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Car Rental (Self Drive) in Germany

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Abstracts

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SUMMARY

Car Rental (Self Drive) in Germany 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 German car rental market had total revenues of $4.4bn in 2019, representing a compound annual growth rate (CAGR) of 3.5% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.9% between 2015 and 2019, to reach a total fleet size of 290.9 billion in 2019.

The return of Uber to Germany at the end of 2018 did not help this market due

to the substitution risk car rental companies face from ride-hailing services.

SCOPE

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

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

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 Germany car rental market with five year forecasts by both value and volume

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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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

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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. How have leading players performed in the recent past (1-3 years)?
7.3. How are companies using technology to gain market share?
7.4. How have players been affected by the COVID-19 pandemic?

8 COMPANY PROFILES

8.1. Sixt SE
8.2. Europcar SA
8.3. Hertz Global Holdings Inc
8.4. Avis Budget Autovermietung AG

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

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List Of Tables

LIST OF TABLES

Table 1: Germany car rental market value: $ million, 2015-19
Table 2: Germany car rental market volume: fleet size, 2015-19
Table 3: Germany car rental market category segmentation: $ million, 2019
Table 4: Germany car rental market geography segmentation: $ million, 2019
Table 5: Germany car rental market distribution: % share, by value, 2019
Table 6: Germany car rental market value forecast: $ million, 2019-24
Table 7: Germany car rental market volume forecast: fleet size, 2019-24
Table 8: Sixt SE: key facts
Table 9: Sixt SE: Key Employees
Table 10: Europcar SA: key facts
Table 11: Europcar SA: Key Employees
Table 12: Hertz Global Holdings Inc: key facts
Table 13: Hertz Global Holdings Inc: Key Employees
Table 14: Avis Budget Autovermietung AG: key facts
Table 15: Avis Budget Autovermietung AG: Key Employees
Table 16: Germany size of population (million), 2015-19
Table 17: Germany gdp (constant 2005 prices, $ billion), 2015-19
Table 18: Germany gdp (current prices, $ billion), 2015-19
Table 19: Germany inflation, 2015-19
Table 20: Germany consumer price index (absolute), 2015-19
Table 21: Germany exchange rate, 2015-19

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List Of Figures

LIST OF FIGURES

Figure 1: Germany car rental market value: $ million, 2015-19
Figure 2: Germany car rental market volume: fleet size, 2015-19
Figure 3: Germany car rental market category segmentation: % share, by value, 2019
Figure 4: Germany car rental market geography segmentation: % share, by value, 2019
Figure 5: Germany car rental market distribution: % share, by value, 2019
Figure 6: Germany car rental market value forecast: $ million, 2019-24
Figure 7: Germany car rental market volume forecast: fleet size, 2019-24
Figure 8: Forces driving competition in the car rental market in Germany, 2019
Figure 9: Drivers of buyer power in the car rental market in Germany, 2019
Figure 10: Drivers of supplier power in the car rental market in Germany, 2019
Figure 11: Factors influencing the likelihood of new entrants in the car rental market in Germany, 2019
Figure 12: Factors influencing the threat of substitutes in the car rental market in Germany, 2019
Figure 13: Drivers of degree of rivalry in the car rental market in Germany, 2019

COMPANIES MENTIONED

Sixt SE
Europcar SA
Hertz Global Holdings Inc
Avis Budget Autovermietung AG

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