

# Car Rental Market Summary, Competitive Analysis and Forecast, 2018-2027

<https://marketpublishers.com/r/C2D2675589DCEN.html>

Date: October 2023

Pages: 198

Price: US\$ 1,495.00 (Single User License)

ID: C2D2675589DCEN

## Abstracts

Car Rental Market Summary, Competitive Analysis and Forecast, 2018-2027

### Summary

Global Car Rental industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-23, and forecast to 2028). 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 includes car rentals for business, leisure purposes, and insurance replacement. Market volumes represent the size of the rental car fleet (absolute unit) within the respective countries. The calculation excludes leasing and long-term rentals. Taxis/cabs or other passenger vehicles driven by drivers are excluded from the calculation. Distribution channels are divided into airport and non-airport locations, with a focus on leisure and business segments. Other distribution channel represents the value of the fleet rented for insurance purpose.

All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.

The global car rentals market had total revenues of \$74.1 billion in 2022, representing a compound annual growth rate (CAGR) of 1.9% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.3% between 2017 and 2022, to reach a total of 6.5 million cars in 2022.

According to UNWTO, travel and tourism spending by international visitors globally reached 64% from 2021.

## Scope

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

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

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

## Reasons to Buy

What was the size of the global car rental market by value in 2023?

What will be the size of the global car rental market in 2028?

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

How has the market performed over the last five years?

What are the main segments that make up the global car rental market?



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