

Car Rental in Thailand

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Abstracts

Car rental continued to develop with 12% retail value growth in 2017, while fleet size witnessed lower growth of 6%. The growing trend of low cost carriers and the number of tourists in Thailand both benefited car rental. Moreover, the younger generation of between 20 and 25 years old tended to rent a car to travel by themselves instead of joining group tours. The government-sponsored Eco-car programme was the most popular among tourists as it is inexpensive yet sufficient for travelling purpose...

Euromonitor International's Car Rental in Thailand 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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Social Networks Play An Important Role in Travel and Tourism

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