

Electric Car Rental Market – Global Industry Size, Share, Trends Opportunity, and Forecast, Segmented By Vehicle Type (Battery Cars, Hybrid Cars, Plug-in Electric Cars), By Application (Economic Cars, Exclusive Cars, Others), By Service (Online, Offline), By Region, Competition, 2018-2028

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Abstracts

The Global Electric Car Rental Market size reached USD 12.63 Billion in 2022 and is expected to grow with a CAGR of 7.74% in the forecast period.

The global electric car rental market has been witnessing significant growth and transformation, reflecting the increasing demand for sustainable and eco-friendly transportation options. Electric car rentals have gained popularity as consumers become more environmentally conscious and seek alternatives to traditional combustion engine vehicles. Several key factors contribute to the dynamics of the global electric car rental market.

One of the primary drivers of the electric car rental market is the growing awareness of environmental issues and the need to reduce carbon footprints. Consumers are increasingly inclined to choose electric vehicles for rental purposes to contribute to sustainability goals. Governments and regulatory bodies worldwide are also promoting the adoption of electric vehicles, providing incentives and creating charging infrastructure, which further supports the growth of the electric car rental market.

Technological advancements in electric vehicle technology have significantly improved the performance, range, and charging infrastructure, making electric cars more practical and appealing for rental services. Electric car rental companies are leveraging these

technological developments to offer a diverse fleet of electric vehicles with varying ranges and features. Additionally, the integration of advanced telematics and connectivity features enhances the overall rental experience, providing users with real-time information on charging stations, battery status, and navigation.

The rise of urbanization and changing mobility preferences contribute to the expansion of electric car rental services, especially in densely populated urban areas where environmental concerns and air quality are paramount. Car rental companies and startups are strategically locating electric vehicle fleets in urban centers to meet the demand for sustainable and convenient transportation solutions. This trend aligns with the broader shift towards shared mobility and the desire for on-demand, environmentally friendly transportation.

However, challenges persist in the global electric car rental market, including the high upfront cost of electric vehicles, limited charging infrastructure in certain regions, and concerns related to battery range anxiety. Overcoming these challenges requires continued investment in technology, infrastructure, and consumer education to enhance the accessibility and appeal of electric car rentals.

In conclusion, the global electric car rental market is experiencing notable growth driven by environmental consciousness, government support, technological advancements, and changing consumer preferences. As the automotive industry transitions towards sustainable mobility solutions, electric car rentals are poised to play a significant role in shaping the future of urban transportation. For the latest and most accurate information, it is recommended to refer to the latest market reports and updates from reputable sources.

Key Market Drivers

Environmental Awareness and Sustainability

Increasing environmental consciousness among consumers is a primary driver for the growth of the electric car rental market. The rising awareness of climate change and the need to reduce carbon emissions have led individuals and businesses to choose electric vehicles for rental purposes, aligning with their sustainability goals.

Government Incentives and Policies

Governments worldwide are incentivizing the adoption of electric vehicles through

various policies and financial incentives. Subsidies, tax credits, and exemptions from road tolls contribute to making electric cars more economically attractive for both car rental companies and consumers, fostering the expansion of electric car rental services.

Advancements in Electric Vehicle Technology

Continuous advancements in electric vehicle technology have significantly improved the performance and range of electric cars. Enhanced battery technologies, faster charging capabilities, and increased vehicle efficiency have addressed concerns related to the practicality of electric vehicles, making them more appealing for rental services and consumers alike.

Expansion of Charging Infrastructure

The growth of charging infrastructure is a crucial driver for the electric car rental market. As charging stations become more widespread and accessible, concerns about range anxiety diminish, encouraging more individuals to choose electric vehicles for their rental needs. Strategic placement of charging stations in urban areas further supports the expansion of electric car rental services.

Urbanization and Changing Mobility Trends

The increasing trend of urbanization and changing mobility preferences contribute to the demand for electric car rentals, especially in densely populated urban centers. Consumers in cities are more inclined to opt for sustainable transportation solutions, and electric car rentals provide a convenient and eco-friendly alternative to traditional combustion engine vehicles.

Corporate Sustainability Initiatives

Many corporations are integrating sustainability into their business practices, including their transportation choices. Companies are opting for electric car rentals as part of their corporate social responsibility initiatives, aiming to reduce their environmental impact and demonstrate a commitment to sustainable practices.

Consumer Desire for Innovative and Tech-Savvy Services

Electric car rental services often incorporate advanced telematics and connectivity features, providing users with real-time information on charging station locations, battery

status, and navigation. The appeal of innovative, tech-savvy services contributes to the growing popularity of electric car rentals among consumers who value convenience and digital integration.

Rising Fuel Costs and Volatility

The volatility of traditional fuel prices, coupled with the increasing awareness of the economic benefits of electric vehicles, drives consumers and rental companies to consider electric cars as cost-effective alternatives. The stable and relatively lower operating costs of electric vehicles contribute to their attractiveness in the rental market.

In conclusion, the global electric car rental market is witnessing robust growth, fueled by a combination of environmental awareness, government support, technological advancements, and changing consumer preferences. As the industry continues to evolve, the interplay of these drivers will shape the future landscape of electric car rentals. For the latest and most accurate information, it is recommended to refer to the latest market reports and updates from reputable sources.

Key Market Challenges

Limited Charging Infrastructure

One of the primary challenges is the limited availability of charging infrastructure, particularly in certain regions. The uneven distribution of charging stations hinders the widespread adoption of electric car rentals, as users may experience range anxiety and reluctance to choose electric vehicles when convenient charging options are scarce.

Range Anxiety Concerns

Range anxiety, or the fear of running out of battery power before reaching a charging station, remains a significant hurdle for the electric car rental market. Despite advancements in battery technology, some consumers are still hesitant to choose electric vehicles for longer trips, impacting the overall adoption and utilization of electric car rental services.

High Initial Costs

The upfront cost of electric vehicles (EVs) is generally higher than traditional combustion engine vehicles. This high initial cost poses a challenge for electric car

rental companies in terms of fleet acquisition and operational expenses. While total cost of ownership may be lower over time, the initial investment remains a barrier.

Limited Vehicle Models and Options

The variety of electric vehicle models available for rental is comparatively limited compared to traditional vehicles. Rental companies face challenges in diversifying their electric vehicle fleets to cater to different consumer preferences and needs, potentially limiting the overall appeal of electric car rental services.

Charging Time Constraints

Although fast-changing technology has improved, the time required to charge electric vehicles is still longer than refueling traditional cars with gasoline. This longer charging time poses challenges for electric car rental companies in managing vehicle turnaround times and meeting customer expectations for quick and efficient service.

Technological Obsolescence

The rapid pace of technological advancements in electric vehicles can lead to concerns of obsolescence for rental fleets. Electric car rental companies must navigate the risk of their vehicles becoming outdated in terms of technology and features, potentially affecting the competitiveness and desirability of their offerings.

Consumer Education and Awareness

Lack of awareness and understanding about electric vehicles and their benefits remains a challenge. Rental companies need to invest in educating consumers about the advantages of electric cars, dispelling myths about range limitations, and fostering a positive perception of the electric car rental experience.

Infrastructure Compatibility and Standardization

The lack of standardized charging infrastructure and compatibility issues between different charging networks can create challenges for electric car rental companies. A standardized and universally compatible charging infrastructure would enhance the ease of operations and improve the overall user experience.

In conclusion, while the electric car rental market is on a growth trajectory, overcoming

challenges related to infrastructure, cost, consumer perception, and technology will be essential for its sustained development. Collaboration between stakeholders, government support, and ongoing technological innovation will play key roles in addressing these challenges and fostering the broader adoption of electric car rentals.

Key Market Trends

Expansion of Electric Fleet

A notable trend in the electric car rental market is the continual expansion of electric vehicle (EV) fleets. Rental companies are increasing their investment in diverse electric models to offer consumers a wider selection, catering to different preferences and needs. This trend aligns with the growing acceptance and demand for electric vehicles.

Integration of Advanced Telematics

The integration of advanced telematics and connectivity features is becoming a standard in electric car rentals. These features provide users with real-time information on charging station locations, battery status, and navigation, enhancing the overall rental experience. Connectivity options contribute to user convenience and a seamless electric vehicle rental journey.

Partnerships with Charging Networks

Electric car rental companies are forming strategic partnerships with charging network providers to enhance the accessibility of charging infrastructure. Collaborations ensure a more comprehensive and well-distributed charging network, addressing one of the key challenges—limited charging infrastructure—that the electric car rental market faces.

Subscription-Based Services

Subscription-based models are gaining traction in the electric car rental market. Rental companies are exploring subscription services that offer users the flexibility to access electric vehicles for extended periods without the commitment of ownership. These models appeal to consumers seeking long-term electric vehicle solutions.

Urban Mobility Solutions

Electric car rentals are increasingly positioned as urban mobility solutions. With a focus

on densely populated urban areas, rental companies are strategically locating electric vehicle fleets to address the specific needs of city dwellers, contributing to the broader trend of sustainable urban mobility.

Incorporation of Luxury Electric Models

The luxury electric car rental segment is witnessing growth, with rental companies incorporating high-end electric models into their fleets. This trend caters to consumers who seek not only the environmental benefits of electric vehicles but also desire premium features and performance in their rental experience.

Contactless Booking and Digital Platforms

The adoption of contactless booking options and digital platforms is becoming increasingly prevalent in the electric car rental market. Users can easily book electric vehicles, manage reservations, and access information through mobile apps and online platforms, providing a seamless and efficient rental process.

Focus on Corporate Electric Car Rentals

Corporate sustainability initiatives are driving the demand for electric car rentals in the business sector. Companies are increasingly incorporating electric vehicles into their corporate fleets, and electric car rental services play a crucial role in providing sustainable and flexible transportation solutions for business travelers.

In conclusion, the global electric car rental market is characterized by trends that underscore the industry's commitment to innovation, sustainability, and meeting the evolving needs of consumers. These trends collectively contribute to the growth and maturation of the electric car rental segment, positioning it as a key player in the broader landscape of sustainable mobility. For the most current and accurate information, it is advisable to refer to the latest market reports and updates from reputable sources.

Segmental Insights

By Vehicle Type

Hybrid cars feature a combination of an internal combustion engine and an electric propulsion system, allowing them to operate on both conventional fuels and electric

power. Hybrid technology aims to optimize fuel efficiency and reduce emissions by seamlessly switching between the two power sources. The most common types include parallel hybrids, where both the engine and electric motor can directly power the vehicle, and series hybrids, where the electric motor assists the engine. Hybrid cars serve as a transitional option for consumers not yet ready to fully commit to electric vehicles, offering improved fuel economy and lower environmental impact compared to traditional internal combustion engine vehicles.

Plug-in electric cars, often referred to as PHEVs, combine elements of both battery electric cars and hybrid cars. These vehicles have larger battery capacities than traditional hybrids, allowing them to travel significant distances on electric power alone before the internal combustion engine engages. PHEVs offer consumers the flexibility to rely on electric power for shorter trips and switch to conventional fuels for longer journeys, addressing concerns related to range anxiety. As charging infrastructure becomes more widespread, PHEVs provide a compromise for users seeking both electric and combustion engine capabilities.

Each vehicle type within the electric car market caters to different consumer needs and preferences. Battery electric cars appeal to those prioritizing zero emissions and full electrification, while hybrid cars provide a bridge for consumers transitioning from conventional vehicles to electric mobility. Plug-in electric cars offer a flexible solution, combining the benefits of both electric and traditional propulsion systems. The segmentation reflects the industry's efforts to offer diverse options that cater to the varying requirements of global consumers and contribute to the broader goal of sustainable transportation.

Regional Insights

North America, particularly the United States, the electric car market has witnessed substantial growth driven by increasing environmental awareness, government incentives, and technological advancements. States such as California have been at the forefront, implementing policies to promote electric vehicle adoption. The region boasts a growing charging infrastructure network, contributing to the appeal of electric cars. Consumers in North America often value performance and innovative features, driving the market toward luxury electric models.

Europe has emerged as a leader in the global electric car market, with countries like Norway and the Netherlands experiencing high electric vehicle adoption rates. Strict emissions standards, government incentives, and an expanding charging infrastructure

contribute to the region's growth. European consumers often prioritize sustainability, and electric cars have become popular choices for urban commuting. The luxury electric vehicle segment is particularly strong in markets like Germany and the United Kingdom.

The Asia-Pacific region, led by China, is a major contributor to the global electric car market. China, the world's largest automotive market, has implemented ambitious policies to promote electric vehicle adoption, offering subsidies and incentives. The region witnesses a surge in demand for affordable electric cars, with a focus on compact models suitable for densely populated urban areas. Japan and South Korea also play significant roles, with a growing emphasis on technological innovation in electric vehicle development.

South America has shown potential for electric vehicle adoption, driven by a combination of environmental concerns and government initiatives. Countries like Brazil and Mexico are experiencing a gradual increase in electric car interest. However, economic factors, including affordability and infrastructure limitations, pose challenges to widespread adoption. South American markets are also exploring the potential of electric cars in public transportation to address urban air quality concerns.

The Middle East exhibits a growing interest in electric cars, particularly in the luxury segment. Governments in the region, including the United Arab Emirates, are investing in charging infrastructure and promoting electric vehicles as part of sustainability initiatives. In Africa, electric cars are gradually gaining attention, with an emphasis on applications in commercial fleets and public transportation to address local environmental challenges.

Regional insights highlight the diverse factors influencing the adoption of electric cars globally. While developed regions prioritize sustainability and have established supportive policies, emerging markets focus on affordability and practicality. The continued expansion of charging infrastructure and advancements in technology will play pivotal roles in shaping the trajectory of the electric car market across these regions. For the most current and accurate information, it is advisable to refer to the latest market reports and updates from reputable sources.

Key Market Players

The Hertz Corporation

Zoomcar

Enterprise Holdings Inc.

Drive Electric

Green Motor International

Avis Budget Group, Inc.

Zipcar

Europcar Group

Blueindy

Wattacars

Report Scope:

In this report, the Global Electric Car Rental Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Electric Car Rental Market, By Vehicle Type:

Battery Cars

Hybrid Cars

Plug-in Electric Cars

Electric Car Rental Market, By Application:

Economic Cars

Exclusive Cars

Others

Electric Car Rental Market, By Service:

Online

Offline

Electric Car Rental Market, By Region:

North America

United States

Canada

Mexico

Europe & CIS

Germany

Spain

France

Russia

Italy

United Kingdom

Belgium

Asia-Pacific

China

India

Japan

Indonesia

Thailand

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

Turkey

Iran

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Electric Car Rental Market.

Available Customizations:

Global Electric Car Rental Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. IMPACT OF COVID-19 ON GLOBAL ELECTRIC CAR RENTAL MARKET

5. GLOBAL ELECTRIC CAR RENTAL MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Vehicle Type Market Share Analysis (Battery Cars, Hybrid Cars, Plug-in Electric Cars)
 - 5.2.2. By Application Market Share Analysis (Economic Cars, Exclusive Cars, Others)
 - 5.2.3. By Service Market Share Analysis (Online, Offline)

- 5.2.4. By Region Market Share Analysis
 - 5.2.4.1. Asia-Pacific Market Share Analysis
 - 5.2.4.2. Europe & CIS Market Share Analysis
 - 5.2.4.3. North America Market Share Analysis
 - 5.2.4.4. South America Market Share Analysis
 - 5.2.4.5. Middle East & Africa Market Share Analysis
- 5.2.5. By Company Market Share Analysis (Top 5 Companies, Others - By Value, 2022)
- 5.3. Global Electric Car Rental Market Mapping & Opportunity Assessment
 - 5.3.1. By Vehicle Type Market Mapping & Opportunity Assessment
 - 5.3.2. By Application Market Mapping & Opportunity Assessment
 - 5.3.3. By Service Market Mapping & Opportunity Assessment
 - 5.3.4. By Regional Market Mapping & Opportunity Assessment

6. ASIA-PACIFIC ELECTRIC CAR RENTAL MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Vehicle Type Market Share Analysis
 - 6.2.2. By Application Market Share Analysis
 - 6.2.3. By Service Market Share Analysis
 - 6.2.4. By Country Market Share Analysis
 - 6.2.4.1. China Market Share Analysis
 - 6.2.4.2. India Market Share Analysis
 - 6.2.4.3. Japan Market Share Analysis
 - 6.2.4.4. Indonesia Market Share Analysis
 - 6.2.4.5. Thailand Market Share Analysis
 - 6.2.4.6. South Korea Market Share Analysis
 - 6.2.4.7. Australia Market Share Analysis
 - 6.2.4.8. Rest of Asia-Pacific Market Share Analysis
- 6.3. Asia-Pacific: Country Analysis
 - 6.3.1. China Electric Car Rental Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Vehicle Type Market Share Analysis
 - 6.3.1.2.2. By Application Market Share Analysis
 - 6.3.1.2.3. By Service Market Share Analysis

- 6.3.2. India Electric Car Rental Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Vehicle Type Market Share Analysis
 - 6.3.2.2.2. By Application Market Share Analysis
 - 6.3.2.2.3. By Service Market Share Analysis
- 6.3.3. Japan Electric Car Rental Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Vehicle Type Market Share Analysis
 - 6.3.3.2.2. By Application Market Share Analysis
 - 6.3.3.2.3. By Service Market Share Analysis
- 6.3.4. Indonesia Electric Car Rental Market Outlook
 - 6.3.4.1. Market Size & Forecast
 - 6.3.4.1.1. By Value
 - 6.3.4.2. Market Share & Forecast
 - 6.3.4.2.1. By Vehicle Type Market Share Analysis
 - 6.3.4.2.2. By Application Market Share Analysis
 - 6.3.4.2.3. By Service Market Share Analysis
- 6.3.5. Thailand Electric Car Rental Market Outlook
 - 6.3.5.1. Market Size & Forecast
 - 6.3.5.1.1. By Value
 - 6.3.5.2. Market Share & Forecast
 - 6.3.5.2.1. By Service Market Share Analysis
 - 6.3.5.2.2. By Application Market Share Analysis
 - 6.3.5.2.3. By Service Market Share Analysis
- 6.3.6. South Korea Electric Car Rental Market Outlook
 - 6.3.6.1. Market Size & Forecast
 - 6.3.6.1.1. By Value
 - 6.3.6.2. Market Share & Forecast
 - 6.3.6.2.1. By Vehicle Type Market Share Analysis
 - 6.3.6.2.2. By Application Market Share Analysis
 - 6.3.6.2.3. By Service Market Share Analysis
- 6.3.7. Australia Electric Car Rental Market Outlook
 - 6.3.7.1. Market Size & Forecast
 - 6.3.7.1.1. By Value
 - 6.3.7.2. Market Share & Forecast

- 6.3.7.2.1. By Vehicle Type Market Share Analysis
- 6.3.7.2.2. By Application Market Share Analysis
- 6.3.7.2.3. By Service Market Share Analysis

7. EUROPE & CIS ELECTRIC CAR RENTAL MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Vehicle Type Market Share Analysis

7.2.2. By Application Market Share Analysis

7.2.3. By Service Market Share Analysis

7.2.4. By Country Market Share Analysis

7.2.4.1. Germany Market Share Analysis

7.2.4.2. Spain Market Share Analysis

7.2.4.3. France Market Share Analysis

7.2.4.4. Russia Market Share Analysis

7.2.4.5. Italy Market Share Analysis

7.2.4.6. United Kingdom Market Share Analysis

7.2.4.7. Belgium Market Share Analysis

7.2.4.8. Rest of Europe & CIS Market Share Analysis

7.3. Europe & CIS: Country Analysis

7.3.1. Germany Electric Car Rental Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Vehicle Type Market Share Analysis

7.3.1.2.2. By Application Market Share Analysis

7.3.1.2.3. By Service Market Share Analysis

7.3.2. Spain Electric Car Rental Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Vehicle Type Market Share Analysis

7.3.2.2.2. By Application Market Share Analysis

7.3.2.2.3. By Service Market Share Analysis

7.3.3. France Electric Car Rental Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

- 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Vehicle Type Market Share Analysis
 - 7.3.3.2.2. By Application Market Share Analysis
 - 7.3.3.2.3. By Service Market Share Analysis
- 7.3.4. Russia Electric Car Rental Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Vehicle Type Market Share Analysis
 - 7.3.4.2.2. By Application Market Share Analysis
 - 7.3.4.2.3. By Service Market Share Analysis
- 7.3.5. Italy Electric Car Rental Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Vehicle Type Market Share Analysis
 - 7.3.5.2.2. By Application Market Share Analysis
 - 7.3.5.2.3. By Service Market Share Analysis
- 7.3.6. United Kingdom Electric Car Rental Market Outlook
 - 7.3.6.1. Market Size & Forecast
 - 7.3.6.1.1. By Value
 - 7.3.6.2. Market Share & Forecast
 - 7.3.6.2.1. By Vehicle Type Market Share Analysis
 - 7.3.6.2.2. By Application Market Share Analysis
 - 7.3.6.2.3. By Service Market Share Analysis
- 7.3.7. Belgium Electric Car Rental Market Outlook
 - 7.3.7.1. Market Size & Forecast
 - 7.3.7.1.1. By Value
 - 7.3.7.2. Market Share & Forecast
 - 7.3.7.2.1. By Vehicle Type Market Share Analysis
 - 7.3.7.2.2. By Application Market Share Analysis
 - 7.3.7.2.3. By Service Market Share Analysis

8. NORTH AMERICA ELECTRIC CAR RENTAL MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Vehicle Type Market Share Analysis

- 8.2.2. By Application Market Share Analysis
- 8.2.3. By Service Market Share Analysis
- 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. United States Market Share Analysis
 - 8.2.4.2. Mexico Market Share Analysis
 - 8.2.4.3. Canada Market Share Analysis
- 8.3. North America: Country Analysis
 - 8.3.1. United States Electric Car Rental Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Vehicle Type Market Share Analysis
 - 8.3.1.2.2. By Application Market Share Analysis
 - 8.3.1.2.3. By Service Market Share Analysis
 - 8.3.2. Mexico Electric Car Rental Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Vehicle Type Market Share Analysis
 - 8.3.2.2.2. By Application Market Share Analysis
 - 8.3.2.2.3. By Service Market Share Analysis
 - 8.3.3. Canada Electric Car Rental Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Vehicle Type Market Share Analysis
 - 8.3.3.2.2. By Application Market Share Analysis
 - 8.3.3.2.3. By Service Market Share Analysis

9. SOUTH AMERICA ELECTRIC CAR RENTAL MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Vehicle Type Market Share Analysis
 - 9.2.2. By Application Market Share Analysis
 - 9.2.3. By Service Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. Brazil Market Share Analysis

- 9.2.4.2. Argentina Market Share Analysis
- 9.2.4.3. Colombia Market Share Analysis
- 9.2.4.4. Rest of South America Market Share Analysis
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Electric Car Rental Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Vehicle Type Market Share Analysis
 - 9.3.1.2.2. By Application Market Share Analysis
 - 9.3.1.2.3. By Service Market Share Analysis
 - 9.3.2. Colombia Electric Car Rental Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Vehicle Type Market Share Analysis
 - 9.3.2.2.2. By Application Market Share Analysis
 - 9.3.2.2.3. By Service Market Share Analysis
 - 9.3.3. Argentina Electric Car Rental Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Vehicle Type Market Share Analysis
 - 9.3.3.2.2. By Application Market Share Analysis
 - 9.3.3.2.3. By Service Market Share Analysis

10. MIDDLE EAST & AFRICA ELECTRIC CAR RENTAL MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Vehicle Type Market Share Analysis
 - 10.2.2. By Application Market Share Analysis
 - 10.2.3. By Service Market Share Analysis
 - 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Turkey Market Share Analysis
 - 10.2.4.2. Iran Market Share Analysis
 - 10.2.4.3. Saudi Arabia Market Share Analysis
 - 10.2.4.4. UAE Market Share Analysis

- 10.2.4.5. Rest of Middle East & Africa Market Share Africa
- 10.3. Middle East & Africa: Country Analysis
 - 10.3.1. Turkey Electric Car Rental Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Vehicle Type Market Share Analysis
 - 10.3.1.2.2. By Application Market Share Analysis
 - 10.3.1.2.3. By Service Market Share Analysis
 - 10.3.2. Iran Electric Car Rental Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Vehicle Type Market Share Analysis
 - 10.3.2.2.2. By Application Market Share Analysis
 - 10.3.2.2.3. By Service Market Share Analysis
 - 10.3.3. Saudi Arabia Electric Car Rental Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Vehicle Type Market Share Analysis
 - 10.3.3.2.2. By Application Market Share Analysis
 - 10.3.3.2.3. By Service Market Share Analysis
 - 10.3.4. UAE Electric Car Rental Market Outlook
 - 10.3.4.1. Market Size & Forecast
 - 10.3.4.1.1. By Value
 - 10.3.4.2. Market Share & Forecast
 - 10.3.4.2.1. By Vehicle Type Market Share Analysis
 - 10.3.4.2.2. By Application Market Share Analysis
 - 10.3.4.2.3. By Service Market Share Analysis

11. SWOT ANALYSIS

- 11.1. Strength
- 11.2. Weakness
- 11.3. Opportunities
- 11.4. Threats

12. MARKET DYNAMICS

12.1. Market Drivers

12.2. Market Challenges

13. MARKET TRENDS AND DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles (Up to 10 Major Companies)

14.1.1. The Hertz Corporation

14.1.1.1. Company Details

14.1.1.2. Key Product Offered

14.1.1.3. Financials (As Per Availability)

14.1.1.4. Recent Developments

14.1.1.5. Key Management Personnel

14.1.2. Zoomcar

14.1.2.1. Company Details

14.1.2.2. Key Product Offered

14.1.2.3. Financials (As Per Availability)

14.1.2.4. Recent Developments

14.1.2.5. Key Management Personnel

14.1.3. Enterprise Holdings Inc.

14.1.3.1. Company Details

14.1.3.2. Key Product Offered

14.1.3.3. Financials (As Per Availability)

14.1.3.4. Recent Developments

14.1.3.5. Key Management Personnel

14.1.4. Drive Electric

14.1.4.1. Company Details

14.1.4.2. Key Product Offered

14.1.4.3. Financials (As Per Availability)

14.1.4.4. Recent Developments

14.1.4.5. Key Management Personnel

14.1.5. Green Motor International

14.1.5.1. Company Details

14.1.5.2. Key Product Offered

14.1.5.3. Financials (As Per Availability)

14.1.5.4. Recent Developments

- 14.1.5.5. Key Management Personnel
- 14.1.6. Avis Budget Group, Inc.
 - 14.1.6.1. Company Details
 - 14.1.6.2. Key Product Offered
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Recent Developments
 - 14.1.6.5. Key Management Personnel
- 14.1.7. Zipcar
 - 14.1.7.1. Company Details
 - 14.1.7.2. Key Product Offered
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Recent Developments
 - 14.1.7.5. Key Management Personnel
- 14.1.8. Europcar Group
 - 14.1.8.1. Company Details
 - 14.1.8.2. Key Product Offered
 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Recent Developments
 - 14.1.8.5. Key Management Personnel
- 14.1.9. Blueindy
 - 14.1.9.1. Company Details
 - 14.1.9.2. Key Product Offered
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Recent Developments
 - 14.1.9.5. Key Management Personnel
- 14.1.10. Wattacars
 - 14.1.10.1. Company Details
 - 14.1.10.2. Key Product Offered
 - 14.1.10.3. Financials (As Per Availability)
 - 14.1.10.4. Recent Developments
 - 14.1.10.5. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS

- 15.1. Key Focus Areas
 - 15.1.1. Target Regions
 - 15.1.2. Target Vehicle Type
 - 15.1.3. Target Application

16. ABOUT US & DISCLAIMER

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