

Car Rental (Luxury Cars, Executive Cars, Economy Cars, SUV Cars, and MUV Cars) Market for Local Usage, Airport Transport, Outstation, and Other End-users: Global Industry Perspective, Comprehensive Analysis, Size, Share, Growth, Segment, Trends and Forecast, 2014 – 2020

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Abstracts

The report covers forecast and analysis for the car rental market on a global and regional level. The study provides historic data of 2014 along with a forecast from 2015 to 2020 based on revenue (USD billion). The study includes drivers and restraints for the car rental market along with the impact they have on the demand over the forecast period. Additionally, the report includes the study of opportunities available in the car rental market on a global level.

In order to give the users of this report a comprehensive view on the car rental, we have included a detailed competitive scenario and product portfolio of key vendors. To understand the competitive landscape in the market, an analysis of Porters Five Forces model for the car rental market has also been included. The study encompasses a market attractiveness analysis, wherein car type segments and end-user segments are benchmarked based on their market size, growth rate and general attractiveness.

The study provides a decisive view on the car rental market by segmenting the market based on applications. All the application segments have been analyzed based on present and future trends and the market is estimated from 2014 to 2020. Key car type segmented market covered under this study includes luxury cars, executive cars, economy cars, SUV cars, and MUV cars. Key end-user segments covered under this study include local usage, airport transport, outstation, and others (Including self drive,

event transportation, and employee transportation solutions). The regional segmentation includes the current and forecast demand for North America, Europe, Asia Pacific, Latin America and Middle East and Africa with its further bifurcation into major countries including U.S. Germany, France, UK, China, Japan, India and Brazil. This segmentation includes demand for rental cars based on individual car types and end-users in all the regions and countries.

The report also includes detailed profiles of end players such as Avis Budget Group, Inc, Sixt Rent-A-Car, Enterprise Rent-A-Car, The Hertz Corporation, EuropCar, Al-Futtaim Group, Carzonrent, Localiza Rent A Car, and Eco Rent A Car. The detailed description of players includes parameters such as company overview, financial overview, business strategies and recent developments of the company.

The report segments the global car rental market as:

Car Rental Market: Car Type Segment Analysis

- Luxury cars
- Executive cars
- Economy cars
- SUV cars
- MUV cars

Car Rental Market: End-users Segment Analysis

- Local usage
- Airport transport
- Outstation
- Others (Including self drive, event transportation, employee transportation solutions)

Car Rental Market: Regional Segment Analysis

- North America
 - U.S.
- Europe
 - Germany
 - UK
 - France
- Asia Pacific

China

Japan

India

Latin America

Brazil

Middle East and Africa

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