

# Global Car Rental Industry 2012-2017: Trend, Profit, and Forecast Analysis, August 2012

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## Abstracts

According to this report, The global car rental industry witnessed intense competition during the previous years, which forced companies to offer new and better services to their customers. The industry is expected to reach US \$67.6 billion by 2017 with a CAGR of 3.5% over the next five years. The industry consists of all car rentals, contracted to be of less than one year duration, for corporate, individual, recreational, or business purposes. Europe is estimated to witness the most growth during the forecast period due to growing airport rentals and gradual recovery of airline activities in the past two years.

The global car rental industry witnessed intense competition during the previous years, which forced companies to offer new and better services to their customers. The industry is expected to reach US \$67.6 billion by 2017 with a CAGR of 3.5% over the next five years. The industry consists of all car rentals, contracted to be of less than one year duration, for corporate, individual, recreational, or business purposes. Europe is estimated to witness the most growth during the forecast period due to growing airport rentals and gradual recovery of airline activities in the past two years.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the top industry players of the market and presents its findings in 'Global Car Rental Industry 2012-2017: Trend, Profit, and Forecast Analysis.' The report tracks all passenger car types exclusive of vans and light trucks.

Lucintel's study depicts that the industry is affected by continuous volatility in the global financial and credit markets and other concerns which have contributed to price volatility for petroleum products and higher average gasoline prices, impacting both broader economic conditions and consumer discretionary spending patterns. Limited leisure

travel and a greater potential for adverse weather conditions negatively affected industry revenue.

The industry witnessed moderate growth due to demand for rental cars in different countries, driven by both domestic and international tourists and business customers, resulting from technological advancements and changing demographics. The increase in travelling expenditure, growing frequency of air travel, and rising number of foreign visitors also influenced growth.

Lucintel's research is intended to provide the industry leaders with a competitive benchmarking of the car rental market, up-to-date information on the market share, profit margins, capabilities and strategies of the leaders by assessing their capabilities against competitors. It provides executives with strategically important information, analysis, and insight critical to the development and implementation of effective marketing plan.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global car rental industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and by segments

Global car rental industry analysis annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global car rental

industry analysis

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012-Q4 2013) for global car rental industry analysis

Gross and net profit trends in the global car rent all industry analysis

Cost structure trend in the global as well as regional car rental industry analysis

More than 44 valuable figures and charts and 10 tables are provided in this report

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