

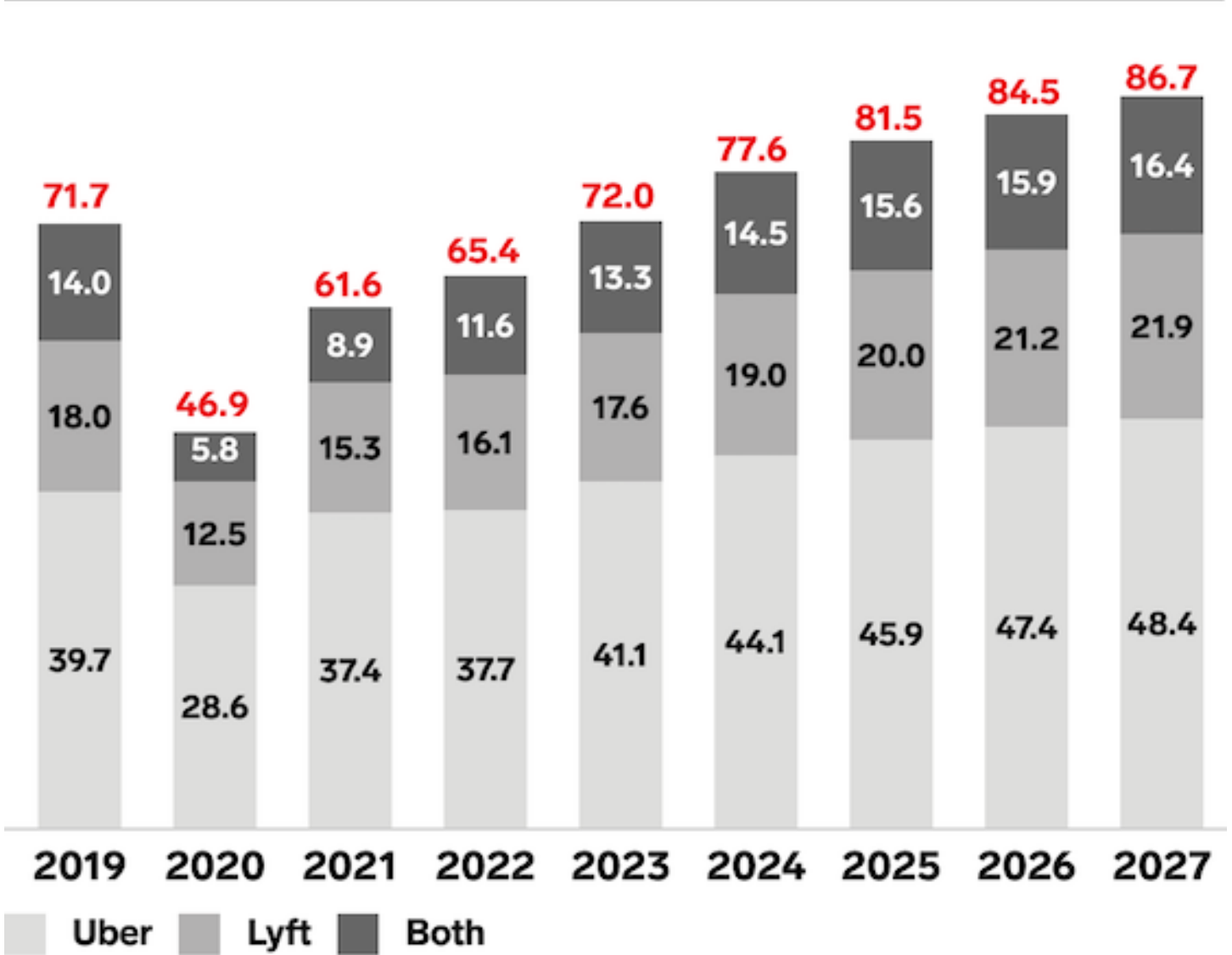
# Which ride-sharing platform presents a bigger opportunity for advertisers?

Article

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# Uber Holds a Steady Lead in an Expanding US Market

millions of users, 2019-2027



Note: includes spending on community-based online transportation services (e.g., Uber, Lyft); excludes taxes, tolls, and tips; excludes Uber Eats  
 Source: Insider Intelligence | eMarketer Forecast, Aug 2023

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Insider Intelligence | eMarketer

**Key stat:** 77.6 million people in the US will use Uber or Lyft next year, according to our August 2023 forecast.

## Beyond the chart:

- Uber will hit a new record of 54.4 million users in 2023. Lyft will hit its own record with 33.5 million users in 2024, according to our forecast.
- Uber and Lyft both reported decent earnings last week, with **Uber boasting increased advertising revenues** and **Lyft still building out in-app advertising**.
- Both Uber and Lyft are expanding advertising formats, from backseat displays to in-app ads. Marketers should monitor this growth, especially as both platforms mature, as noted in our **Ride-Hailing 2023** report.
- Uber is well ahead in the ad ecosystem right now, but a growing user base for both services means a growing audience for advertisers.

## Use this chart:

- Evaluate the ride-sharing ad opportunity.
- Compare Uber and Lyft audience size.

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- **Instacart's advertising revenues jump 19%**
- **Grocery shoppers in search of convenience shift spending to online channels**
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