

# Car Rental (Destination) in Turkey

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## Abstracts

Historically, car rental has been strongly linked with inbound tourism in Turkey, with a high percentage of car rental outlets located at airports. These are dependent on the regular flow of travellers. Thus, the sharp fall in inbound arrivals during Turkey's lockdown period in 2020 had a marked impact on car rental sales. While the beginnings of recovery in car rental in 2021 are associated with the return of inbound air travel, consumer habits have been changing in both 2020 and 2021 in light...

Euromonitor International's Car Rental (Destination) in Turkey 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.

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