

WOMEN IN GIG TRANSPORT: A GLOBAL UPTREND

Data Collection period December 2024 to January 2025

How do they benefit from these platforms ?

- **Riding Pink**, Malaysia, enables drivers to earn 80% of the total fare amount for each completed ride.
- **HERide**, US, is a ride-sharing service **HERODE** focused on the safety and empowerment of women.



- **TaxShe**, India, provide drivers (Roo) with a 6-8 month training period to make them skilled.

In APEC economies, the proportion of women in the gig economy ranges from **18.5%** in Indonesia to **55.8%** in Vietnam.

Challenges: let's talk about them!



Women face **challenges** such as: safety, bias, cultural norms, public confidence, and higher prices.

Women-only platforms are **not always a successful business model**.

CASE STUDY: Pinker, a ride-hailing platform exclusively for women in Portugal, closes down before its official launch.

