

Car Rental (Destination) in Germany

https://marketpublishers.com/r/CB3B88D8524EN.html

Date: September 2019

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: CB3B88D8524EN

Abstracts

Car rental continued to post healthy growth in 2019 in both transactions and value sales in Germany. Car rental companies, like many other companies in the travel industry in Germany, are directly benefitting from the fact that Germans overall are taking more trips in Germany. Despite the continued cultural habit among Germans of planning for and taking one big per year, often abroad and without the need for rental car services in Germany, they are also taking more and more shorter, unplanned do...

Euromonitor International's Car Rental (Destination) in Germany 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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Influence of Online Players Is Growing

Low-cost Carrier Boom in Germany, But Model Still Volatile

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Continued Positive Growth Expected in the Coming Years

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