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# Car Rental (Destination) in China

https://marketpublishers.com/r/CD6E00F9B02EN.html
Date: September 2021
Pages: 15
Price: US$ 990.00 (Single User License)
ID: CD6E00F9B02EN

## Abstracts

The outbreak of COVID-19 and the implementation of different stages of lockdown and restrictions on travel from January 2020 onwards led to a sharp decline in total traffic, hitting the car rental category hard. The imposition of restrictions during the Lunar New Year festival season, a high-point for travel in the country and one of the key contributors to cash flow for car rental companies, had a particularly marked negative impact in 2020. The combination of consumers' reluctance to engage in...

Euromonitor International's Car Rental (Destination) in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2016-2020, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2025 illustrate how the market is set to change.

**Product coverage:** Business Car Rental, Car Rental Offline, Car Rental Online, Insurance Replacement Car Rental, Leisure Car Rental.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

Get a detailed picture of the Car Rental (Destination) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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