

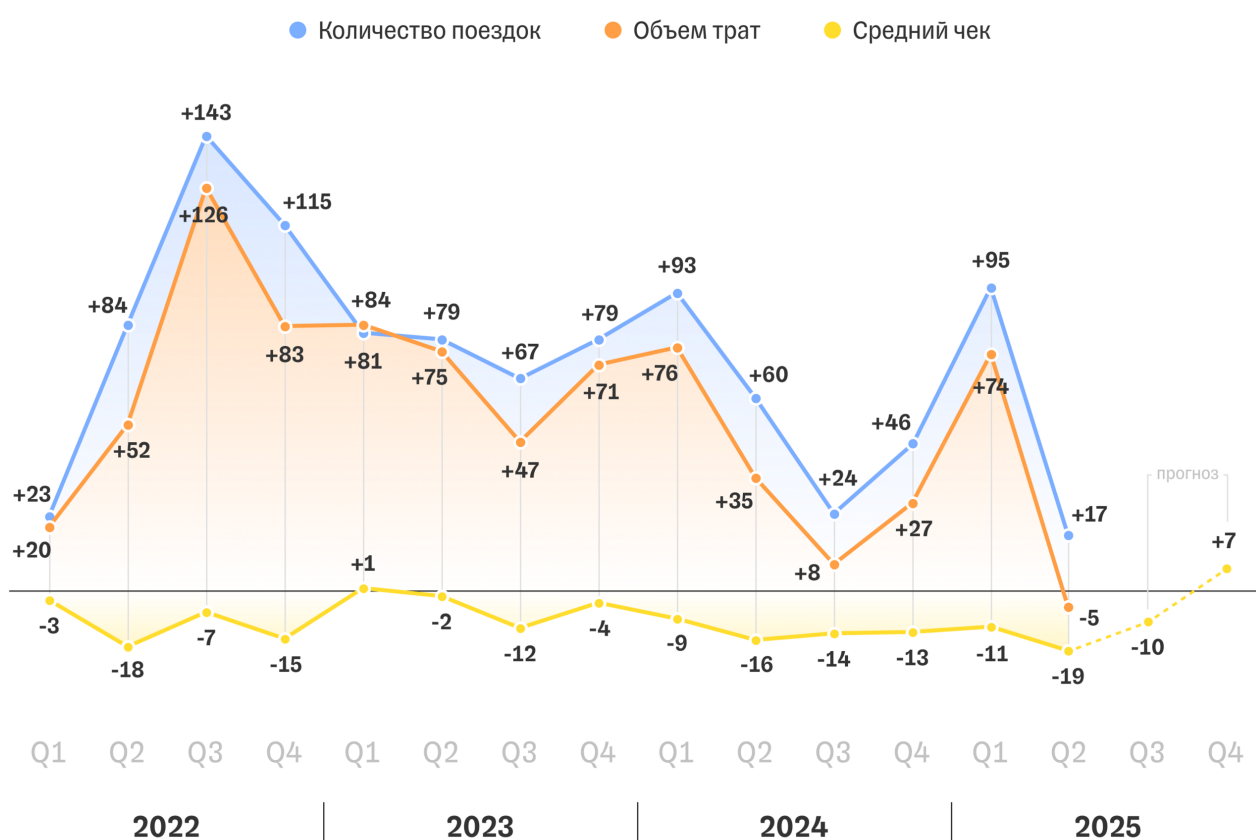
In the second quarter of 2025, the electricity rolled market for the first time in five years showed a decline in monetary terms. According to the T-DATA analytical project T-Pay, the volume of lease expenses decreased by 5% compared to last year.

At the same time, the number of trips continues to grow: the number of transactions increased by 17%. However, the average check for the trip decreased by 19% immediately. This is due to a change in tariffs and the fact that Russians now often use scooters for short trips instead of long walks.

Back in 2021, the average check was 161 rubles, and by 2024 it dropped to 113 rubles. In the second quarter of 2025, the indicator dropped to 101 rubles and, according to analysts, can reach 95 rubles by the end of the year.

Динамика проката электросамокатов

Изменение квартальных показателей год к году, %



На основе обезличенных данных транзакций клиентов Т-Банка в 2022-2025 гг.

T-Bank

The popularity of kikshering is maintained. In five years, the number of transactions has grown six times. In the low winter season of 2025, the number of rental payments also increased: in the first quarter, growth was 95% of the previous year, in the second - 17%.

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Services actively introduce new tariff models. Many users choose subscriptions or purchase of packages of minutes, which reduces the total cost of the trip. Short trips are especially in demand up to 20 minutes – they account for more than 90% of rent in large cities.

The study showed that scooters are most often rented in evening hours from 16:00 to 21:00, and less often at night. The average check fluctuates at different times of the day: the most expensive trips are fixed late at night on weekends, and the cheapest ones are on the morning on weekdays.

The main audience of service is young people under 25 years old, there are almost two - thirds of them. Users from 25 to 45 years are a third, and the scooters are rarely taken over 45 years old. Women in the total mass are 23%, but they spend a little more, as they make longer trips.