

Car Rental in Italy

<https://marketpublishers.com/r/CFA3A117D0DEN.html>

Date: September 2017

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: CFA3A117D0DEN

Abstracts

Car rental in 2017 registered a good performance, with current value sales increasing by 3% to reach EUR1.2 billion. The good performance of car rental in 2017 was driven mostly by leisure car rental. A large number of tourists come to Italy for holidays, and there has also been a good performance of domestic tourism.

Euromonitor International's Car Rental in Italy 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.

Contents

Headlines

Trends

Prospects

Category Data

Table 1 Car Rental Sales: Value 2012-2017

Table 2 Car Rental Online Sales: Value 2012-2017

Table 3 Structure of Car Rental Market 2012-2017

Table 4 Car Rental NBO Company Shares: % Value 2013-2017

Table 5 Car Rental Brands by Key Performance Indicators 2017

Table 6 Forecast Car Rental Sales: Value 2017-2022

Table 7 Forecast Car Rental Online Sales: Value 2017-2022

Executive Summary

the Fascinating Italian 'dolce Vita'

the Rise of the Online Channel

Low-cost Airlines and the Sharing Economy Drive Growth

Giving Travellers More Flexibility

Positive Forecasts for the Future

SWOT

Summary 1 Destination Italy: SWOT

Market Data

Table 8 Annual Leave: Volume 2012-2017

Table 9 Travellers by Age: Number of People 2012-2017

Table 10 Seasonality: Number of People 2012-2017

Table 11 Leisure Outbound Demographics: Number of Trips 2012-2017

Table 12 Other Transport Sales: Value 2012-2017

Table 13 Other Transport Online Sales: Value 2012-2017

Table 14 Forecast Other Transport Sales: Value 2017-2022

Table 15 Forecast Other Transport Online Sales: Value 2017-2022

Table 16 Activities: Value 2012-2017

Table 17 Forecast Activities: Value 2017-2022

Sources

Summary 2 Research Sources

I would like to order

Product name: Car Rental in Italy

Product link: <https://marketpublishers.com/r/CFA3A117D0DEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CFA3A117D0DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970