

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

<https://marketpublishers.com/r/C26F261C7682EN.html>

Date: October 2021

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: C26F261C7682EN

## Abstracts

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

### SUMMARY

Car Rental in Italy industry profile provides top-line qualitative and quantitative summary information including: 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 Italian car rental market had total revenues of \$623.5m in 2020,

representing a compound annual rate of change (CARC) of -16.9% 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 95,500 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, 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 2020?

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

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

How has the market performed over the last five years?

How large is Italy's car rental market in relation to its regional counterparts?

## 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
- 8.2. Sixt SE

## **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, 2016-20
- Table 2: Italy car rental market volume: Fleet size, 2016-20
- Table 3: Italy car rental market category segmentation: \$ million, 2020
- Table 4: Italy car rental market geography segmentation: \$ million, 2020
- Table 5: Italy car rental market distribution: % share, by value, 2020
- Table 6: Italy car rental market value forecast: \$ million, 2020-25
- Table 7: Italy 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: Sixt SE: key facts
- Table 12: Sixt SE: Annual Financial Ratios
- Table 13: Sixt SE: Key Employees
- Table 14: Italy size of population (million), 2016-20
- Table 15: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 16: Italy gdp (current prices, \$ billion), 2016-20
- Table 17: Italy inflation, 2016-20
- Table 18: Italy consumer price index (absolute), 2016-20
- Table 19: Italy exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

- Figure 1: Italy car rental market value: \$ million, 2016-20
- Figure 2: Italy car rental market volume: Fleet size, 2016-20
- Figure 3: Italy car rental market category segmentation: % share, by value, 2020
- Figure 4: Italy car rental market geography segmentation: % share, by value, 2020
- Figure 5: Italy car rental market distribution: % share, by value, 2020
- Figure 6: Italy car rental market value forecast: \$ million, 2020-25
- Figure 7: Italy car rental market volume forecast: Fleet size, 2020-25
- Figure 8: Forces driving competition in the car rental market in Italy, 2020
- Figure 9: Drivers of buyer power in the car rental market in Italy, 2020
- Figure 10: Drivers of supplier power in the car rental market in Italy, 2020
- Figure 11: Factors influencing the likelihood of new entrants in the car rental market in Italy, 2020
- Figure 12: Factors influencing the threat of substitutes in the car rental market in Italy, 2020
- Figure 13: Drivers of degree of rivalry in the car rental market in Italy, 2020

## I would like to order

Product name: Car Rental (Self Drive) in Italy - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/C26F261C7682EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C26F261C7682EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

