

Global Car Sharing Market Report: 2011 Edition

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Abstracts

The concept of car sharing market was brought forward as a solution to changing complexities of growing economies and population wherein movement and travel was increasing but there was need to economize on expenses. During the last 60 years since it was first introduced in 1940s, the car sharing market has steadily grown in volume as people find car sharing an effective method to contain rising prices of fuel and vehicles. The market is projected to continue to expand, both in terms of number of members and vehicles in the years to come.

The leading car sharing regions in the world include Europe, North America, and Australia, among others. Though Europe remains the hub of car sharing activity, the other regions of the world have also experienced considerable growth. Car sharing as an alternative and more effective transit option has experienced noticeable growth in the US in past recent years thus accounting for majority revenue generation in the market.

Car sharing is considered as a means for reduced fuel consumption which is one of the major pollutants on earth. Due to the effective role in controlling pollution and congestion, there is an acknowledged trend of increased usage of car sharing services as an alternative transit option. Another notable trend in the global car sharing market has been the growing popularity of peer to peer car sharing model. Rapidly rising world population and growing proportion of urban residents all across the globe is one of the major driving forces behind car sharing growth. In addition, growing menace of traffic congestion and constantly rising fuel rises has led to a significant increase in the demand for car sharing services. Success of car sharing requires a lifestyle change, however, people's indifference and resistance towards adopting car sharing model in place of ownership proves to be a continuous challenge for the growth of the market.

The global car sharing market is intensely competitive and fragmented with several international, regional, and community based car sharing companies operating in the

market. The companies generally compete on the basis of pricing, broad fleet, wide network of car sharing locations, and marketing expertise. Zipcar, Inc. of the US is the leading player on the global front, followed by Hertz on Demand and WeCar from the same region, Communauto and Modo Coop of Canada, Mobility Car Sharing of Europe, and City Hop of Australia, among several others.

The report provides an analysis of the global car sharing industry, with focus on various geographic regions. The market drivers, trends and challenges for the car sharing industry have also been analyzed. The report also presents the competitive structure of the industry and profiles major players with their key developments.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the global diabetic population. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. CAR SHARING – AN OVERVIEW

- 1.1 Introduction
- 1.2 Car Sharing Business Models
- 1.3 History of Car Sharing
- 1.4 Working of Car Sharing Model
- 1.5 Benefits of Car Sharing

2. CAR SHARING VS. CAR OWNERSHIP/CAR RENTAL

3. CAR SHARING MARKET

- 3.1 Global Market
- 3.2 The United States
 - Market Value
 - Market Volume
- 3.3 Europe
 - Market Value
 - 3.3.1 Germany
 - Key Facts
 - Market Volume
 - Market Share
 - Other Statistics

4. CAR SHARING - MARKET DYNAMICS

- 4.1 Key Trends
 - 4.1.1 Car Sharing Addresses Ecological Concerns
 - 4.1.2 Peer to Peer Car Sharing
- 4.2 Growth Drivers
 - 4.2.1 Growing Urbanization
 - 4.2.2 High Fuel Prices
 - 4.2.3 Growing Traffic Congestion
- 4.3 Challenge
 - 4.3.1 High Taxation of Car Sharing Services in the US
 - 4.3.2 Apathy towards Change in Lifestyle Required for Car Sharing

5. COMPETITIVE LANDSCAPE

Competitive Overview
Leading Competitors

6. COMPANY PROFILES

6.1 Leading Companies in the US

6.1.1 Zip Car, Inc.

Business Overview
Car Sharing Model
Key Developments

6.1.2 WeCar

Business Overview
Car Sharing Model

6.2 Leading Companies in Canada

6.2.1 CommonAuto

Business Overview
Car Sharing Model
Key Developments

6.2.2 Modo – The Car Co-op

Business Overview
Car Sharing Model
Key Developments

6.3 Leading Companies in Australia/New Zealand

6.3.1 City Hop

Business Overview
Car Sharing Model
Key Developments

6.3.2 Go Get Car Share

Business Overview
Car Sharing Model
Key Developments

6.4 Leading Companies in Europe

6.4.1 Mobility Car Sharing

Business Overview
Car Sharing Model
Key Developments

6.4.2 Liftshare

Business Overview

7. MARKET OUTLOOK

7.1 Market Forecast

7.2 Forecast Methodology

7.2.1 Dependent and Independent Variables

7.2.2 Correlation Analysis

7.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

The Global Car Sharing Market – Regional Breakdown, October 2011

The US Car Sharing Market, 2001-2010

North American Car Sharing Market Revenues, 2009-2016E

European Car Sharing Market Revenues, 2009-2016E

Car Sharing Users in Germany, 2006-2011

Car Sharing Vehicles in Germany, 2001-2011

German Car Sharing Operators' Market Share, January 1, 2011

Number of Households by Car Ownership in Germany, 2010

Proportion of Car Sharers in German Cities by Population, 2009

Zipcar Inc's Revenues, 2010-2011

The US Car Sharing Members Forecast, 2009-2013E

List Of Tables

LIST OF TABLES

Difference between Car Sharing and Car Rental
Proportion of Urban Population in the World, 2010
Leading Car Sharing Companies in the ZipCar's Existing Market, 2010
Car Sharing Cost - Zipcar vs. Connect vs. Hertz, 2010
Zipcar's Daily Revenue per Car vs. Traditional Competitors, 2008-2010
Dependent & Independent Variables (2005-2010)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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