

PwC Share Economy 2017: The New Business Model

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Why did we select this report?

This report published by PwC looks at the sharing economy in six European countries, Austria, Belgium, Germany, the Netherlands, Switzerland, and Turkey, and examines the status of sharing economy usage, mass acceptance of sharing principles, the demographics of those who make use of sharing platforms, user motivations, attractive industries for sharing, market sizes and spending, and success factors.

Key findings

PwC summarises the findings of their research in the following infographic.

Share Economy The New Business Model

Sharing of files, music, cars, accommodation, machines and other things has become an indispensable and virtually irreplaceable part of today's increasingly digital lifestyle. In fact, most of us cannot imagine living and especially traveling without shared products and services.



Just as smartphones disrupted photography and displaced private film and photo cameras, Share Economy has a disruptive potential of displacing ownership with temporary use of products and services.

Share Economy – Theory and Practice



In theory, Share Economy has many benefits. It is supposed to ...



... save resources.



... strengthen regional and local communities.



... save costs.



... enable consumption for lower income groups.



... increase investments.



... provide new jobs.



... ensure access.



... generate more freedom.

In reality, however, participation in Share Economy is often limited to specific population segments and thus the idea cannot live up to all of its promises yet.

PwC conducted a representative survey of more than 4,500 consumers in Turkey, Switzerland, Austria, Netherlands, Germany and Belgium to analyze what really matters to customers and providers with respect to the Share Economy.

Share Economy widely accepted and used

*Share Economy is already widespread. Almost every second respondent of our survey is already familiar with the concept – **44 %** have used a sharing service during the last year.*

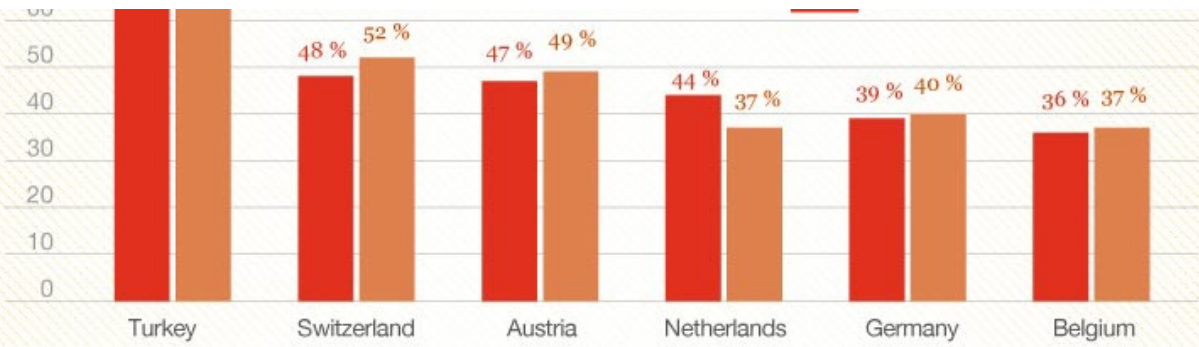
The concept of sharing is particularly popular in Turkey where more than two thirds of respondents have used a Share Economy service in the past year.



% of respondents who have used/plan to use a Share Economy service

■ Have used in past year ■ Plan to use next year





Share Economy adoption is driven by the young and educated

The key enabler for the Share Economy's success is the reorientation of thought in view of personal possessions. Young people in particular pay higher attention to an improved quality of life instead of accumulating wealth and material property as status symbols.



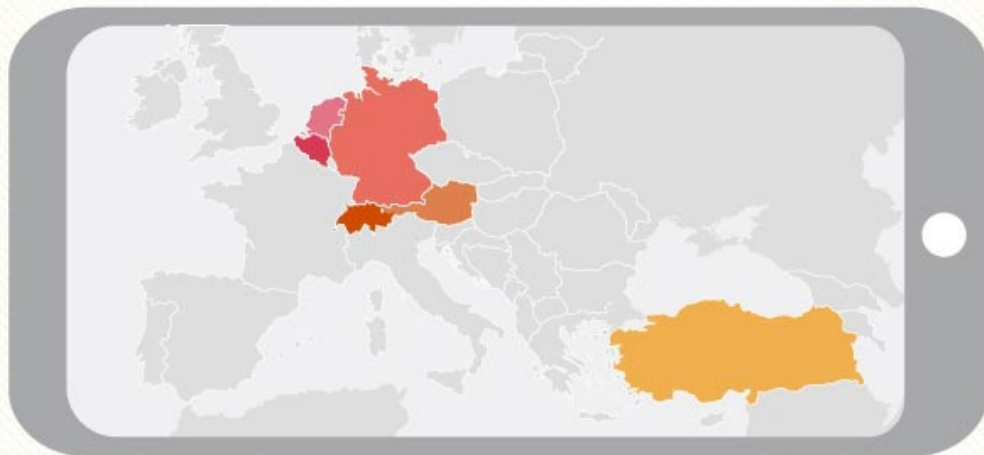
Owning things is perceived as emotional baggage that keeps you from living – sharing means being free to do whatever you want.

% of Share Economy users that are between 18 and 39 years old

56 %
Belgium

52 %
Netherlands

53 %
Germany



45 %
Switzerland

53 %
Austria

58 %
Turkey



64 % of Share Economy users have a high school education or higher

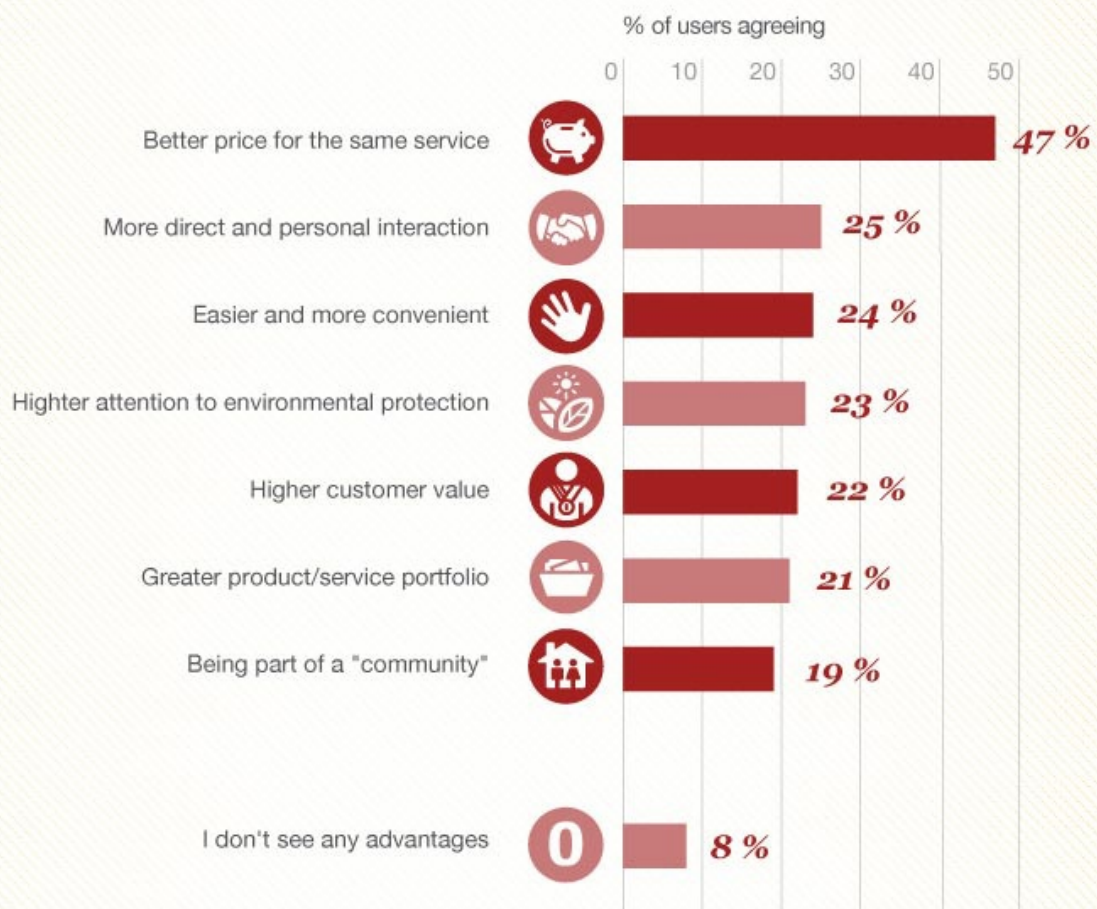
What users like (and dislike) about Share Economy services

Across all countries users are convinced to benefit from Share Economy offers. Only **8 %** of the users don't perceive any benefit.

Non-users still need some convincing though – **42 %** of non-users don't see any advantage in participating in Share Economy.

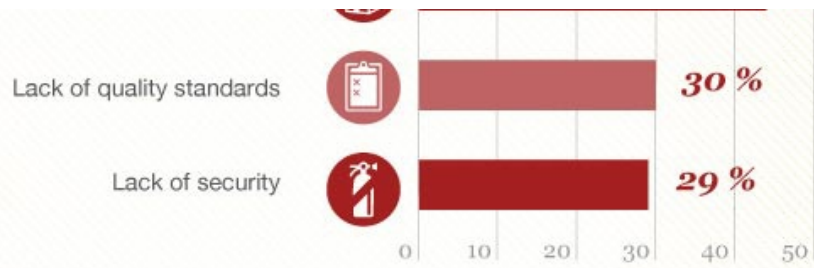


Perceived advantages from Share Economy usage



Perceived disadvantages from Share Economy usage





To increase the attractiveness of their offers, service providers need to address these issues for example by:



Ensuring insurance protection



Making sure that the service is provided by a real expert



Increasing price transparency

Which industries are most attractive for sharing?

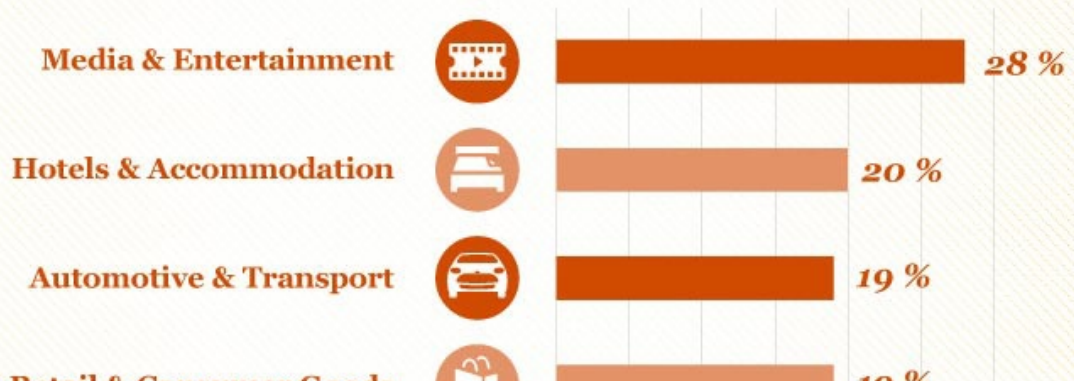
Within Share Economy, different industries are at very different maturity levels.

One of the main reasons for this discrepancy is trust. Trust is still an issue in Share Economy and while the personal risk is low in some industries (e.g. Media & Entertainment), it is considerably higher in others (e.g. Finance).

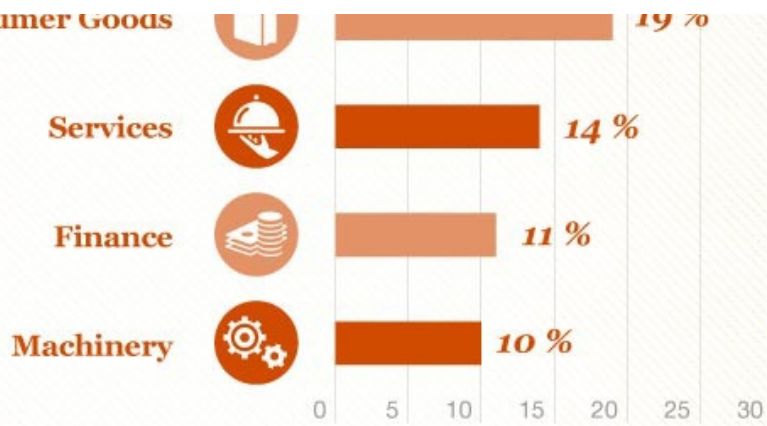


Share Economy usage by industry (across all 6 countries)

% of respondents who have used a Share Economy offer in the given industry

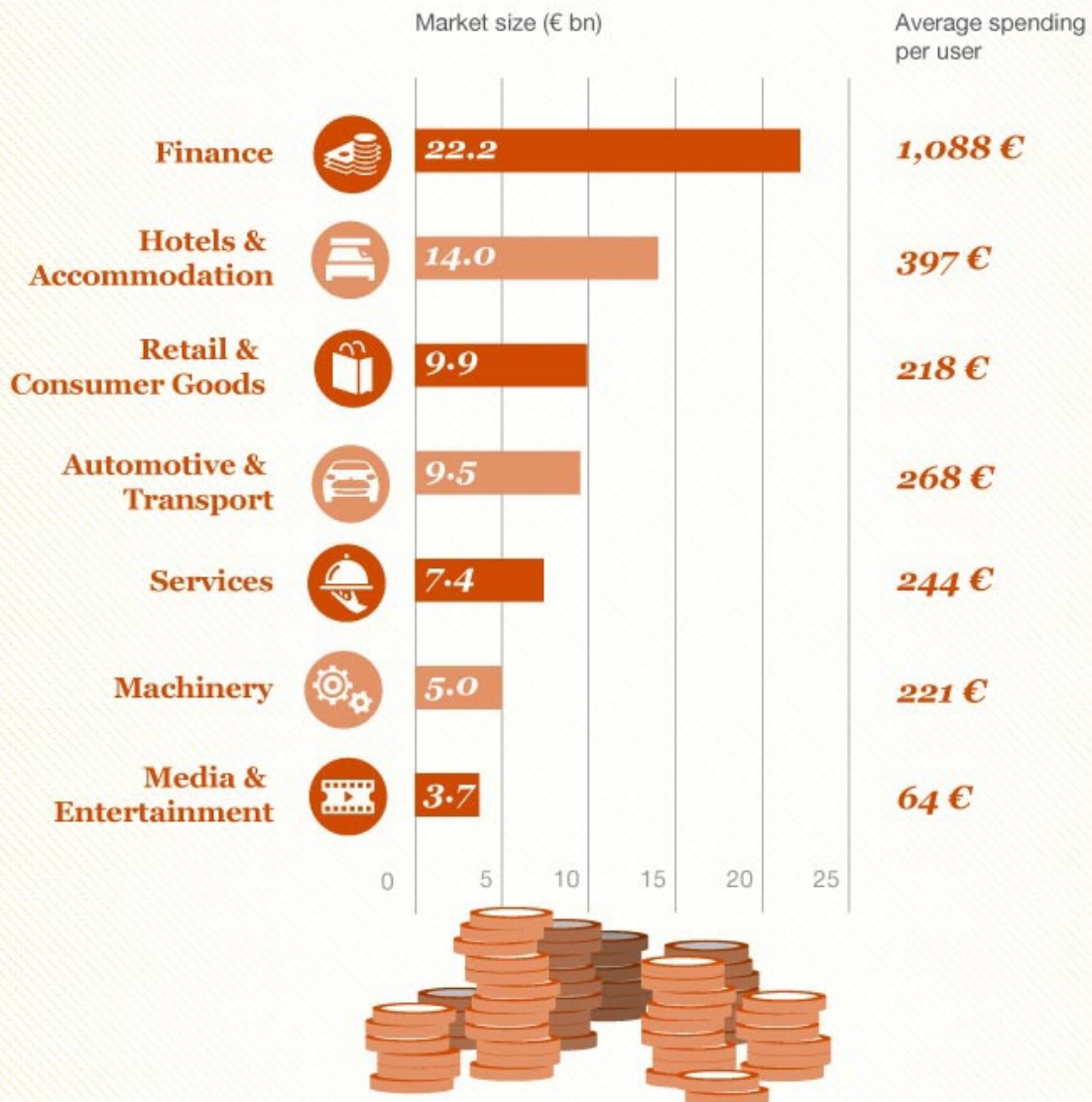


Retail & Consumer Goods



Despite the fact that the Media & Entertainment industry shows the highest rate of adoption of Share Economy offers, it is the smallest market in terms of overall spending.

Market size and average spending per user (across all six countries)



In conclusion, the principle of Sharing Economy is nothing new as it is the basic idea of a cooperative society model. The current trend goes one step further in implementing the concept of sharing in more aspects of life. There is a general consensus that sharing is here to stay and that it will have an impact on our lives.



63 %

agree that Share Economy is not a short-term trend



72 %

expect it to have an impact on the job market

60 %

think that sharing will strengthen communities



48 %

believe that the altruistic motives behind Share Economy will have been replaced by profit orientation by 2030

The study "Share Economy. The New Business Model" is based on a representative survey of 4,500 consumers in Belgium, the Netherlands, Austria, Switzerland, Turkey and Germany in late summer 2017. The full study can be found at: www.pwc.de/share-economy

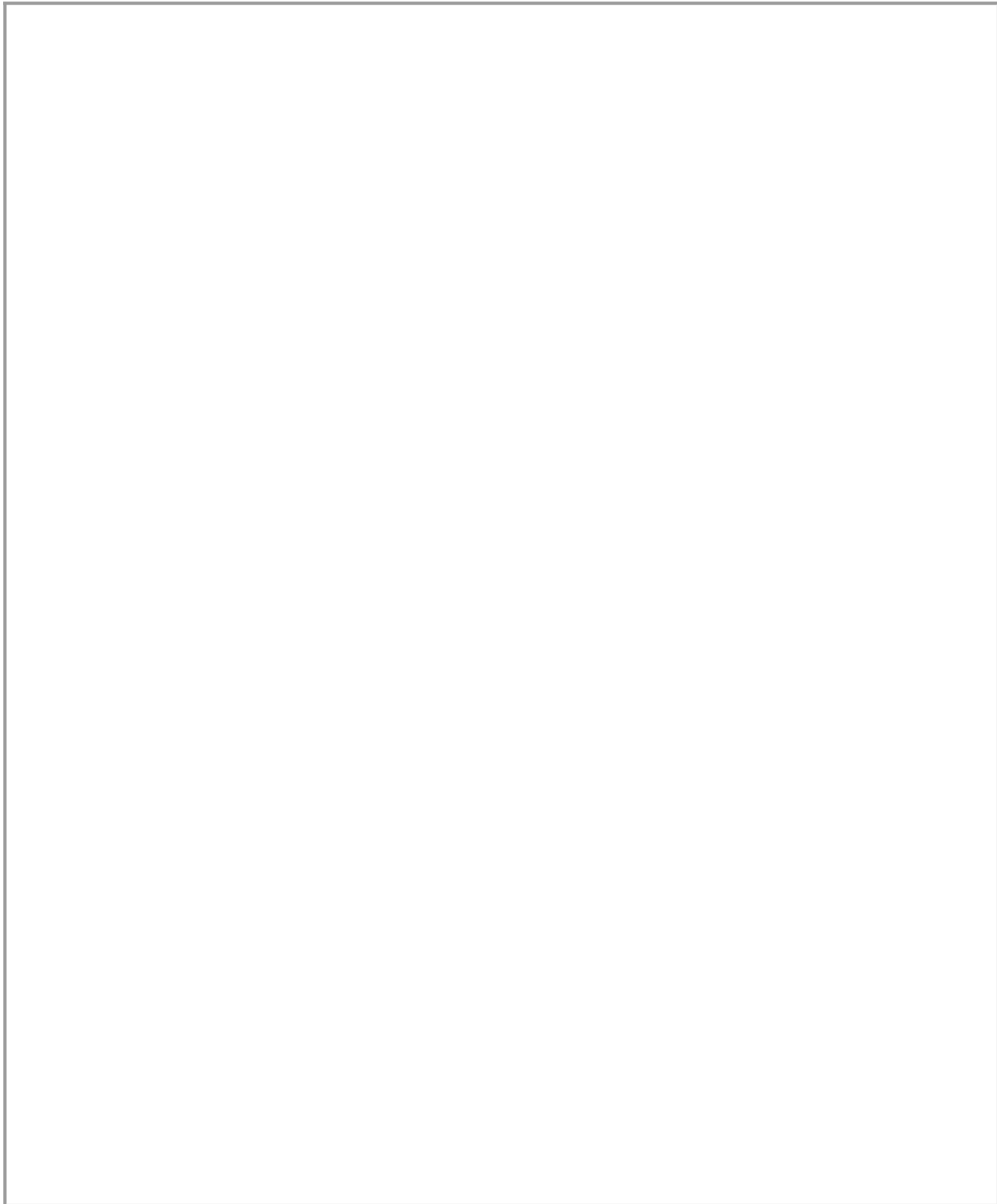
About PwC:

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PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.



The full report with a more detailed analysis of the sharing economy in the six selected markets is included below.



Reference

Retrieved from: <https://www.pwc.de/share-economy>
