

# Car Rental (Destination) in Italy

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## Abstracts

Car rental (destination) is rebounding in 2021, following a slump in 2020 due to the effects of the Coronavirus (COVID-19) crisis. Consumers are slowly regaining confidence in car rental services, while more and more people seeing this as a safer option compared with other modes of transportation when travelling to and from destinations and for use during stays. This applies to both leisure and business visitors. Meanwhile, car rental players are increasing their offer of additional services, in...

Euromonitor International's Car Rental (Destination) in Italy 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

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.

## Contents

### CAR RENTAL (DESTINATION) IN ITALY

#### KEY DATA FINDINGS

#### 2021 IMPACT

Additional services and high sanitary standards help to put car rental back on the road

Direct bookings on the rise as consumers seek convenience and guarantees

#### RECOVERY AND OPPORTUNITIES

Car sharing set for rebound as consumers widen their perception of safer travel modes

Diversification and flexibility are key concepts as travellers' needs and preferences change

#### CATEGORY DATA

Table 1 Car Rental Sales: Value 2016-2021

Table 2 Car Rental Online Sales: Value 2016-2021

Table 3 Structure of Car Rental Market 2016-2021

Table 4 Car Rental NBO Company Shares: % Value 2016-2020

Table 5 Car Rental Brands by Key Performance Indicators 2021

Table 6 Forecast Car Rental Sales: Value 2021-2026

Table 7 Forecast Car Rental Online Sales: Value 2021-2026

CHART 1 Inbound Receipts: 2021-2026

CHART 2 Average Spend per Trip for Inbound Arrivals: 2021-2026

#### TRAVEL IN ITALY

#### EXECUTIVE SUMMARY

Travel in 2021

COVID-19 impact on travel

Company response to COVID-19 in 2021: Airlines and hotels

Impact of COVID-19 on online bookings and travel intermediaries in 2021

What next for travel?

#### MARKET DATA

Table 8 Other Transport Sales: Value 2016-2021

Table 9 Other Transport Online Sales: Value 2016-2021

Table 10 Forecast Other Transport Sales: Value 2021-2026

Table 11 Forecast Other Transport Online Sales: Value 2021-2026

Table 12 Activities and Experiences: Value 2016-2021

Table 13 Forecast Activities and Experiences: Value 2021-2026

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#### SOURCES

Summary 1 Research Sources

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