

Car Rental in Switzerland

<https://marketpublishers.com/r/C2E003076C0EN.html>

Date: September 2017

Pages: 12

Price: US\$ 990.00 (Single User License)

ID: C2E003076C0EN

Abstracts

Car rental in Switzerland continued to perform well in 2017, with positive growth rates in terms of both transactions and value sales. The increase is demand-driven and has resulted from several factors. On the one hand, both inbound and domestic flows have continued to grow, with more trips meaning stronger demand for rental cars. The “Grand Tour of Switzerland”, which is a highly-recommended route by Switzerland Tourism, is fundamentally aimed at cars and motorcycles. The campaign has attracte..

Euromonitor International's Car Rental in Switzerland 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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