

Germany Car Rental Market Outlook to 2017 - Car Pooling and Online Bookings to Drive Future Growth

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Abstracts

The report titled “Germany Car Rental Market Outlook to 2017: Car Pooling and Online Bookings to Drive Future Growth” provides a comprehensive analysis of the market size of Germany car rental industry, on and off airport car rental market, long and short duration car rentals, online and station booking, business, leisure and replacement purposes car rental segments. The report entails insight on the car sharing market in Germany and the market share of major car sharing companies along with 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 Germany.

The Germany car rental market has grown at a CAGR of 4.95% over the period, 2006-2012 and reached USD ~ million in 2012. This growth was much stronger than that of the European market for car rentals, which grow at less than 1% annually from 2006-2012. Germany car rental market has 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 4.72%. 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 17.64% over the period 2006-2012 by rising from ~ members in 2006 to ~ members in 2012. Consequently, the number of vehicles used in

car sharing has also risen from ~ in 2006 to ~ in 2012. In 2012, there were ~ car sharing locations in the country as compared to ~ in 2009.

In 2012, Germany online car rental market recorded revenue of USD ~ million as compared to USD ~ million in the previous year. The growth of online car rental booking was also adversely affected in 2011 on account of euro crisis, which impacted the consumer spending and thus resulted in a decline in the overall car rental market in the country. In 2011, the online car rental booking generated revenue worth USD ~ million as compared to USD ~ million in the previous year, thereby showcasing a negative growth of ~% over the previous year.

The Germany car rental industry has been predominantly held by 4 major players such as Sixt rent a car, Europcar, Hertz Corporation and Avis Budget. These major players share approximately ~% of the total Germany car rental market revenue. Sixt rent a car, Europcar, Hertz and Avis budget have been emphasizing on increasing off-airport locations in order to capture the customers with an expansion across all geographical areas. This is because off-airport locations are less expensive to operate than airport locations due to lower labor costs and longer rental durations, thus stimulating higher revenue for the industry.

Key Topics Covered in the Report:

The market size of the Germany 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 Long and Short term, 2006-2012

Market segmentation by Online and Station Booking, 2006-2012

Market size of Germany Car Sharing Industry, 2006-2012

Market share of major players in the Germany Car Sharing Industry, 2011

Online Car rental market in Germany, 2006-2012

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

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

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About

Germany Car Rental Market Size, 2006-2012

The car rental in Germany is the largest within... with a contribution of around ~% in European market in 2012... However, the market suffered a decline in their revenue in 2011. The principal factors behind this decline are the... which affected the global economy.

The Germany car rental market has grown at a CAGR of 4.95%, over the period, 2006-2012 and reached USD ~ million in 2012.

The Germany car rental market is majorly dependent on... In 2012, the airport travelers contributed ~% in the Germany car rental market.

Germany Car Rental Market Segmentation, 2006-2012

The Germany car rental industry generates a major share of its revenue from the on-airport segment of the market. The on-airport segment constituted ~% of the total car rental revenue in

2012. The fortune of the on-airport market is directly dependent on...

...In Germany, the market for on-airport has grown at a higher CAGR as compared to off-airport from the period 2006-2012. This is because... It has been noticed that off airport car rentals offer greater opportunity in terms of...

Overall, it has been recorded that the airport car rental segment in the Germany car rental market has escalated at a CAGR of 5.62% over the period 2006-2012 from USD 1,434.18 million in 2006 to USD ~ million in 2012. On the other hand, the off-airport car rentals in the region has risen from USD ~ million in 2006 to USD ~ million in 2012.

By Online and Station Booking, 2006-2012

The car rental booking through rental stations have accounted...Booking methodology through rental stations has grown at a CAGR of 0.97% from 2006-2012. The contribution of station booking in the overall car rental market revenue in Germany was ~% in 2006 which showcased a downward trend year on year and it reached to ~% in

2012.

The major reason for decline in the station booking over the years has been... The contribution of online booking to the overall car rental market in the Germany was ~% in 2006 which showcased a substantial growth year on year and increased to ~% in 2012.

Thus, this concept of e-booking or online booking of rental cars has provided the travelers an advantage to...

Internet provides... physical rental stations has declined and will continue to decline in the future as well...

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