

# North America Car Rental Industry Outlook to 2017- Off-Airport Segment and Car Sharing Driving the Future Growth

<https://marketpublishers.com/r/N9F45FB833BEN.html>

Date: May 2013

Pages: 123

Price: US\$ 880.00 (Single User License)

ID: N9F45FB833BEN

## Abstracts

The report titled “North America Car Rental Industry Outlook to 2017- Off-Airport Segment and Car Sharing Driving the Future Growth ” provides a comprehensive analysis of the market size of the North America car rental industry by revenue, market segmentation by geography, on-airport and off-airport and by type of travelers in the US and Canada. The report also entails the market share of major car rental companies in in the US and Canada along with the SWOT analysis of North America car rental industry. It also provides the ongoing trends and developments of car rental industry in the US. The market size of car sharing industry in the US and Canada by number of members and number of vehicles is also included. An analysis of the future of North America car rental industry by the US and Canada and the segments such as on-airport and off-airport, business and leisure is provided on the basis of revenue of the market over next five years.

North America has the most advanced and highly developed car rental system with considerable consumer spending on airport car rentals in the historical years. North America car rental market is predominantly held by the US with a share of ~% in the car rental market in the region in 2012. The contribution of off-airport car rentals in North America car rental market has substantially inclined from ~% in 2006 to ~% in 2012.

North America car sharing market has been manifested by trends such as increasing availability and affordability of insurance with the car sharing becoming mainstream. In 2012, the car sharing membership has grown by 43.8% in the US and by 28.7% in Canada. North America car rental market is projected to grow at a CAGR of 5.5% over the period 2013-2017 on account of resurgence in the economy, growing off-airport market and increasing leisure trips by the American households post the recessionary

years which restricted the consumer spending capacity in the US and Canada.

The US car rental market recorded ~ million cars in service in 2012. Car rentals for business purpose held a share of ~% in car rental market revenue in 2012 whereas the leisure segment held a share of ~% .The premium segment of airport car rentals in the US has traditionally been the largest contributor to the airport car rental market revenue. The segment contributed ~% of the overall airport car rental revenue worth USD ~ million, thus generating value sales of USD ~ million in 2012. The value segment of the industry has grown at the fastest pace of 22% over the period 2010-2012 by rising from USD ~ million in 2010 to USD ~ million in 2012.

Over the years, surging personal disposable income, generous corporate travel budgets and increasing number of international tourist visits to Canada have aided the market growth of car rentals in the country. The car rental market of Canada was valued at USD ~ million in 2012.The on-airport segment of the car rental market in Canada has increased from USD ~ million in 2006 to USD ~ million in 2012, thereby registering a CAGR of 2.9% for the period of 2006-2012. The car rental market in Canada is primarily held by the business segment which contributed ~% in the overall car rental market revenue in 2012. It is projected that off-airport car rental market in Canada will grow at a CAGR of 5.9% over the period 2013-2017 as compared to 1.7% over the period 2006-2012.

The car rental industry is characterized by severe price and service competition. The US car rental industry has been predominantly held by 4 major players such as Enterprise-Rent-A-Car which also operates the National Car Rental and Alamo brands, Hertz Global Holdings, Avis Budget Group and Dollar Thrifty Automotive Group. These major players share ~% of the total US car rental market revenue. Hertz, with several offerings and better quality of service closely follows Avis Budget with revenue of USD ~ million and share of ~% in 2012. The on-airport market is primarily led by Enterprise Holdings which accounted for a share of ~%, followed by Hertz capturing ~% of the market and Avis Budget accounting for a market share of ~% in on-airport market in the US.

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

The market size of the North America Car Rental Industry, 2006-2012

The market size of North America Car Sharing Industry, 2006-2012

Market segmentation of North America Car Rental Industry by geography(the US and Canada), on-airport and off-airport, 2006-2012

Market Segmentation of the US car rental industry by on-airport and off-airport & leisure and business purpose, 2006-2012

Market Segmentation of the US on-airport car rental industry by premium, mid tier and value segment, 2006-2012

Market Segmentation of Canada Car Rental Industry by on-airport and off-airport and by type of customers, 2006-2012

Market Share of leading players in car rental industry in the US, 2006-2012

Market Share of leading players in on-airport and off-airport car rental industry in the US, 2006-2012

Market Share of Leading players in Canada Car Rental Industry , 2012

Company profiles of major players in car rental industry in the US

Trends and developments in car rental industry in the US

Future outlook and projections of the basis of revenue in North America car rental market, 2013-2017

Future outlook and projections of the basis of revenue and on-airport and off-airport & business and leisure segments in the US car rental market, 2013-2017

Future outlook and projections of the basis of revenue and on-airport and off-airport segments in Canada car rental market, 2013-2017

## Contents

### **1. NORTH AMERICA CAR RENTAL MARKET INTRODUCTION**

- 1.1. North America Car Rental Market Size, 2006-2012
- 1.2. North America Car Rental Market Segmentation, 2006-2012
  - 1.2.1. By Geography, 2006-2012
  - 1.2.2. By On- Airport and Off-Airport, 2006-2012
- 1.3. North America Car Sharing Market Introduction
  - 1.3.1. North America Car Sharing Market Size, 2006-2012
    - 1.3.1.1. By Number of Members, 2006-2012
    - 1.3.1.2. By Number of Vehicles, 2006-2012
- 1.4. North America Car Rental Market SWOT Analysis
- 1.5. North America Car Rental Industry Future Outlook and Projections, 2013-2017
  - 1.5.1. By On-Airport and Off-Airport, 2013-2017

### **2. THE US CAR RENTAL MARKET INTRODUCTION**

- 2.1. The US Car Rental Market Size, 2006-2012
  - 2.1.1. By Revenue, 2006-2012
  - 2.1.2. By Cars in Service (Rental Fleets), 2006-2012
  - 2.1.3. By Travellers Using Rental Cars, 2006-2012
- 2.2. The US Car Rental Market Segmentation, 2006-2012
  - 2.2.1. By On-Airport and Off-Airport, 2006-2012
    - 2.2.1.1. On-Airport by Premium, Mid-Tier and Value Segment, 2010-2012
  - 2.2.2. By Business and Leisure Purpose, 2006-2012
- 2.3. The US Car Sharing Market Size and Introduction, 2006-2012
- 2.4. The US Car Rental Traveler's Profile
- 2.5. The US Car Rental Market Trends and Developments
  - Smart Phone Applications
  - International Expansion of Leading Players
  - Decline in Corporate Travels by Leveraging on New Technologies
  - Expansion in the Brand Portfolio
  - Surging Demand from the Students and Working Class
  - Emerging Opaque, Online and Mobile Car Rental Segment
- 2.6. Market Share of Major Players in the US Car Rental Market, 2006-2012
  - 2.6.1. By On-Airport and Off-Airport, 2006-2012
- 2.7. Porter's 5 Forces of Car Rental Industry in the US
  - Competitive Rivalry among the Car Rental Companies

- The Menace of Substitute
- The Bargaining Power of Suppliers
- The Bargaining Power of Buyers
- Potential Entrants in the Industry
- 2.8. Company Profile of Major Players in the US Car Rental Market
  - 2.8.1. Enterprise Rent –a- Car
    - 2.8.1.1. Company Overview
    - 2.8.1.2. Business Strategies
    - 2.8.1.3. Financial Performance, 2006-2012
    - 2.8.1.4. SWOT Analysis
  - 2.8.2. Hertz Corporation
    - 2.8.2.1. Company Overview
    - 2.8.2.2. Business Strategies
    - 2.8.2.3. Financial Performance, 2006-2012
    - 2.8.2.4. SWOT Analysis
  - 2.8.3. Avis Budget Group Inc
    - 2.8.3.1. Company Overview
    - 2.8.3.2. Business Strategies
    - 2.8.3.3. Financial Performance, 2006-2012
    - 2.8.3.4. SWOT Analysis
  - 2.8.4. Dollar Thrifty Automotive Group Inc
    - 2.8.4.1. Company Overview
    - 2.8.4.2. Business Strategies
    - 2.8.4.3. Financial Performance, 2006-2012
    - 2.8.4.4. SWOT Analysis
- 2.9. The US Car Rental Market Future Outlook
  - 2.9.1. Cause and Effect Relationship between Dependent and Independent Factors Prevailing in the US Car Rental Market
  - 2.9.2. The US Car Rental Market Future Projections, 2013-2017
    - 2.9.2.1. By Revenue, 2013-2017
    - 2.9.2.2. By On-Airport and Off-Airport Revenue, 2013-2017
    - 2.9.2.3. By Cars in Services, 2013-2017
- 2.10. Macro Economic Factors of the US Car Rental Industry: Current and Projections, 2007-2017
  - 2.10.1. International Tourist Arrivals in the US, 2006-2017
  - 2.10.2. International Tourism Revenue, 2006-2017
  - 2.10.3. Oil Consumption, 2006-2017
  - 2.10.4. Petrol and Diesel Prices in the US, 2006-2017
  - 2.10.5. Population, 2006-2017

2.10.6. Number of Cars Sold in the US, 2006-2017

### **3. CANADA CAR RENTAL MARKET INTRODUCTION**

3.1. Canada Car Rental Market Size, 2006-2011

3.1.1. By Revenue, 2006-2012

3.2. Canada Car Rental Market Segmentation

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

3.2.2. By Customers, 2006-2012

3.3. Canada Car Sharing Market Size and Introduction, 2006-2012

3.4. Market Share of Major Players in Canada Car Rental Market, 2012

3.5. Canada Car Rental Market Future Outlook and Projections, 2013-2017

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

3.5.2. By Customers, 2013-2017

3.6. Macro Economic Factors of Canada Car Rental Industry Factors: Current and Projections, 2006-2017

3.6.1. International Tourist Arrivals in Canada, 2006-2017

3.6.2. International Tourism Revenue in Canada, 2006-2017

3.6.3. Oil Consumption in Canada, 2006-2017

3.6.4. Petrol and Diesel Prices in Canada, 2006-2017

3.6.5. Population of Canada, 2006-2017

3.6.6. Number of Cars Sold in Canada, 2006-2012

### **4. APPENDIX**

4.1. Market Definition

4.2. Abbreviations

4.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Scenario Analysis

Final Conclusion

4.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: North America Car Rental Market Size on the Basis of Revenue in USD Million, 2006-2012

Figure 2: North America Car Rental Market Segmentation by the US and Canada on the Basis of Contribution in Percentage (%), 2006-2012

Figure 3: North America Car Rental Market Segmentation by on-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2006-2012

Figure 4: North America Car Sharing Market Size by Number of Members, 2006-2012

Figure 5: North America Car Sharing Market Size by Number of Vehicles, 2006-2012

Figure 6: North America Car Rental Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Figure 7: North America Car Rental Future Projections by On-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2013-2017

Figure 8: The US Car Rental Market Size by Revenue in USD Million and Growth Rate in Percentage (%), 2006-2012

Figure 9: Rental Car Fleet in the US in Million and Growth Rate in Percentage (%), 2006-2012

Figure 10: The US Car Rental Market Size on the Basis of Travelers Using Rental Cars in Thousands, 2006-2012

Figure 11: The US Car Rental Market Segmentation by On-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2006-2012

Figure 12: The US On-Airport Market Segmentation by Premium, Mid-Tier and Value Segment on the Basis of Contribution in Percentage (%), 2010-2012

Figure 13: The US Car Rental Market Segmentation by Leisure and Business Purpose on the Basis of Contribution in Percentage (%), 2006-2012

Figure 14: The US Car Sharing Market Size by Number of Members and Number of Vehicles, 2006-2012

Figure 15: The US Online Car Rental Users in Million, 2006-2010

Figure 16: Market Share of Major Players in the US Car Rental Market in Percentage (%), 2006-2012

Figure 17: Market Share of Major Players in On-Airport Market in the US Car Rental Industry in Percentage (%), 2006-2012

Figure 18: Market Share of Major Players in Off-Airport Market in the US Car Rental Industry in Percentage (%), 2006-2012

Figure 19: Porter's 5 Forces for the Car Rental Market of the US

Figure 20: Enterprise Rent-A-Car Revenue on the Basis of Total, On-Airport and Off-

Airport in USD Million, 2006-2012

Figure 21: Revenue of Hertz Corporation on the Basis of Total, On-Airport and Off-Airport in USD Million, 2006-2012

Figure 22: Avis Budget Revenue by Total, On-Airport and Off-Airport in USD Million, 2006 –2012

Figure 23: Dollar Thrifty Revenue by Total, On-Airport and Off-Airport in USD Million, 2006-2011

Figure 24: The US Car Rental Market Future Projections by Revenue in USD Million, 2013-2017

Figure 25: The US Car Rental Market Future Projections by On-Airport and Off-Airport Market on the Basis of Contribution in Percentage (%), 2013-2017

Figure 26: The US Car Rental Market Future Projections by Cars in Service in Thousands, 2013-2017

Figure 27: International Tourist Arrivals in the US in Million, 2006-2017

Figure 28: International Tourism Revenue in the US in USD Million, 2006-2017

Figure 29: Oil Consumption in the US in Million Tons, 2006-2017

Figure 30: Petrol and Diesel Price in the US in USD per Litre, 2006-2017

Figure 31: The US Population in Million, 2006-2017

Figure 32: Number of Cars Sold in the US, 2006-2017

Figure 33: Canada Car Rental Market Size by Revenue in USD Million and Growth Rate in Percentage (%), 2006-2012

Figure 34: Canada Car Rental Market Segmentation by On-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2006-2012

Figure 35: Canada Car Rental Market Segmentation by Sales to Business, Individuals and Households, Government, NGO and Public Institutions and International Territories in USD Million, 2006-2012

Figure 36: Canada Car Sharing Market Size by Number of Members and Number of Vehicles, 2006-2012

Figure 37: Market Share of Major Players in Canada Car Rental Market in Percentage(%), 2012

Figure 38: Canada Car Rental Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Figure 39: Canada Car Rental Market Future Projections by On-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2013-2017

Figure 40: Canada Car Rental Market Future Projections by Sales to Business, Individuals and Households, Government, NGO and Public Institutions and International Territories on the Basis of Contribution in Percentage (%), 2013-2017

Figure 41: International Tourist Arrivals in Canada in Million, 2006-2017

Figure 42: International Tourism Revenue in Canada in USD Million, 2006-2017



Figure 43: Oil Consumption in Canada in Million Tons, 2006-2017

Figure 44: Price of Petrol and Diesel in Canada in USD per Litre, 2006-2017

Figure 45: Population of Canada in Million, 2006-2017

Figure 46: Number of Cars Sold in Canada in Units, 2006-2012

## List Of Tables

### LIST OF TABLES

Table 1: North America Car Rental Market Segmentation by the US and Canada on the Basis of Revenue in USD Million, 2006-2012

Table 2: North America Car Rental Market Segmentation by on-Airport and Off-Airport on the Basis of Revenue in USD Million, 2006-2012

Table 3: Parameters of Difference between Car Sharing and Car Rental

Table 4: North America Car Sharing Organizations Operating in the US and Canada, 2006-2012

Table 5: North America Car Sharing Member Vehicle Ratio, 2006-2012

Table 6: SWOT Analysis of the Car Rental Market in North America

Table 7: North America Car Rental Future Projections by On-Airport and Off-Airport on the Basis of Revenue in USD Million, 2013-2017

Table 8: The US Car Rental Market by Domestic and Overseas Visitors using Rental Cars in Thousands, 2006-2012

Table 9: The US Car Rental Market Segmentation by On-Airport and Off-Airport on the Basis of Revenue in USD Million, 2006-2012

Table 10: Average Car Rental Re fuelling Fees at Major Airports in the US, April 2013

Table 11: The US On-Airport Market Segmentation by Premium, Mid-Tier and Value Segment on the Basis of Revenue in USD Million, 2010-2012

Table 12: The US Car Rental Market Segmentation by Leisure and Business Purpose on the Basis of Revenue in USD Million, 2006-2012

Table 13: The US Car Rental Travelers' Characteristics, 2007-2011

Table 14: The US Destinations Visited by Overseas Visitors Using Rental Cars, 2010-2011

Table 15: The Transportation Type Used in the US by those Using Rental Cars in Percentage(%), 2010 &2011

Table 16: Revenue of Major Players in the US Car Rental Market in USD Million, 2006-2012

Table 17: On-Airport Revenue of Major Players in the US Car Rental Market in USD Million, 2006-2012

Table 18: Off-Airport Revenue of Major Players in the US Car Rental Market in USD Million, 2006-2012

Table 19: Enterprise Rent-A-Car Average Airport Car Rental Rate (time/mileage), 2009-2013

Table 20: Hertz Operating Results, 2006-2012

Table 21: Hertz Revenue by Business and Leisure Travelers in USD Million and

Contribution in Percentage (%), 2006-2012

Table 22: Avis and Budget Revenue Contribution by Business and Leisure Segment in Percentage (%), 2006-2012

Table 23: Dollar Thrifty Operating Results, 2006-2011

Table 24: Cause and Effect Relationship between Dependent and Independent Factors Prevailing in the US Car Rental Market

Table 25: The US Car Rental Market Future Projections by On-Airport and Off-Airport Market on the Basis of Revenue in USD Million, 2013-2017

Table 26: Canada Car Rental Market Segmentation by On-Airport and Off-Airport on the Basis of Revenue in USD Million, 2006-2012

Table 27: Canada Car Rental Market Segmentation by Sales to Business, Individuals and Households, Government, NGO and Public Institutions and International Territories in USD Million, 2006-2012

Table 28: List of Canadian Car Sharing Organization by Cities

Table 29: Canada Car Rental Market Future Projections by On-Airport and Off-Airport on the Basis of Revenue in USD Million, 2013-2017

Table 30: Canada Car Rental Market Future Projections by Sales to Business, Individuals and Households, Government, NGO and Public Institutions and International Territories on the Basis of Contribution Revenue in USD Million, 2013-2017

Table 31: Correlation Matrix

Table 32: Regression Coefficients Output

## I would like to order

Product name: North America Car Rental Industry Outlook to 2017- Off-Airport Segment and Car Sharing Driving the Future Growth

Product link: <https://marketpublishers.com/r/N9F45FB833BEN.html>

Price: US\$ 880.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N9F45FB833BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

