

Car Rental in India

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Abstracts

Car rental in India registered further strong retail current value sales growth in 2017. This was primarily driven by the increasing number of millennials in the country. The average age of the population is below 30-year-old, and most young adults do not want to invest in a car, preferring to rent a car to drive intercity for weekend getaways. This consumer base stimulated demand for car rental services in India. However, this represented primarily leisure non-airport car rental demand, mostly...

Euromonitor International's Car Rental in India 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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Executive Summary

Travel Continues To Develop and Grow in India in 2017

Online and Mobile Channels Drive Growth

Domestic Companies Continue To Be Preferred To International Players

Mobile Applications Become Popular for Bookings

Millennials Are Set To Drive Tourism Growth in the Forecast Period

SWOT

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