

## **Asia-Pacific (APAC) Car Rental Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-09-29 | 43 pages | MarketLine

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### **Report description:**

Asia-Pacific (APAC) Car Rental Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Car Rental in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 Asia-Pacific car rentals market had total revenues of \$8.6 billion in 2022, representing a negative compound annual growth rate (CAGR) of 8.9% between 2017 and 2022.
- Market consumption volumes declined with a negative CAGR of 1% between 2017 and 2022, to reach a total of 1.4 million cars in 2022.
- The leisure segment accounted for the market's largest proportion in 2022, with total revenues of \$5.1 billion, equivalent to 58.8% of the market's overall value.

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## Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the car rental market in Asia-Pacific
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the car rental market in Asia-Pacific
- 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 Asia-Pacific car rental market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Asia-Pacific car rental market by value in 2022?
- What will be the size of the Asia-Pacific car rental market in 2027?
- What factors are affecting the strength of competition in the Asia-Pacific car rental market?
- How has the market performed over the last five years?
- How large is Asia-Pacific's car rental market in relation to its regional counterparts?

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