

Global Car Rental Market: Size, Trends & Forecasts (2017-2021)

September 2017



Global Car Rental Market Report

Scope of the Report

The report entitled "Global Car Rental Market: Size, Trends & Forecasts (2017-2021)", provides analysis of the global car rental market, with detailed analysis of market size in terms of value and its segments.

The report also includes a detailed regional analysis of the car rental market in regions such as North America, Europe, Asia Pacific (Excluding Japan) and Latin America. Under competitive landscape different players in the global, the US and Europe car rental market have been compared on basis of their market share.

Moreover, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall car rental market has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Enterprise Holdings, Hertz Global Holdings Inc., and Avis Budget Group Inc. are some of the key players operating in the global car rental market whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

Company Coverage

Enterprise Holdings
Hertz Global Inc.
Avis Budget Group Inc.

Regional Coverage

North America
Europe
Asia Pacific
Latin America

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Executive Summary

A car rental also known as a hire car, or car hire agency is a company that provides car rental services for shorter durations of time to customers for purposes such as outstation visits for the purposes of sightseeing as well as business trips for corporates. They are mainly located near airports or busy urban localities where the demand for car rental services is generally high.

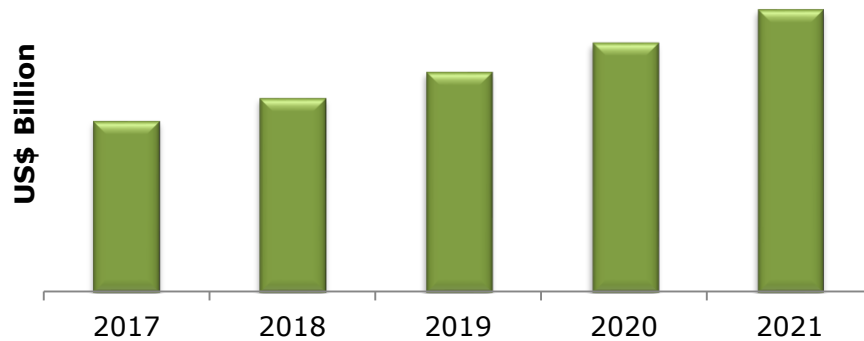
The global car rental market can be divided on the basis of location, customer, vehicle type and mode of booking. On the basis of location, the market can be divided into off airport and on airport. On the basis of customer, the market can be divided into business, leisure and other activities. Further, the market can also be segmented on the basis of vehicle type and mode of customer booking. Luxury cars, executive cars, SUV and MUV are the sub segments under vehicle type. On the other hand, on the basis of customer booking the market can be divided into offline and online modes.

The global car rental market is expected to increase at high growth rates during the forecast period (2017-2021). The global car rental market is supported by various factors such as spike in air travel, increase in hotel occupancy rates and upsurge in disposable income.

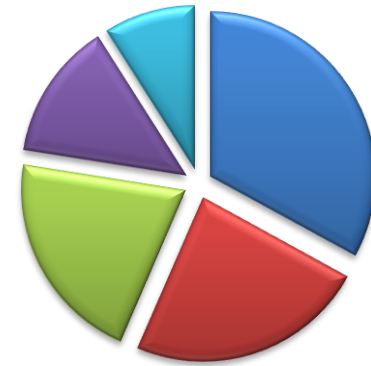
Increase in the number of off lease vehicles, over fleetings in the US car rental market and high competition from car share providers are some of the challenges faced by the market. However, evolution of telematics solutions, introduction of autonomous cars and partnership of car rentals with app based cab companies are some of the latest trends in the market.

Global Car Rental Market: An Analysis

**Figure: Global Car Rental Market; 2017-2021
(US\$ Billion)**



**Figure: Global Car Rental Market by Segments;
2016**



It is expected that the car rental market would be reaching to a value of US\$... billion by 2021 compared to US\$...billion in 2017 showcasing a CAGR of ...% over the years 2017-2021. The car rental market can be divided on the basis of vehicle type into Economy, Executive, Luxury, MUV and SUV.

Global Car Rental Market: Regional Overview

Figure: North America Car Rental Market; 2016-2021 (US\$ Billion)

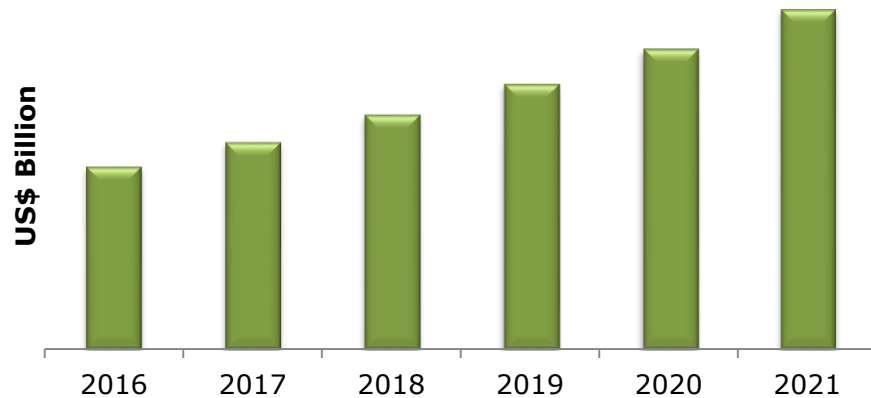
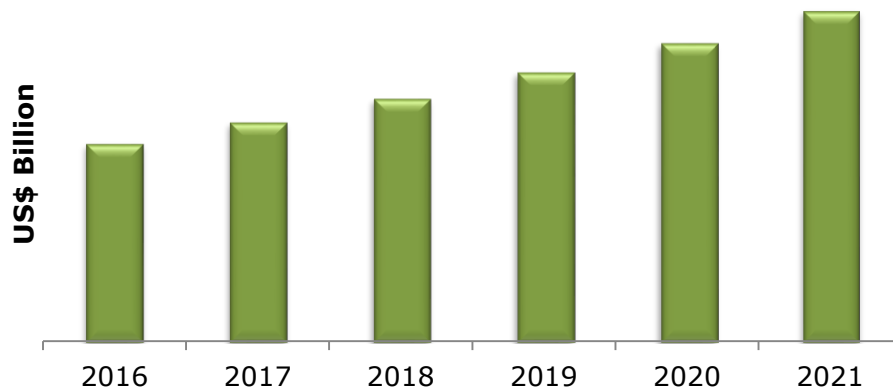


Figure: Global Car Rental Market by Region; 2016



Figure: Europe Car Rental Market; 2016-2021 (US\$ Billion)



North America, Europe, APEJ, Japan and MEA were the major regions of the global car rental market.

The North America car rental market was valued at US\$... billion in 2016. It is estimated that the market would total to US\$... billion by the end of 2021 demonstrating a CAGR of ...% during the forecast period 2017-2021.