

Roadside Assistance Market Set to Hit \$52.5 Billion by 2033, Fuelled by Growing Demand for On-Demand Mobility Services

WILMINGTON, NEW CASTLE, DE, UNITED STATES, February 5, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "Roadside Assistance Market," [The Roadside Assistance Market Size](#) was valued at \$31.9 billion in 2023, and is estimated to reach \$52.5 billion by 2033, growing at a CAGR of 5.2% from 2024 to 2033.

The global roadside assistance industry is dominated by Asia-Pacific. Increase in demand for vehicles along with rise in per capita income drive the market growth. In addition, this region is the most attractive automotive market for numerous market players. Penetration of advanced driver assistance and electric vehicles have encountered significant automotive sales in the region and that in turn has increased the road assistance insurance services demand.



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Furthermore, the growth of the market can also be attributed to the increasing road accidents and breakdowns, growing vehicle fleets, and rising demand for mobility solutions in Asia-Pacific. In addition, key players in India adopting various key strategies to drive the growth of the roadside assistance market.

The rise in the number of older vehicles with numerous electrical and mechanical problems is the major factor driving the growth of the roadside assistance market. In addition, the roadside assistance industry is growing since app-based services have sped up roadside help response times. Extreme weather conditions have an influence on many drivers throughout the world, especially in cold weather when battery power drains and battery jump starts are necessary. Further, icy and snowy driving conditions in some areas increase the occurrence of deadly traffic

collisions, necessitating roadside vehicle assistance.

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□ □□□□: 5.2% from 2024-2033

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Towing

Tire Replacement

Fuel Delivery

Jump Start and Pull Start

Lockout/ Replacement Key Service

Winch

Battery Assistance

Trip Routing and Navigational Assistance

Others

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OEM

Motor Insurance

Independent Service Provider

Others

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Commercial Vehicles

Passenger Vehicles

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The towing segment to maintain its leadership status during the forecast period

Based on service, the towing segment held the highest market share in 2022, accounting for nearly one-third of the global roadside assistance market revenue and is estimated to maintain its leadership status during the forecast period. Towing is a crucial component of roadside assistance services. It involves the transportation of a disabled vehicle from its location to a designated repair facility or another desired destination. Towing services are typically provided when a vehicle cannot be immediately repaired on-site or is involved in an accident that renders it inoperable. The battery assistance segment is expected to register the highest CAGR of 6.8% from 2023 to 2032. Battery assistance is particularly valuable when drivers are stranded due to a dead battery, especially in situations where they are unable to start their vehicles or lack the

necessary tools and knowledge to jump-start the battery themselves.

The others segment to maintain its leadership status during the forecast period

Based on provider, the others segment held the highest market share in 2022, accounting for more than one-thirds of the global roadside assistance market revenue and is estimated to maintain its leadership status during the forecast period. Other providers such as automotive clubs, rental car companies, unorganized players, and others offer specialized services or cater to specific segments of the market. They contribute to ensuring the safety and convenience of drivers by providing prompt and reliable assistance during roadside emergencies. The OEM segment is also projected to manifest the highest CAGR of 5.8% from 2023 to 2032. Original Equipment Manufacturers (OEMs) expected to play a significant role in the roadside assistance market by offering their own branded roadside assistance services to vehicle owners. Several OEMs such as Mercedes-Benz roadside assistance, Toyota roadside assistance, Ford roadside assistance, and BMW roadside assistance actively participate in the roadside assistance market by providing their own branded services.

The passenger vehicle segment to maintain its leadership status during the forecast period

Based on vehicle, the passenger vehicle segment held the highest market share in 2022, accounting for nearly two-thirds of the global roadside assistance market revenue and is estimated to maintain its leadership status during the forecast period. Roadside assistance services are designed to provide convenience, safety, and peace of mind to passenger vehicle owners, ensuring they have access to timely and professional assistance in unexpected situations. The commercial vehicle segment is projected to manifest the highest CAGR of 5.7% from 2023 to 2032. Roadside assistance provides financial protection to commercial vehicles and covers the business from any losses and damages.

Asia-Pacific to maintain its dominance by 2032

Based on region, Asia-Pacific held the highest market share in terms of revenue in 2022, accounting for around one-third of the global roadside assistance market revenue. The increase in road accidents and vehicle fleet expansions, as well as the increased need for mobility solutions, are the contributing [factors that drive the growth of the roadside assistance market](#) in the Asia-Pacific region. Europe is expected to witness the fastest CAGR of 5.7% from 2023 to 2032 on account of factors such as surge in awareness among consumers about road safety and rise in demand for roadside assistance services by commercial vehicle owners across major countries including the UK, Germany, France, and others.

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Agero
Allianz Global Assistance
Allstate Insurance Company
ARC Europe SA
AutoVantage
Falck A/S
Paragon Motor Club
Roadside Transportation LLC
SOS International
Viking Assistance Group AS

The report provides a detailed analysis of these key players of the global roadside assistance market. These players have adopted strategies such as new product launches to increase their market share and maintain dominant shares in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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