

# Lyft Will Take User Share from Uber Through 2023

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**Blake Drosch**

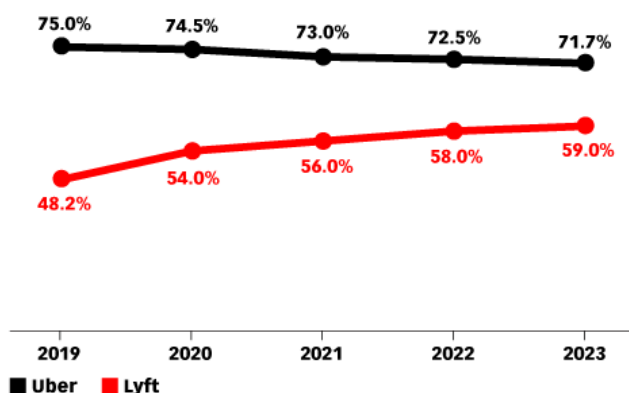
**I**n a marketplace crowded with competition, ride-hailing pioneer Uber still dominates the US transportation-sharing economy. But as the first mover's growth slows, its main competitor Lyft will increasingly claim market share.

We estimate that 74.5% of transportation-sharing users in the US will use Uber in 2020, compared with 54.0% who will use Lyft. Over the next three years, Lyft will continue to grow its share of transportation-sharing users at faster rates than those of Uber, according to our latest forecasting report, "[US Sharing Economy 2020](#)."

By the end of 2023, Lyft's share of transportation-sharing users will reach 59.0%, less than 13 percentage points behind Uber.

### US Transportation-Sharing Economy Users: Uber vs. Lyft, 2019-2023

% of transportation-sharing economy users



Note: ages 18+; individuals ages who have used their Uber account for transportation services at least once during the calendar year  
Source: eMarketer, Dec 2019

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Both Uber and Lyft continue to benefit from being first to market in the ride-sharing industry. But Uber has a considerably larger number of users, giving it less room to grow. We expect Uber will have 63.3 million US users in 2020, growing 9.7% over 2019. Lyft will have 45.9 million US users, up 23.7%.

In the past two years, Uber and Lyft dealt with similar challenges. Both companies have been criticized for not having a clear path to profitability. Both had **less-than-stellar debuts on Wall Street**. (Lyft went public in **March 2019**, with Uber following in **May**.) And both faced **negative publicity** around lawsuits from riders alleging they were sexually assaulted by drivers.

Uber and Lyft have continued to add users despite these roadblocks and have made transportation-sharing the key driver of the US sharing economy.

Transportation-sharing is also benefiting from secular growth toward "Transportation as a Service" (TaaS), as some users are moving away from car ownership. We expect the US transportation-sharing economy will grow to 85.0 million users in 2020, up 10.4% year over year.

For more insights on the US sharing economy, eMarketer PRO subscribers can read our recent report:

**Report** by Blake Droesch Jan 06, 2020

## US Sharing Economy 2020

### US SHARING ECONOMY 2020

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ANALYST: BLAKE  
DROESCH  
CONSULTANT: KYLE FINE, SHARON SHAW



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