provide 14,000+ hours of lessons with average pay $6/hour (2015)

**Social impact**

The sharing economy is a powerful engine that creates new markets, generates jobs, increases income and improves lives.

In 2016, more than 1 MILLION JOBS (full time and part time) will be generated by the sharing economy globally.

In 2016, GSMA’s Ecosystem Accelerator Programme will be supporting sharing economy start-ups in emerging markets.


http://www.pwc.co.uk/issues/megatrends/collisions/sharingeconomy/the-sharing-economy-sizing-the-revenue-opportunity.html // Compare and Share, 2015