

Italy Car Rental Industry Analysis to 2017 - Increasing Growth in Off-Airport Segment

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Abstracts

The report titled “Italy Car Rental Industry Analysis to 2017 - Increasing Growth in Off-Airport Segment” provides a comprehensive analysis of the market size of Italy car rental industry by revenue and rental fleets, market segmentation by on and off airport car rentals, by business, leisure and replacement rentals, long and short duration, as well as it is also segmented on the basis of online and station booking. The report entails the market share of major players in the overall car rental industry, car sharing industry as well as the market share by on and off airport segment. The report also provides the travelers profile in the country along with major trends and developments in the car rental industry in Italy.

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 in the country. The country's car rental market has grown at an average annual growth rate of 1.09% over the period of 2006-2012 and stood at USD ~ million in 2012. The contribution of short term car rental in the industry has been relatively higher as compared to long term car rentals. Owing to increase in the development of road infrastructure and expansion in the settlement in Italy, the demand for rented cars in areas other than airport premises has bolstered in the past seven years.

Car rentals booked for business related work held a share of ~% in Italy car rental revenue in 2012. In Italy, car rentals for corporate purposes are required for various reasons such as commercial activities, government activities, business meetings and presentation, and other purposes. The business car rental market in Italy has showcased a negative CAGR of 3.09% over the period 2006-2012.

The highest penetration of internet in the region has in turn strengthened the online reservations for cars on rent as compared to the bookings made at the car rental station. The internet booking segment of car rental market has represented a significant growth over the past seven years from 2006-2012.

Italy car sharing market is expected to showcase considerable growth in the coming five years. Despite some recent legal challenges to peer to peer car sharing, a variety of sharing options are expected to emerge, which will make it easier for the travelers to avoid taxis, traditional car rentals and car ownership. It is anticipated to achieve higher growth in the coming years on account of higher population growth and an inclination in the international tourist arrivals in the country with higher demand for carpooling.

KEY TOPICS COVERED IN THE REPORT

Europe Car rental industry market size, 2006-2012

The market size of Italy 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 segmentation by Long and Short Duration, 2006-2012

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

Car sharing market in Italy

Trends and Developments in Italy Car Rental Industry

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

Contents

1. EUROPE CAR RENTAL INDUSTRY INTRODUCTION

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

2. ITALY CAR RENTAL MARKET INTRODUCTION

3. ITALY CAR RENTAL MARKET SIZE, 2006-2012

3.1. By Revenues and Rental Fleets

4. ITALY CAR RENTAL MARKET SEGMENTATION, 2006-2012

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

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

4.3. By Online and Stations booking, 2006-2012

5. ITALY CAR RENTAL INDUSTRY TRAVELERS' PROFILE

6. ITALY CAR RENTAL MARKET TRENDS AND DEVELOPMENT

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

Decline in Business Travels by Leveraging on New Technologies

Introduction of Car Sharing

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

8. ITALY CAR SHARING INDUSTRY INTRODUCTION

9. ITALY CAR RENTAL MARKET FUTURE OUTLOOK

9.1. Italy Car Rental Market Future Projections, 2013-2017

9.1.1. By Revenue and Rental Fleets, 2013-2017

9.1.2. By On-Airport and Off-Airport, 2013-2017

9.1.3. By Leisure, Business and Replacement, 2013-2017

- 9.1.4. By Online and Station Booking, 2013-2017
- 9.2. Cause and Effect Relationship Analysis of Italy Car rental Industry

10. COMPANY PROFILE OF MAJOR PLAYERS IN ITALY 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 ITALY CAR RENTAL INDUSTRY

- 11.1. International Tourist Arrivals in Italy, 2006-2017
- 11.2. Italy International Tourism Market Revenues, 2006-2017
- 11.3. Oil Consumption in Italy, 2006-2017
- 11.4. Population of Italy, 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: Italy Car Rental Industry Market Size on the Basis of Revenue in USD Million, 2006-2012

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

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

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

Figure 7: Market Share of Major Players in On-Airport Market in Italy, 2012

Figure 8: Market Share of Major Players in Off-Airport Market in Italy, 2012

Figure 9: Italy Car Rental Market Future Projection on the Basis of Revenue in USD Million, 2013-2017

Figure 10: Italy Car Rental Market Future Projections by On-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2013-2017

Figure 11: Italy Car Rental Market Future Projections by Leisure, Business and Replacement Purposes on the Basis of Contribution in Percentage (%), 2013-2017

Figure 12: Italy Car Rental Market Future Projections by Online and Station Booking on the Basis of Contribution in Percentage (%), 2013-2017

Figure 13: Revenue of Europcar from Car Rentals in Italy in USD Million, 2007-2012

Figure 14: Avis Budget Revenue from Car Rentals in Italy in USD Million, 2007-2012

Figure 15: Hertz Corporation Revenue from Car Rentals in Italy in USD Million, 2007-2012

Figure 16: Sixt Rent Revenue from Car Rentals in Italy in USD Million, 2007-2012

Figure 17: International Tourist Arrivals in Italy in Million, 2006-2017

Figure 18: Italy International Tourism Market Revenues in USD Million, 2006-2017

Figure 19: Oil Consumption in Italy in Million tones, 2006-2017

Figure 20: 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: Italy Car Rental Market Size by Number of Fleets, 2008-2012

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

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

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

Table 7: Italy Average Length of Trips by Number of Days, 2008-2012

Table 8: Italy Trips for Vacation and Work on the Basis of Contribution in Percentage (%), 2009-2012

Table 9: Number of Worldwide Trips by Type and Destination on the Basis of Share in Percentage (%), 2010-2012

Table 10: Market Share of Major Players in Italy Car Rental Industry in Percentage (%), 2007-2012

Table 13: The Car Sharing Industry in Various Cities of Italy by Number of Cars and Users, August, 2013

Table 14: Italy Car Rental Market Future Projections by Rental Fleets, 2013-2017

Table 15: Italy Car Rental Market Future Projections by On-Airport and Off-Airport on the Basis of Revenue in USD Million, 2013-2017

Table 16: Italy Car Rental Market Future Projections by Leisure, Business and Replacement Purposes on the Basis of Revenue in USD Million, 2013-2017

Table 17: Italy Car Rental Market Future Projections by Online and Station Booking on the Basis of Revenue in USD Million, 2013-2017

Table 18: Cause and Effect Relationship between Dependent and Independent Factors Prevailing in Italy Car Rental Market

Table 17: Europcar Key Performance Indicators in Italy, 2011-2012

Table 18: Europcar Online Reservation Share in Percentage (%), 2006-2012

Table 19: Number of Domestic and International Passengers to the Different Airports in the Italy in Million, 2012

Table 20: Correlation Matrix of Italy Car Rental Market

Table 21: Regression Coefficient Output

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