

Car Rental in Romania

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Abstracts

Car rental posted 9% growth in current value terms in 2017. Growth was based mostly on foreign tourists, but also on Romanians living and working abroad and who preferred to rent a car when visiting Romania. It can be said that the strong development of low cost carriers stimulated growth of car rental due to lower overall transportation costs.

Euromonitor International's Car Rental in Romania 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 Travel Industry Records Healthy Growth in 2017

Online Travel Records Robust Current Value Growth in 2017

Blue Air Consolidates Its Ranking of Second Within Airlines in 2017

Economy Develops in 2017, Impacting Travel

Travel Is Expected To Continue Growing Over the Forecast Period

SWOT

Summary 1 Destination Romania: 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

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