



# The rise of the sharing economy: a path to growth and expansion

The sharing economy is growing at an extraordinary rate...

50% of Europeans know about it...

And 1 in 3 adults have used it

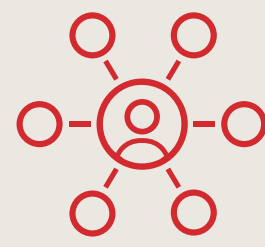
In fact, in Europe from May 2015 – 2016

It facilitated almost **€28 bn** in transactions

And was used by over **191m** people

## But what's next?

3 ways the sharing economy may evolve



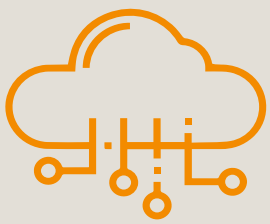
### ENHANCED EXPERIENCE

Platforms will embrace the crowd, provide frictionless transactions, transfer control of personal data to the individual and begin to integrate human elements once again



### IMPROVED TRUST AND TRANSPARENCY

Trust in technology will naturally grow as the sector expands and people become more comfortable with the wide range of products and services that the sharing economy captures



### ACCESS TO VALUE

AI and quantum computing will increase the ability to combine information and construct models to make better use of data

## Understanding the Opportunities for Growth

Public bodies and businesses must:



**INVEST** in innovation



**REMOVE** regulatory barriers

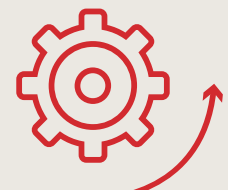
To:



**GUARANTEE** trust and reputation



**DRIVE** greater value



**IMPROVE** consumer experience