

Car Rental in Brazil

<https://marketpublishers.com/r/CBED99CF7EDCEN.html>

Date: October 2025

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: CBED99CF7EDCEN

Abstracts

Summary

Car Rental in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

Car rental refers to the short-term hiring of a motor vehicle from one party to another, typically excluding taxis. Our market scope includes only self-driven, short-term (i.e., less than 1 year) car rental data. It excludes leasing or rental of cars for more than one year and the chauffeur-driven cars/cabs.

The Brazilian car rental market recorded revenues of \$1,382.5 million in 2024, representing a compound annual growth rate (CAGR) of 6.6% between 2019 and 2024.

Market consumption volume increased with a CAGR of 1.6% between 2019 and 2024, reaching a total of 306,949 in 2024.

Brazil accounted for a share of 64.1% of the South American car rental market in 2024.

Scope

Save time carrying out entry-level research by identifying the size, growth, major

segments, and leading players in the car rental market in Brazil

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

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 Brazil car rental market with five year forecasts

Reasons to Buy

What was the size of the Brazil car rental market by value in 2024?

What will be the size of the Brazil car rental market in 2029?

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

How has the market performed over the last five years?

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

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market rivalry
- 1.8. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power

- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the strategies of the leading players?
- 7.3. What are the strengths of the leading players?
- 7.4. What are the recent developments in the market?

8 COMPANY PROFILES

- 8.1. Localiza Rent A Car SA
- 8.2. Movida Participacoes SA
- 8.3. Hertz Global Holdings Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Brazil car rental market value: \$ million, 2019-24
- Table 2: Brazil car rental market volume: car fleet, 2019-24
- Table 3: Brazil car rental market category segmentation: % share, by value, 2019-24
- Table 4: Brazil car rental market category segmentation: \$ million, 2019-24
- Table 5: Brazil car rental market geography segmentation: \$ million, 2024
- Table 6: Brazil car rental market distribution: % share, by value, 2024
- Table 7: Brazil car rental market value forecast: \$ million, 2024-29
- Table 8: Brazil car rental market volume forecast: car fleet, 2024-29
- Table 9: Localiza Rent A Car SA: Key Facts
- Table 10: Localiza Rent A Car SA: Annual Financial Ratios
- Table 11: Localiza Rent A Car SA: Key Employees
- Table 12: Movida Participacoes SA: Key Facts
- Table 13: Movida Participacoes SA: Annual Financial Ratios
- Table 14: Movida Participacoes SA: Key Employees
- Table 15: Hertz Global Holdings Inc: Key Facts
- Table 16: Hertz Global Holdings Inc: Annual Financial Ratios
- Table 17: Hertz Global Holdings Inc: Key Employees
- Table 18: Brazil Size of Population (Million), 2020-24
- Table 19: Brazil Real GDP (Constant 2010 Prices, \$ Billion), 2020-24
- Table 20: Brazil GDP (Current Prices, \$ Billion), 2020-24
- Table 21: Brazil Inflation, 2020-24
- Table 22: Brazil Consumer Price Index (Absolute), 2020-24
- Table 23: Brazil Exchange Rate, 2019-24

List Of Figures

LIST OF FIGURES

Figure 1: Brazil car rental market value: \$ million, 2019-24

Figure 2: Brazil car rental market volume: car fleet, 2019-24

Figure 3: Brazil car rental market category segmentation: \$ million, 2019-24

Figure 4: Brazil car rental market geography segmentation: % share, by value, 2024

Figure 5: Brazil car rental market distribution: % share, by value, 2024

Figure 6: Brazil car rental market value forecast: \$ million, 2024-29

Figure 7: Brazil car rental market volume forecast: car fleet, 2024-29

Figure 8: Forces driving competition in the car rental market in Brazil, 2024

Figure 9: Drivers of buyer power in the car rental market in Brazil, 2024

Figure 10: Drivers of supplier power in the car rental market in Brazil, 2024

Figure 11: Factors influencing the likelihood of new entrants in the car rental market in Brazil, 2024

Figure 12: Factors influencing the threat of substitutes in the car rental market in Brazil, 2024

Figure 13: Drivers of degree of rivalry in the car rental market in Brazil, 2024

I would like to order

Product name: Car Rental in Brazil

Product link: <https://marketpublishers.com/r/CBED99CF7EDCEN.html>

Price: US\$ 350.00 (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/CBED99CF7EDCEN.html>