

# Car Rental (Self Drive) in Italy

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## Abstracts

Car Rental (Self Drive) in Italy

### SUMMARY

Car Rental (Self Drive) in Italy 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 Italian car rental market had total revenues of \$1.4bn in 2019, representing a compound annual growth rate (CAGR) of 3% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.9% between 2015 and 2019, to reach a total fleet size of 136.2 billion in 2019.

Tourism has been the primary growth driver in this market; a drop-off in trips to Italy for leisure in 2019 created a corresponding dip in the market's growth

## SCOPE

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

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

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Italy'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. 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. Avis Budget Autovermietung AG
- 8.2. Hertz Global Holdings Inc
- 8.3. Sixt SE
- 8.4. Europcar SA

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

## List Of Figures

### LIST OF FIGURES

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

### COMPANIES MENTIONED

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

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