

# **Car Rental (Self Drive) in Europe - Market Summary, Competitive Analysis and Forecast to 2025**

<https://marketpublishers.com/r/C8CA28E950AEEN.html>

Date: October 2021

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: C8CA28E950AEEN

## **Abstracts**

Car Rental (Self Drive) in Europe - Market Summary, Competitive Analysis and Forecast to 2025

### **SUMMARY**

Car Rental in Europe industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). 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 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. The distribution channels are represented by airport and non airport locations calculated for leisure and business segments only. 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 2020 annual average exchange rates.

The European car rental market had total revenues of \$8,270.5m in 2020,

representing a compound annual rate of change (CARC) of -16.8% between 2016 and 2020.

Market consumption volumes declined with a CARC of -5.8% between 2016 and 2020, to reach a total fleet size of 1.2 million in 2020.

Domestic and international tourism saw a marked decline in 2020 due to travel restrictions and lockdowns, which impacted the car rental market.

## SCOPE

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

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

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

## REASONS TO BUY

What was the size of the Europe car rental market by value in 2020?

What will be the size of the Europe car rental market in 2025?

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

How has the market performed over the last five years?

Who are the top competitors in Europe'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. Which players have been most successful in the recent past (1-3 years)?
- 7.3. How are companies using technology to gain market share?
- 7.4. How have leading players been impacted by the COVID-19 pandemic?

## **8 COMPANY PROFILES**

- 8.1. Avis Budget Group 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: Europe car rental market value: \$ million, 2016-20

Table 2: Europe car rental market volume: Fleet size, 2016-20

Table 3: Europe car rental market category segmentation: \$ million, 2020

Table 4: Europe car rental market geography segmentation: \$ million, 2020

Table 5: Europe car rental market distribution: % share, by value, 2020

Table 6: Europe car rental market value forecast: \$ million, 2020-25

Table 7: Europe car rental market volume forecast: Fleet size, 2020-25

Table 8: Avis Budget Group Inc: key facts

Table 9: Avis Budget Group Inc: Annual Financial Ratios

Table 10: Avis Budget Group Inc: Key Employees

Table 11: Avis Budget Group Inc: Key Employees Continued

Table 12: Europe size of population (million), 2016-20

Table 13: Europe gdp (constant 2005 prices, \$ billion), 2016-20

Table 14: Europe gdp (current prices, \$ billion), 2016-20

Table 15: Europe inflation, 2016-20

Table 16: Europe consumer price index (absolute), 2016-20

Table 17: Europe exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe car rental market value: \$ million, 2016-20

Figure 2: Europe car rental market volume: Fleet size, 2016-20

Figure 3: Europe car rental market category segmentation: % share, by value, 2020

Figure 4: Europe car rental market geography segmentation: % share, by value, 2020

Figure 5: Europe car rental market distribution: % share, by value, 2020

Figure 6: Europe car rental market value forecast: \$ million, 2020-25

Figure 7: Europe car rental market volume forecast: Fleet size, 2020-25

Figure 8: Forces driving competition in the car rental market in Europe, 2020

Figure 9: Drivers of buyer power in the car rental market in Europe, 2020

Figure 10: Drivers of supplier power in the car rental market in Europe, 2020

Figure 11: Factors influencing the likelihood of new entrants in the car rental market in Europe, 2020

Figure 12: Factors influencing the threat of substitutes in the car rental market in Europe, 2020

Figure 13: Drivers of degree of rivalry in the car rental market in Europe, 2020

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