

Global Car Rental Market: Trends and Opportunities (2013-18)



Scope of the Report

The report titled “Global Car Rental Market: Trends and Opportunities (2013-2018)” provides an insight into the market dynamics and various trends and opportunities associated with the global car rental market. The report analyzes the size, growth and dynamics of the car rental market in the past five years for the global as well as the domestic car rental markets of the United States, the United Kingdom, Indonesia, Brazil, Russia, India and China. The report further forecasts the car rental market for the coming five years along with factors that could influence the market dynamics in the projected period. The report concludes with a brief discussion of key factors driving the global car rental market and profiles major players like Enterprise Rent a Car, Hertz, Avis Budget, Localiza Rent a Car and Europcar.

Geographical Coverage

- Global
- United States
- United Kingdom
- Indonesia
- Brazil
- Russia
- India
- China

Company Coverage

- Enterprise Rent a Car
- Hertz
- AvisBudget
- Localiza Rent a Car
- Europcar

Executive Summary

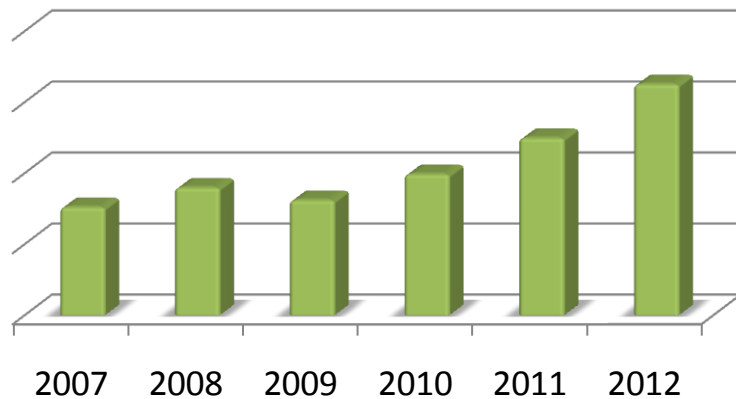
One of the industries which benefitted most from the growing and advancing economy is car rental industry. The rising household income in emerging countries, increasing expenditure on leisure activities and improving road infrastructure has played a significant role in determining the dynamics and growth of global car rental industry. Today, the market is expanded and diversified not only in developed countries but also in the emerging economies of India, Brazil, China and Indonesia.

In the present scenario, car rental industry has become very technologically oriented. The industry has witnessed huge transformation and is expected to grow with the similar trend in future as well.

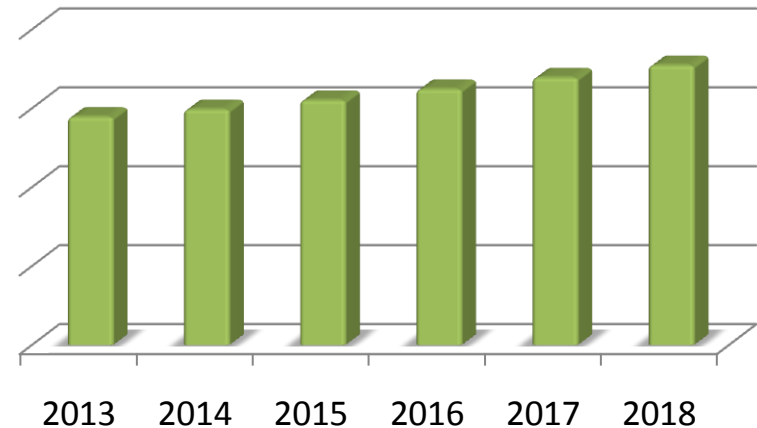
Global Car Rental Market: An Overview

During the early development of car rental industry, majority of the market was dominated by car manufacturers but with growing competition and rising opportunities in the market, the ownership has shifted to leading car rental service providers such as Enterprise, Avis, Budget, Dollar Thrifty and various others.

Global Car Rental Market Size, By Value, 2007-12 (US\$ Million)



Global Car Rental Market Size Forecast, 2013-18 (US\$ Billion)

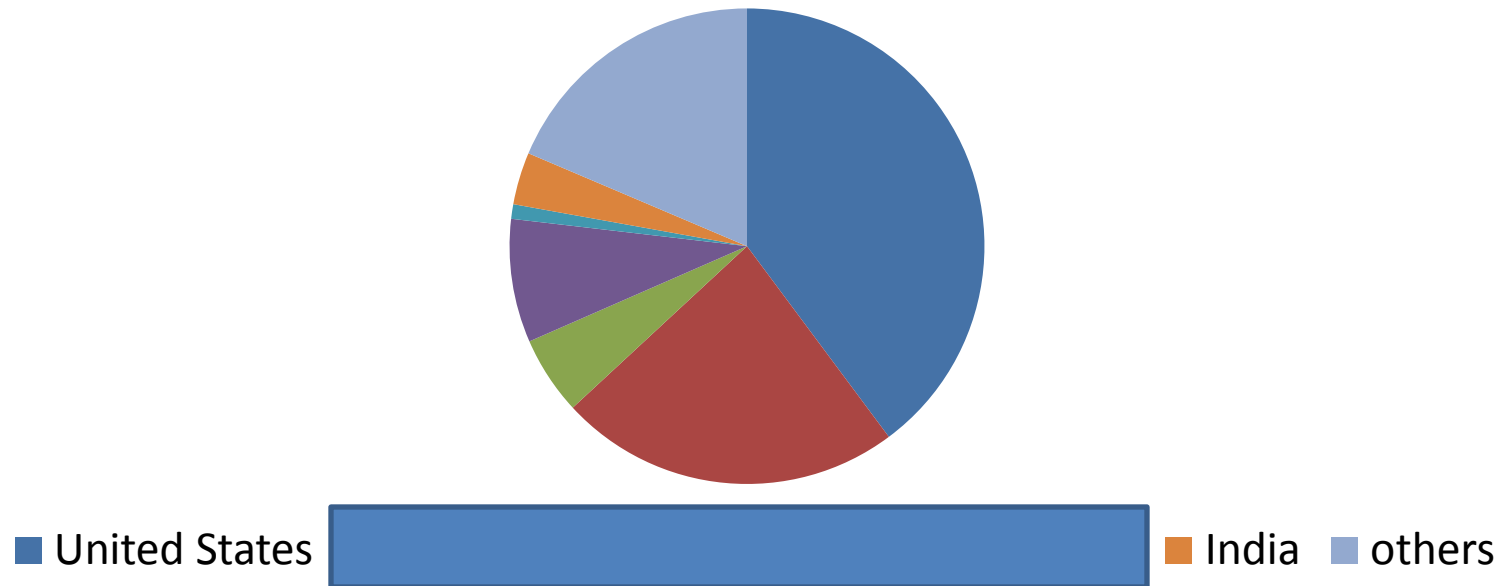


- The Global Car Rental market grew at CAGR of% during 2007-2012.
- The Global Car Rental market is forecasted to grow at a CAGR of% during 2013-18, generating revenue of US\$..... billion in 2018.

Global Car Rental Market

The car rental industry has presence in every region, thus making it a huge revenue generator. Though the industry is very organized and planned in developed market of United State and European countries, it is still semi organized in developing and BRIC countries and has pool of opportunities and unmet demands to cater to.

Global Car Rental Market Share, By Geography, 2012



United States and Europe are two of the leading geographies in the car rental market with global share of% and% respectively in 2012.

Growth Drivers of Car Rental Market

Growing Tourism

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Improving Road Infrastructure

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Rising Disposable Income

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Globalization

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