

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

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Abstracts

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Summary

Car Rental in Germany 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 German car rentals market had total revenues of \$3.7 billion in 2022, representing a negative compound annual growth rate (CAGR) of 2.4% between 2017 and 2022.

Market consumption volumes declined with a negative CAGR of 0.7% between

2017 and 2022, to reach a total of 269,504.0 cars in 2022.

According to GlobalData, travel and tourism contribution to GDP in Germany reached \$94.4 billion in 2022 from \$56.6 billion in 2021.

Scope

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

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

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 Germany car rental market with five year forecasts

Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

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