

# Europe Car Rental Industry Analysis to 2017 - Latvia, Belgium and Ukraine to Stimulate the Market Growth

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## Abstracts

The report titled “Europe Car Rental Industry Analysis to 2017- Latvia, Belgium and Ukraine to Stimulate the Market Growth” presents a comprehensive analysis of the industry covering aspects including market size by revenue and market segmentation by on-airport and off-airport in Germany, France, the UK, Italy and Spain. The report also entails a detailed description of the prominent and emerging geographic markets of the region including the Netherlands, Switzerland, Belgium, Russia, Ukraine and others

Germany car rental market has grown at a negative CAGR of 3.01% over the period of 2006-2012 and reached USD ~ million in 2012. The market showcased moderate growth prior to recession. In 2007, Germany car rental market was valued at USD ~ million as compared to USD ~ million in the previous year, thereby showcasing a growth rate of ~%. The growth was influenced by the increase in the travel expenditure on account of improvement in the economic conditions, increase in the frequency of air travel and rising number of foreign visitors in Germany. The market for car sharing in Germany is booming. The increased price of fuels and other expenses has forced people to move towards car sharing as it is more economical. In car sharing, the prices of fuels and other car related expenses are shared between the people travelling in the car. In Germany, the number of car sharing members has grown at a pace of ~% over the period 2006-2012, rising from ~ members in 2006 to ~ members in 2012.

The car rental market in France is the second largest in the European region and exhibits the most superior and highly developed car rental system, burgeoned by a substantial portion of consumer spending on car rentals for leisure purposes in the country, over the years. A higher demand of the car rentals for vacation trips has been observed amongst French people as well as among the travelers visiting the country.

Car rental market in the UK is third largest in the European region and features one of the most advanced and highly developed car rental systems, with sizeable spending of consumers on off-airport car rentals in the recent years across Europe after Germany. The UK car rental industry, which has grown at a CAGR of 1.14% over the period 2006-2012, is expected to perform better in the forthcoming years on account of rising population, resurging economic sentiments and a revival in international tourist arrivals in the country.

The car rental industry in Italy has been the fourth largest in the European region in value terms and has a highly developed car rental structure. A substantial portion of the revenues are generated by spending of consumers on short-term car rentals. Over the past 7 years, the contribution of short term car rental in the industry has been relatively higher as compared to long term car rentals. It has also been observed that over the past few years, the contribution of car rental for leisure trips has showcased huge demand in Italy. The car rental market for leisure purposes in the country has grown at a CAGR of 3.32% from 2006-2012.

Spain car rental market captured fifth position in the European region with a total share of ~% as of 2012. The country has one of the most advanced and largely developed car rental systems with a substantial portion of consumer spending on off-airport segment of the market. In off-airport location, the cars are rented in proximity to traveler's residence.

The car rental companies in Europe comprises of a small number of key international conglomerates, few national companies and other locally-based companies. Europcar, Avis, Sixt and Hertz have been the leading players. Europcar is amongst one of the major car rental corporations in the European region with a significant share of ~% recorded in 2012.

The car rental industry in Europe will be driven majorly by the increasing expansion of tourism and travel industry in various European countries, buoyed by the government initiatives. The popularity of the medical tourism is also expected to incline in future which will positively affect the market for car rentals in the region. Car rental industry in Europe is anticipated to grow at a CAGR of ~% over the span of 2012-2017, strengthened by positive economic situation, growing off-airport car rental market and inclining trend of business and leisure trips by the European people.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of the Europe, Germany, France, the UK, Italy and Spain car rental industry in terms of revenue.

The market size of other emerging countries such as the Netherlands, Belgium, Switzerland, Ireland, Russia, Latvia and Ukraine car rental industry in terms of revenue.

Market Segmentation by Geography in Europe car rental industry.

Market Segmentation by On-airport and Off-airport in Europe car rental industry.

Market Segmentation by On-airport and Off-airport in Germany, France, the UK, Italy, Spain and emerging countries.

Market Segmentation by Business, Leisure and Replacement purposes in Germany, France, the UK, Italy, Spain and emerging countries.

Market Segmentation by Duration in Germany, France, the UK, Spain and Ukraine.

Market Segmentation by booking methods in Germany, France, the UK, Italy, Spain and Ukraine.

Market Share of leading players in Germany, France, the UK, Italy, Spain, the Netherlands, Ireland, Belgium and Ukraine.

Trends and Developments in the Europe car rental industry.

Company Profiles of major players in the Europe car rental industry.

Future outlook and Projections in the Europe car rental industry.

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