

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

<https://marketpublishers.com/r/S5716908FE03EN.html>

Date: July 2026

Pages: 121

Price: US\$ 2,999.00 (Single User License)

ID: S5716908FE03EN

Abstracts

The South Korea car rental market size reached USD 1,611.2 Million in 2025. The market is projected to reach USD 1,778.2 Million by 2034, exhibiting a growth rate (CAGR) of 1.05% during 2026-2034. The market is experiencing significant growth driven by increasing demand for flexible rental terms and eco-friendly vehicle options. Technological advancements and government support for electric vehicles are further propelling this trend, contributing to the rising South Korea car rental market share across various consumer segments.

SOUTH KOREA CAR RENTAL MARKET TRENDS:

Growing Preference for Flexible Rental Terms

The South Korean automobile rental market is undergoing a drastic shift towards flexibility in rental conditions, following changing consumer behavior and expectations. Consumers are prioritizing convenience, which has been driving demand for services that offer flexibility in rental period, vehicle, and pick-up or drop-off location. This rising demand for flexibility has been particularly common among home and abroad visitors who desire freedom from the obligation of full-car ownership. As a result, short-term rental, hourly reservation, and one-way rental are gaining momentum. In addition, applying technology to become part of the rental process has been a dominant reason for this shift. Internet-based websites and mobile apps facilitate customers in booking cars, managing bookings, and even choosing some add-ons like car types or rental offers. This technology-driven process makes the customer experience smoother and more tailored. With consumers demanding even greater convenience and customized options, South Korean car rental firms are expanding their service list by adding more

flexible rental programs, thus contributing to the South Korea car rental market growth.

Increased Adoption of Electric Vehicles

South Korea's automobile rental industry has experienced a significant increase in the use of electric vehicles (EVs) to meet increasing environmental awareness and government incentives. Moreover, customers are looking for environmentally friendly options compared to conventional gasoline-run cars, and car rental firms are responding by adding more electric and hybrid models to their fleets. This trend is most dominant among eco-friendly consumers, most notably younger generations of people who place great importance on sustainability in traveling. The presence of EVs in the rental industry is also being strengthened by efforts from the South Korean government to encourage green transportation through the offering of subsidies and tax credits for the purchase of electric vehicles. Another reason for the rising demand for electric vehicles in the rental market is the growth in EV charging infrastructure. With more charging points spread out in key urban centres, the ease of renting electric vehicles for short periods increases, further pushing the demand. This trend towards eco-friendly cars follows international directions within the automobile sector and will continue to expand in South Korea, as car rental companies target servicing the demand for green modes of transport. This movement is a key development in creating an environmentally friendly car rental business in South Korea.

SOUTH KOREA CAR RENTAL 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 level 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 the 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 the 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 the end user. This includes self-driven and chauffeur-driven.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), 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 South Korea car rental market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea car rental market on the basis of booking type?

What is the breakup of the South Korea car rental market on the basis of rental length?

What is the breakup of the South Korea car rental market on the basis of vehicle type?

What is the breakup of the South Korea car rental market on the basis of application?
What is the breakup of the South Korea car rental market on the basis of end user?
What is the breakup of the South Korea car rental market on the basis of region?
What are the various stages in the value chain of the South Korea car rental market?
What are the key driving factors and challenges in the South Korea car rental market?
What is the structure of the South Korea car rental market and who are the key players?
What is the degree of competition in the South Korea car rental 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 SOUTH KOREA CAR RENTAL MARKET - INTRODUCTION

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

5 SOUTH KOREA CAR RENTAL MARKET LANDSCAPE

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

6 SOUTH KOREA CAR RENTAL 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 SOUTH KOREA CAR RENTAL 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 SOUTH KOREA CAR RENTAL 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 SOUTH KOREA CAR RENTAL 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 SOUTH KOREA CAR RENTAL 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 SOUTH KOREA CAR RENTAL MARKET – BREAKUP BY REGION

11.1 Seoul Capital Area

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 Yeongnam (Southeastern Region)

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 Honam (Southwestern Region)
 - 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 Hoseo (Central Region)
 - 11.4.1 Overview
 - 11.4.2 Historical and Current Market Trends (2020-2025)
 - 11.4.3 Market Breakup by Booking Type
 - 11.4.4 Market Breakup by Rental Length
 - 11.4.5 Market Breakup by Vehicle Type
 - 11.4.6 Market Breakup by Application
 - 11.4.7 Market Breakup by End User
 - 11.4.8 Key Players
 - 11.4.9 Market Forecast (2026-2034)
- 11.5 Others
 - 11.5.1 Historical and Current Market Trends (2020-2025)
 - 11.5.2 Market Forecast (2026-2034)

12 SOUTH KOREA CAR RENTAL 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 Booking Types 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 SOUTH KOREA CAR RENTAL 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

I would like to order

Product name: South Korea Car Rental Market Size, Share, Trends and Forecast by Booking Type, Rental Length, Vehicle Type, Application, End User, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/S5716908FE03EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S5716908FE03EN.html>