

AUTOMOTIVE | MIDDLE EAST

Paid-parking market sizing for a mobility app

Sizing the paid-parking market and the digital reservation opportunity six ways, with operator, expert and consumer inputs.



AT A GLANCE

CLIENT

Mobility technology company

INDUSTRY

Automotive

MARKET

Middle East

METHOD

Market sizing with desk research and primary inputs

SAMPLE

Operators, venue and mobility specialists, consumers

THE CHALLENGE

A mobility technology company building a parking reservation app needed a clear read on the paid-parking market, digital adoption and competitors. The goal was to size the total opportunity and the digital revenue pool by parking type, user, operator, payment model, stay duration and region.

OUR APPROACH

We built the model from parking supply outward and separated the gross market from what the client could actually capture.

- 1 Agreed six market cuts and a source map with the client
- 2 Combined official data, published tariffs and in-market inputs
- 3 Reached operators and mobility specialists by direct approach
- 4 Logged every assumption and cross-checked two sizing routes

THE RESULTS

- ✓ A working sizing model with every assumption traceable
- ✓ The addressable pool reported separately from the headline market
- ✓ Regional cuts showed where to launch first

SERVICES USED

Global fieldwork coordination

Extended team services

Hard-to-reach audiences

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.