

# Car Rental in France

<https://marketpublishers.com/r/C7B6E64C1EAEN.html>

Date: September 2017

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: C7B6E64C1EAEN

## Abstracts

Car rental players were grateful the category was able to recover and record retail value growth of 1% in 2017 after the decline of 1% in 2016. Car rental was not spared the effects of the decline of inbound tourists in France notably due to the succession of terrorist attacks from November 2015 to the beginning of 2017. In 2016 and even in 2017 the category was also subject to strong price erosion. The average spend per transaction continued to fall over 2016/2017. Traditional car rental player..

Euromonitor International's Car Rental in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, 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 2021 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 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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