

The 2023 Report on Car Rentals: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of car rentals as including all commonly understood services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include 1st Source Bank, ACE Rent A Car, Inc. Reservation System, Advantage Rent A Car Franchise Sales, AFC Automotive Finance Corporation, Alamo, Al-Futtaim Vehicle Rentals Company, LLC, Alliance Inspection Management, Ally SmartAuctions, Alternative Claims Management, ARRC Auto Rental Resource Center, Arthur J. Gallacher & Company, Avis Budget Group, Baker Donelson, Bluebird Auto Rental Systems, Budget Rent A Car System, Card Connect, CarVi, Carzonrent India, Cathedral Consulting, Chrysler Group, Collateral Consultants, DamageID, Dent Wizard International, Dollar Thrifty Automotive Group Franchise, DoorKing, DTG Operations, Inc., Easy Taxi, Eco Rent A Car, Element Fleet Management, Enterprise Holdings, Europcar, Eyewitness Surveillance, FJM Security Products, Frontline Performance Group, Geotab, German Rent A Car, Get Spiffy, Global Toll Services, GM Financial, Gold Star GPS – Spieron, Goodyear Tire & Rubber Company, Green Motion, Guidepoint Systems, Hawthorne Claims Management, Hertz, Hincklease, HQ Rental Software, Hull & Company,

HyreCar, Insurance Office of America (IOA), International Franchise System, Jack Cooper Logistics, Jim Schalberg Auto Rental Solutions, Kia USA, Knight Management Insurance, Lancer Insurance Company, Leslie Saunders Insurance, Localiza, Mahindra & Mahindra, Manheim Financial System (Cox Automotive), Mazda North American Operations, Nauto, Navotar, Nissan Car Solutions Company, Ltd., NS Wash Systems, Nu Car Rentals Franchise Sales, Ola Cabs, Parr Industries II, Inc., Payless Car Rental Franchise Sales, Plave Koch, PLC, Polsinelli, PC, PriceWaterhouseCoopers, LLP, PurCo Fleet Services, Inc., Rate Highway, Inc., Record 360, RentalMatics, RideCell, Routes Car Rental, Selig Leasing, SixSense, Sixt, Sonoran National Insurance, Stephens Insurance, LLC, Taxify OU, Tempest Car Hire, The Hertz, Toyota Motor Sales USA, Inc., TravelClick, Travelport, Triad Insurance, TSD Rental, LLC., Uber Technologies, U-Haul Car Share, United Rental System, U-Save Auto Rental Franchise Sales, Viking Client Service, Volkswagen of America, W.S. Tierney & Company, WeProov, Wheels Car Rental System, Williams & Stazzone Insurance, Zoomcar India Pvt, Zubie, and Zurich Insurance Group. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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