

# Car Rental (Self Drive) in Turkey

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## Abstracts

Car Rental (Self Drive) in Turkey

### SUMMARY

Car Rental (Self Drive) in Turkey 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 Turkish car rental market had total revenues of \$233.6m in 2019, representing a compound annual rate of change (CARC) of -2.1% 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 32.5 billion in 2019.

Istanbul's new mega-airport will be an important driver of growth as this market

recovers from the initial shock of COVID-19.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Avis Budget Autovermietung AG

Europcar SA

Sixt SE

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