

# Car Rental (Destination) in Bulgaria

<https://marketpublishers.com/r/CD8CB08A6DFEN.html>

Date: September 2019

Pages: 14

Price: US\$ 990.00 (Single User License)

ID: CD8CB08A6DFEN

## Abstracts

Car rental remains a very underdeveloped travel category in Bulgaria, with sales remaining low despite strong growth towards the end of the review period. Among the principal reasons for this are Bulgaria's compact size and fairly well-developed public transport, including comprehensive private coach transfers and regular rail services linking all of the country's major towns and cities at least twice daily. In addition, coach and train transport continue to represent excellent value for money.

Euromonitor International's Car Rental (Destination) in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2014-2018, 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 2023 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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