

Europe Car Rental Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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Summary

Car Rental in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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.

The European car rentals market had total revenues of \$17.3 billion in 2022, representing a negative compound annual growth rate (CAGR) of 0.8% between 2017 and 2022.

Market consumption volumes declined with a negative CAGR of 0.4% between

2017 and 2022, to reach a total of 1.6 million cars in 2022.

According to the World Travel and Tourism Council (WTTC), Paris %li%the capital of France, holds the title of the world's most powerful city destination with a travel & tourism industry worth almost \$36 billion in 2022, in terms of direct GDP contribution to the city.

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

Reasons to Buy

What was the size of the Europe car rental market by value in 2022?

What will be the size of the Europe car rental market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up 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

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. What are the strengths of the leading players?

7.3. What are the latest developments of the leading players?

8 COMPANY PROFILES

8.1. Enterprise Holdings Inc

8.2. Hertz Global Holdings Inc

8.3. Avis Budget Group Inc

8.4. Sixt SE

8.5. Europcar Mobility Group 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: Europe car rental market value: \$ billion, 2017–22

Table 2: Europe car rental market volume: billion Car Fleet – Absolute Unit, 2017–22

Table 3: Europe car rental market category segmentation: % share, by value, 2017–2022

Table 4: Europe car rental market category segmentation: \$ billion, 2017-2022

Table 5: Europe car rental market geography segmentation: \$ billion, 2022

Table 6: Europe car rental market value forecast: \$ billion, 2022–27

Table 7: Europe car rental market volume forecast: billion Car Fleet – Absolute Unit, 2022–27

Table 8: Enterprise Holdings Inc: key facts

Table 9: Enterprise Holdings Inc: Key Employees

Table 10: Hertz Global Holdings Inc: key facts

Table 11: Hertz Global Holdings Inc: Annual Financial Ratios

Table 12: Hertz Global Holdings Inc: Key Employees

Table 13: Hertz Global Holdings Inc: Key Employees Continued

Table 14: Avis Budget Group Inc: key facts

Table 15: Avis Budget Group Inc: Annual Financial Ratios

Table 16: Avis Budget Group Inc: Key Employees

Table 17: Sixt SE: key facts

Table 18: Sixt SE: Annual Financial Ratios

Table 19: Sixt SE: Key Employees

Table 20: Europcar Mobility Group SA: key facts

Table 21: Europcar Mobility Group SA: Key Employees

Table 22: Europe size of population (million), 2018–22

Table 23: Europe gdp (constant 2005 prices, \$ billion), 2018–22

Table 24: Europe gdp (current prices, \$ billion), 2018–22

Table 25: Europe inflation, 2018–22

Table 26: Europe consumer price index (absolute), 2018–22

Table 27: Europe exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Europe car rental market value: \$ billion, 2017–22

Figure 2: Europe car rental market volume: billion Car Fleet – Absolute Unit, 2017–22

Figure 3: Europe car rental market category segmentation: \$ billion, 2017-2022

Figure 4: Europe car rental market geography segmentation: % share, by value, 2022

Figure 5: Europe car rental market value forecast: \$ billion, 2022–27

Figure 6: Europe car rental market volume forecast: billion Car Fleet – Absolute Unit, 2022–27

Figure 7: Forces driving competition in the car rental market in Europe, 2022

Figure 8: Drivers of buyer power in the car rental market in Europe, 2022

Figure 9: Drivers of supplier power in the car rental market in Europe, 2022

Figure 10: Factors influencing the likelihood of new entrants in the car rental market in Europe, 2022

Figure 11: Factors influencing the threat of substitutes in the car rental market in Europe, 2022

Figure 12: Drivers of degree of rivalry in the car rental market in Europe, 2022

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