

# Car Rental (Self Drive) in Australia

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## Abstracts

Car Rental (Self Drive) in Australia

### SUMMARY

Car Rental (Self Drive) in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The car rental market is defined as revenues generated by car rental companies for self-drive cars for hire. The market value is mainly made up of car rentals for business, leisure purposes and Insurance replacement. Market volumes represent the size of the rental car fleet within the respective countries. The calculation excludes leasing and long term rentals. Taxis/cabs or any other passenger vehicles driven by drivers are excluded from the calculation. Any currency conversions used in the creation of this report were calculated using constant 2019 annual average exchange rates.

The Australian car rental market had total revenues of \$1.2bn in 2019, representing a compound annual growth rate (CAGR) of 0.4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.8% between 2015 and 2019, to reach a total fleet size of 99.4 billion in 2019.

The predominance of the business segment is less a driver of sustained growth

in this market and more a reflection of the particularly low demand for leisure car rental.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the car rental market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the car rental market in Australia

Leading company profiles reveal details of key car rental market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia car rental market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Australia car rental market by value in 2019?

What will be the size of the Australia car rental market in 2024?

What factors are affecting the strength of competition in the Australia car rental market?

How has the market performed over the last five years?

What are the main segments that make up Australia's car rental market?

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### COMPANIES MENTIONED

Europcar SA

Hertz Global Holdings Inc

Avis Budget Autovermietung AG

A.F. Enterprises Ltd

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