

# 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

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

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