

# Japan Car Rental Market Summary, Competitive Analysis and Forecast to 2026

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## Abstracts

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### SUMMARY

Car Rental in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-21, and forecast to 2026). 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 2021 annual average exchange rates.

The Japanese car rental market had total revenues of \$537.5 million in 2021, representing a compound annual growth rate (CAGR) of -34.3% between 2016

and 2021.

The size of the rental fleet declined with a CAGR of -5.8% between 2016 and 2021, to reach a total of 244.2 thousand vehicles in 2021.

The number of foreign tourists in the first quarter of 2021 decline by 85% compared to the first quarter of 2019.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

What was the size of the Japan car rental market by value in 2021?

What will be the size of the Japan car rental market in 2026?

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

How has the market performed over the last five years?

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

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