

Mexico Car Rental Services Market Size, Share, Trends and Forecast by Booking Type, Rental Length, Vehicle Type, Application, End User, and Region, 2026-2034

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Abstracts

The Mexico car rental services market size was valued at USD 1,291.35 Million in 2025 and is projected to reach USD 1,613.51 Million by 2034, growing at a compound annual growth rate of 2.51% from 2026-2034. Increasing number of international tourists, growth in business travel, and airport infrastructure expansion are propelling the market growth. Apart from this, rising domestic road trips, the surge of online booking platforms, demand for luxury car rentals, and eco-friendly vehicle options are supporting the market growth. Furthermore, partnerships with the hospitality sector, the popularity of low-cost rentals, technological advancements, improved customer experience, the demand for premium vehicles, and the trend of flexible mobility solutions for tourists and locals are boosting the Mexico car rental services market share.

Mexico Car Rental Services Market Trends:

Increasing Number of International Tourists Visiting Mexico

Mexico has consistently ranked among the top travel destinations worldwide, with tourism playing a key role in driving the car rental market. In 2024, Mexico welcomed over 45 million international tourists, and despite setbacks due to the global pandemic, the country has seen a strong recovery in recent years. This growing influx of international travelers has significantly increased the demand for car rentals, as tourists require convenient transportation options for sightseeing, business trips, or exploring the country's diverse regions. Additionally, Mexico's close proximity to the United States makes it a popular choice for American tourists, further boosting the demand for car

rentals. Whether traveling to cities, coastal regions, or cultural heritage sites, international visitors often seek the flexibility and comfort that rental cars provide, driving growth in the market.

Growth in the Business Travel Sector

There has also been an ongoing increase in business travel in Mexico, particularly with the nation being a prime hub for trade and industry in Latin America. Business travel expenditure in Mexico has witnessed a considerable surge, which reflects the country's robust economic connections with global markets, particularly the U.S. and Canada. This rise in business travel directly impacts the requirement for car rentals. Car rentals are preferred by business travelers as they have autonomy and ease of access to cars when traveling for meetings, conferences, or site visits. Car rentals offer the luxury of scheduling independence and access to cars suitable for business needs, which may not be guaranteed through public transport or taxis, which is further driving the Mexico car rental services market growth. As Mexico cements its position as an international business center, the demand for rental cars will continue and support the development of the market overall.

Expansion of Airport Infrastructure

The modernization and development of Mexico's airports have played a crucial role in the expansion of the car rental industry. Mexico has made significant investments to develop its airport infrastructure in the form of new terminals, enhanced facilities, and improved connectivity from major airports to key tourist destinations. For example, Mexico City's Benito Juárez International Airport, one of the busiest airports in Latin America, underwent extensive modernization in the recent past. The expansion has made it easier for visitors and business travelers to access car rental services upon arrival, encouraging convenience and higher use of rental services, which is further providing a thrust to the market growth. Additionally, In 2025, Grupo Aeroportuario del Pacífico (GAP) announced a historic investment of approximately US\$2.6 billion to modernize and expand 12 airports across Mexico by 2029, aiming to increase overall capacity by 50%.

Mexico Car Rental Services Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on booking type, rental length, vehicle type, application,

and end user.

Booking Type Insights:

Offline Booking

Online Booking

The report has provided a detailed breakup and analysis of the market based on the booking type. This includes offline booking and online booking.

Rental Length Insights:

Short Term

Long Term

A detailed breakup and analysis of the market based on rental length have also been provided in the report. This includes short term and long term.

Vehicle Type Insights:

Luxury

Executive

Economy

SUVs

Others

The report has provided a detailed breakup and analysis of the market based on the vehicle type. This includes luxury, executive, economy, SUVs, and others.

Application Insights:

Leisure/Tourism

Business

A detailed breakup and analysis of the market based on application have also been provided in the report. This includes leisure/tourism and business.

End User Insights:

Self-Driven

Chauffeur-Driven

The report has provided a detailed breakup and analysis of the market based on end user. This includes self-driven and chauffeur-driven.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Key Questions Answered in This Report:

How has the Mexico car rental services market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico car rental services market on the basis of booking type?

What is the breakup of the Mexico car rental services market on the basis of rental length?

What is the breakup of the Mexico car rental services market on the basis of vehicle type?

What is the breakup of the Mexico car rental services market on the basis of application?

What is the breakup of the Mexico car rental services market on the basis of end user?

What is the breakup of the Mexico car rental services market on the basis of region?

What are the various stages in the value chain of the Mexico car rental services market?

What are the key driving factors and challenges in the Mexico car rental services market?

What is the structure of the Mexico car rental services market and who are the key players?

What is the degree of competition in the Mexico car rental services market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO CAR RENTAL SERVICES MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO CAR RENTAL SERVICES MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO CAR RENTAL SERVICES MARKET - BREAKUP BY BOOKING TYPE

- 6.1 Offline Booking
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Online Booking
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

7 MEXICO CAR RENTAL SERVICES MARKET - BREAKUP BY RENTAL LENGTH

7.1 Short Term

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Long Term

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

8 MEXICO CAR RENTAL SERVICES MARKET - BREAKUP BY VEHICLE TYPE

8.1 Luxury

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Executive

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Economy

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 SUVs

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 Others

8.5.1 Historical and Current Market Trends (2020-2025)

8.5.2 Market Forecast (2026-2034)

9 MEXICO CAR RENTAL SERVICES MARKET - BREAKUP BY APPLICATION

9.1 Leisure/Tourism

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Business

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

10 MEXICO CAR RENTAL SERVICES MARKET - BREAKUP BY END USER

10.1 Self-Driven

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Forecast (2026-2034)

10.2 Chauffeur-Driven

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Forecast (2026-2034)

11 MEXICO CAR RENTAL SERVICES MARKET – BREAKUP BY REGION

11.1 Northern Mexico

11.1.1 Overview

11.1.2 Historical and Current Market Trends (2020-2025)

11.1.3 Market Breakup by Booking Type

11.1.4 Market Breakup by Rental Length

11.1.5 Market Breakup by Vehicle Type

11.1.6 Market Breakup by Application

11.1.7 Market Breakup by End User

11.1.8 Key Players

11.1.9 Market Forecast (2026-2034)

11.2 Central Mexico

11.2.1 Overview

11.2.2 Historical and Current Market Trends (2020-2025)

11.2.3 Market Breakup by Booking Type

11.2.4 Market Breakup by Rental Length

11.2.5 Market Breakup by Vehicle Type

11.2.6 Market Breakup by Application

11.2.7 Market Breakup by End User

11.2.8 Key Players

- 11.2.9 Market Forecast (2026-2034)
- 11.3 Southern Mexico
 - 11.3.1 Overview
 - 11.3.2 Historical and Current Market Trends (2020-2025)
 - 11.3.3 Market Breakup by Booking Type
 - 11.3.4 Market Breakup by Rental Length
 - 11.3.5 Market Breakup by Vehicle Type
 - 11.3.6 Market Breakup by Application
 - 11.3.7 Market Breakup by End User
 - 11.3.8 Key Players
 - 11.3.9 Market Forecast (2026-2034)
- 11.4 Others
 - 11.4.1 Historical and Current Market Trends (2020-2025)
 - 11.4.2 Market Forecast (2026-2034)

12 MEXICO CAR RENTAL SERVICES MARKET – COMPETITIVE LANDSCAPE

- 12.1 Overview
- 12.2 Market Structure
- 12.3 Market Player Positioning
- 12.4 Top Winning Strategies
- 12.5 Competitive Dashboard
- 12.6 Company Evaluation Quadrant

13 PROFILES OF KEY PLAYERS

- 13.1 Company A
 - 13.1.1 Business Overview
 - 13.1.2 Services Offered
 - 13.1.3 Business Strategies
 - 13.1.4 SWOT Analysis
 - 13.1.5 Major News and Events
- 13.2 Company B
 - 13.2.1 Business Overview
 - 13.2.2 Services Offered
 - 13.2.3 Business Strategies
 - 13.2.4 SWOT Analysis
 - 13.2.5 Major News and Events
- 13.3 Company C

- 13.3.1 Business Overview
- 13.3.2 Services Offered
- 13.3.3 Business Strategies
- 13.3.4 SWOT Analysis
- 13.3.5 Major News and Events
- 13.4 Company D
 - 13.4.1 Business Overview
 - 13.4.2 Services Offered
 - 13.4.3 Business Strategies
 - 13.4.4 SWOT Analysis
 - 13.4.5 Major News and Events
- 13.5 Company E
 - 13.5.1 Business Overview
 - 13.5.2 Services Offered
 - 13.5.3 Business Strategies
 - 13.5.4 SWOT Analysis
 - 13.5.5 Major News and Events

14 MEXICO CAR RENTAL SERVICES MARKET - INDUSTRY ANALYSIS

- 14.1 Drivers, Restraints, and Opportunities
 - 14.1.1 Overview
 - 14.1.2 Drivers
 - 14.1.3 Restraints
 - 14.1.4 Opportunities
- 14.2 Porters Five Forces Analysis
 - 14.2.1 Overview
 - 14.2.2 Bargaining Power of Buyers
 - 14.2.3 Bargaining Power of Suppliers
 - 14.2.4 Degree of Competition
 - 14.2.5 Threat of New Entrants
 - 14.2.6 Threat of Substitutes
- 14.3 Value Chain Analysis

15 APPENDIX

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