

Car Rental (Destination) in Germany

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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.

Contents

Headlines

Prospects

Car Rental Benefits From Shift To Shorter, Unplanned Trips

Car Rental Companies Co-opt Share Ride Opportunities

Consolidation of Germany's Highly Fragmented Competitive Landscape

Category Data

Table 1 Car Rental Sales: Value 2014-2019

Table 2 Car Rental Online Sales: Value 2014-2019

Table 3 Structure of Car Rental Market 2014-2019

Table 4 Car Rental NBO Company Shares: % Value 2015-2019

Table 5 Car Rental Brands by Key Performance Indicators 2019

Table 6 Forecast Car Rental Sales: Value 2019-2024

Table 7 Forecast Car Rental Online Sales: Value 2019-2024

Executive Summary

Shift To Shorter, More Spontaneous Trips Offers Opportunities

Influence of Online Players Is Growing

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

Cruises A Major Bright Spot, Proving Particularly Popular Among Ageing Consumers

Continued Positive Growth Expected in the Coming Years

SWOT

Summary 1 Destination Germany: SWOT

Market Data

Table 8 Annual Leave: Volume 2014-2019

Table 9 Travellers by Age: Number of People 2014-2019

Table 10 Seasonality: Number of People 2014-2019

Table 11 Leisure Outbound Demographics: Number of Trips 2014-2019

Table 12 Other Transport Sales: Value 2014-2019

Table 13 Other Transport Online Sales: Value 2014-2019

Table 14 Forecast Other Transport Sales: Value 2019-2024

Table 15 Forecast Other Transport Online Sales: Value 2019-2024

Table 16 Activities: Value 2014-2019

Table 17 Forecast Activities: Value 2019-2024

Table 18 Annual Leave: Volume 2014-2019

Table 19 Travellers by Age: Number of People 2014-2019

Table 20 Seasonality: Number of People 2014-2019

Table 21 Leisure Outbound Demographics: Number of Trips 2014-2019

Table 22 Other Transport Sales: Value 2014-2019

Table 23 Other Transport Online Sales: Value 2014-2019

Table 24 Forecast Other Transport Sales: Value 2019-2024

Table 25 Forecast Other Transport Online Sales: Value 2019-2024

Table 26 Activities: Value 2014-2019

Table 27 Forecast Activities: Value 2019-2024

Sources

Summary 2 Research Sources

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