

France Car Rental Industry Analysis to 2017 - Impelled by Rising Leisure Travel

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Abstracts

The report titled “France Car Rental Industry Analysis to 2017 - Impelled by Rising Leisure Travel” provides a comprehensive analysis of the market size of France car rental industry by revenue and rental fleets, market segmentation by on and off airport car rentals, by business, leisure and replacement rentals, segmentation on the basis of online and station booking. The report entails the car sharing market in France and the market share of major players in the overall car rental industry. The report also provides travelers profile in the country along with major trends and developments in the car rental industry in France.

France car rental market has grown at an average annual growth rate of 2.02% over the period of 2006-2012 and reached USD ~ million in 2012. The growth in the revenue has been largely due to an inclination in the expenditure on travel by the people in the country, primarily caused by rising number of foreign visitors. The market experienced declining revenues in 2011 and a major factor behind this downfall was the weak economic scenario. The sovereign debt crisis in Europe and the related disorders in the international financial markets severely affected the global economy, causing a decline in the overall car rental market in France. The revenues of the industry reduced to USD ~ million in 2011, registering a negative growth of 17.88% over the previous year. The total number of rental fleets was observed to decline from ~ in 2008 to ~ in 2012. This decline in rental fleets has been majorly due to an inclination in the price levels and increasing competition among vehicle rental companies.

The number of vehicles provided for car sharing in France has grown at an average annual growth rate of 13.62% over the period of 2009-2012. A total of ~ car sharing members shared ~ vehicles in France in 2012, thus noting a growth of 11.11% in car-sharing fleets in 2012. Individuals attracted to car sharing are generally residents of

dense urban areas where public transit, walking and cycling are viable transportation alternatives, parking pressure prevails and residents do not necessarily require cars to go about their daily activities.

Competition in the vehicle rental operations of conglomerates in the industry is predominantly based on various mechanisms such as price, customer service quality, methods of booking systems and ease of rental and return, accessibility of vehicles, reliability and domestic and international distribution of travelers. France car rental industry has been largely dominated by four major players including Europcar, Hertz Corporation, Avis Budget and Sixt. These players share nearly ~% of the total France car rental market revenue in 2012.

KEY TOPICS COVERED IN THE REPORT

Europe Car rental industry market size, 2006-2012

The market size of France Car Rental Industry, 2006-2012

Market segmentation by On-Airport and Off-Airport, 2006-2012

Market segmentation by Business, Leisure and Replacement Purposes, 2006-2012

Market segmentation by Online and Station Booking, 2006-2012

Market size of France Car Sharing Industry, 2006-2012

Market share of major players in France Car Rental industry, 2006-2012

Trends and Developments in France Car Rental Industry

Future Outlook and Projections in France Car Rental industry, 2013-2017

Contents

1. EUROPE CAR RENTAL INDUSTRY INTRODUCTION

1.1. Europe Car Rental Industry Market Size, 2006-2012

2. FRANCE CAR RENTAL MARKET INTRODUCTION

3. FRANCE CAR RENTAL MARKET SIZE, 2006-2012

3.1. By Revenues and Number of Fleets, 2006-2012

4. FRANCE CAR RENTAL MARKET SEGMENTATION

4.1. By On-Airport and Off- Airport Markets, 2006-2012

4.2. By Leisure, Business and Replacement Purposes, 2006-2012

4.3. By Online and Stations booking, 2006-2012

5. FRANCE CAR RENTAL INDUSTRY TRAVELERS' PROFILE

6. FRANCE CAR RENTAL MARKET TRENDS AND DEVELOPMENT

Inclination in the Demand for Short-Term Car Rentals amongst the College Students and the Working Class

Introduction of Electric Vehicles as an Initiative to Control Cost and Improving Brand Image

Decline in Corporate Travels by Leveraging on New Technologies

7. MARKET SHARE OF MAJOR PLAYERS IN FRANCE CAR RENTAL MARKET, 2007-2012

8. FRANCE CAR SHARING INDUSTRY INTRODUCTION

8.1. France Car Sharing Industry Market Size, 2009-2012

8.1.1. By Members and Fleet Size, 2009-2012

9. FRANCE CAR RENTAL MARKET FUTURE OUTLOOK

- 9.1. France Car Rental Market Future Projections, 2013-2017
 - 9.1.1. By Revenue and Number of Fleets, 2013-2017
 - 9.1.2. By On-Airport and Off-Airport Markets, 2013-2017
 - 9.1.3. By Business, Leisure and Replacement Purpose, 2013-2017
 - 9.1.4. By Station and Online Booking, 2013-2017
- 9.2. Cause and Effect Relationship Analysis of France Car Rental Industry

10. COMPANY PROFILE OF MAJOR PLAYERS IN FRANCE CAR RENTAL MARKET

- 10.1. Europcar
 - 10.1.1. Company Overview
 - 10.1.2. Business Strategies
 - 10.1.3. Financial Performance, 2007-2012
- 10.2. Avis Budget
 - 10.2.1. Company Overview
 - 10.2.2. Business Strategies
 - 10.2.3. Financial Performance
- 10.3. Hertz Corporation
 - 10.3.1. Company Overview
 - 10.3.2. Business Strategies
 - 10.3.3. Financial Performance, 2007-2012
- 10.4. Sixt
 - 10.4.1. Company Overview
 - 10.4.2. Business Strategies
 - 10.4.3. Financial Performance, 2007-2012

11. MACROECONOMIC FACTORS AFFECTING FRANCE CAR RENTAL INDUSTRY

- 11.1. International Tourist Arrivals in France, 2006-2017
- 11.2. France International Tourism Market Revenues, 2006-2017
- 11.3. Oil Consumption in France, 2006-2017
- 11.4. Population of France, 2006-2017

12. APPENDIX

- 12.1. Market Definitions
- 12.2. Abbreviations
- 12.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

12.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Procedure of Car Renting in Europe

Figure 2: Europe Car Rental Market Size on the Basis of Revenues in USD Million, 2006-2012

Figure 3: France Car Rental Market Size on the Basis of Revenue in USD Million, 2006-2012

Figure 4: France Car Rental Market Segmentation by On-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2006-2012

Figure 5: France Car Rental Market Segmentation by Leisure, Business and Replacement Purpose on the Basis of Contribution in Percentage (%), 2006-2012

Figure 6: France Car Rental Market Segmentation by Station and Online Booking on the Basis of Contribution in Percentage (%), 2006-2012

Figure 7: France Car Rental Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Figure 8: France Car Rental Market Future Projections by On-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2013-2017

Figure 9: France Car Rental Market Future Projections by Leisure, Business and Replacement Purposes on the Basis of Contribution in Percentage (%), 2013-2017

Figure 10: France Car Rental Market Future Projections by Station and Online Booking on the Basis of Contribution in Percentage (%), 2013-2017

Figure 11: Revenue of Europcar from Car Rentals in France in USD Million, 2007-2012

Figure 12: Avis Budget Revenue from Car Rentals in France in USD Million, 2007-2012

Figure 13: Hertz Corporation Revenue from Car Rentals in France in USD Million, 2007-2012

Figure 14: Sixt Rent Revenue from Car Rentals in France in USD Million, 2007-2012

Figure 15: International Tourist Arrivals in France in Million, 2006-2017

Figure 16: France International Tourism Market Revenues in USD Million, 2006-2017

Figure 17: Oil Consumption in France in Million Tones, 2006-2017

Figure 18: Population in Million, 2006-2017

List Of Tables

LIST OF TABLES

Table 1: Europe Motor Vehicle Production in Million units, 2006-2012

Table 2: Difference between Car-Sharing and Car-Rental

Table 3: France Car Rental Market Size by Number of Rental Fleets, 2007-2012

Table 4: France Car Rental Market Segmentation by On-Airport and Off-Airport on the Basis of Revenue in USD Million, 2006-2012

Table 5: France Car Rental Market Segmentation by Leisure, Business and Replacement Purpose on the Basis of Revenue in USD Million, 2006-2012

Table 6: France Car Rental Market Segmentation by Station and Online Booking on the Basis of Revenue in USD Million, 2006-2012

Table 7: Total Nights Spent and Long and Short Holiday Trips in France, 2007-2011

Table 8: Market Share of Major Players in France Car Rental Industry in Percentage, 2007-2012

Table 9: France Car Sharing Market Size by Members and by Fleet-Size, 2009-2012

Table 10: France Car Rental Market Future Projections by Number of Fleets, 2013-2017

Table 11: France Car Rental Market Future Projections by On-Airport and Off-Airport on the Basis of Revenue in USD Million, 2013-2017

Table 12: France Car Rental Market Future Projections by Leisure, Business and Replacement Purposes on the Basis of Revenue in USD Million, 2013-2017

Table 13: France Car Rental Market Future Projections by Station and Online Booking on the Basis of Revenue in USD Million, 2013-2017

Table 14: Cause and Effect Relationship between Dependent and Independent Factors Prevailing in France Car Rental Market

Table 15: Correlation Matrix of France Car Rental Market

Table 16: Regression Coefficient Output

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