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Global Car Rental Market: Trends & Opportunities (2013-18)

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Abstracts

The report titled “Global Car Rental Market: Trends and Opportunities (2013-2018)” provides an insight into the market dynamics and various trends and opportunities associated with the global car rental market. The report analyzes the size, growth and dynamics of the car rental market in the past five years for the global as well as the domestic car rental markets of the United States, the United Kingdom, Indonesia, Brazil, Russia, India and China. The report further forecasts the car rental market for the coming five years along with factors that could influence the market dynamics in the projected period. The report concludes with a brief discussion of key factors driving the global car rental market and profiles major players like Enterprise Rent a Car, Hertz, Avis Budget, Localiza Rent a Car and Europcar.

Geographical Coverage

Global

United States

United Kingdom

Indonesia

Brazil

Russia

India

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China

Company Coverage

Enterprise Rent a Car

Hertz

Avis Budget

Localiza Rent a Car

Europcar

Executive Summary

One of the industries which benefitted most from the growing and advancing economy is car rental industry. The rising household income in emerging countries, increasing expenditure on leisure activities and improving road infrastructure has played a significant role in determining the dynamics and growth of global car rental industry. Today, the market is expanded and diversified not only in developed countries but also in the emerging economies of India, Brazil, China and Indonesia.

In the present scenario, car rental industry has become very technologically oriented. The industry has witnessed huge transformation and is expected to grow with the similar trend in future as well.

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