

## **U.S. Car Rental Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

Market Report | 2024-11-19 | 180 pages | Global Market Insights

### **AVAILABLE LICENSES:**

- Single User \$3250.00
- Multi User \$4450.00
- Enterprise User \$5750.00

### **Report description:**

U.S. Car Rental Market reached USD 35.2 billion in 2024 and is projected to grow at a CAGR of 5% from 2025 to 2034. The surge in travel and tourism across the country is a significant driver of this growth, fueled by increased vacationing, business travel, and leisure activities. Post-pandemic preferences for private transportation have accelerated demand as travelers prioritize flexibility and safety over public transit options. The recovering travel industry continues to support the expansion of car rental services, catering to the needs of a growing number of tourists and business travelers.

By rental duration, the market is divided into short-term and long-term segments. In 2024, short-term rentals accounted for 65% share and are expected to generate USD 36 billion by 2034. The popularity of short-term rentals stems from rising local and regional travel trends, where consumers choose car rentals for weekend trips, day outings, or short getaways. This segment appeals to individuals seeking temporary transportation solutions without committing to long-term vehicle ownership or relying on less flexible public transit options.

Based on application, the market is segmented into leisure/tourism and business travel. In 2024, the leisure/tourism segment dominated with a 64% market share and is poised for steady growth. Families and groups often prefer rental cars to meet their specific travel needs, offering greater flexibility and convenience compared to public transportation. This option also facilitates multi-destination trips, enabling travelers to explore various attractions seamlessly.

California emerged as a key contributor, representing a 20% share in 2024. The state's position as a premier travel destination is driven by its diverse attractions, ranging from scenic coastlines to renowned national parks. Car rentals are often the preferred mode of transportation for visitors seeking to navigate the state's expansive geography and iconic routes independently. The convenience and accessibility provided by rental services make them indispensable for exploring California's varied landscapes.

U.S. car rental market is positioned for sustained growth, driven by evolving travel trends, increased tourism, and consumer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

preference for flexible transportation options. As the industry adapts to changing demands, car rental companies are leveraging technology, expanding their fleets, and enhancing customer experiences to solidify their role in the transportation ecosystem.

## **Table of Contents:**

Report Content

Chapter 1 Methodology & Scope

1.1 Research design

1.1.1 Research approach

1.1.2 Data collection methods

1.2 Base estimates & calculations

1.2.1 Base year calculation

1.2.2 Key trends for market estimation

1.3 Forecast model

1.4 Primary research and validation

1.4.1 Primary sources

1.4.2 Data mining sources

1.5 Market scope & definition

Chapter 2 Executive Summary

2.1 Industry 360 synopsis, 2021 - 2034

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Automobile manufacturers

3.1.2 Car rental service providers

3.1.3 Technology providers

3.1.4 End users

3.2 Supplier landscape

3.3 Profit margin analysis

3.4 Technology & innovation landscape

3.5 Patent analysis

3.6 Key news & initiatives

3.7 Regulatory landscape

3.8 Customer preferences and insights

3.9 Impact forces

3.9.1 Growth drivers

3.9.1.1 Growing preference for car rentals

3.9.1.2 The surge in domestic tourism

3.9.1.3 The increasing adoption of technology-enabled services

3.9.1.4 Growing EV adoption in rental fleets

3.9.2 Industry pitfalls & challenges

3.9.2.1 Rising costs of vehicle acquisition, maintenance, and insurance

3.9.2.2 The impact of economic downturns

3.10 Growth potential analysis

3.11 Porter's analysis

3.12 PESTEL analysis

Chapter 4 Competitive Landscape, 2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix
- Chapter 5 Market Estimates & Forecast, By Booking Mode, 2021 - 2034 (\$Bn, Fleet Size)
- 5.1 Key trends
- 5.2 Online
- 5.3 Offline
- Chapter 6 Market Estimates & Forecast, By Rental Length, 2021 - 2034 (\$Bn, Fleet Size)
- 6.1 Key trends
- 6.2 Short term
- 6.3 Long Term
- Chapter 7 Market Estimates & Forecast, By Vehicle, 2021 - 2034 (\$Bn, Fleet Size)
- 7.1 Key trends
- 7.2 Luxury cars
- 7.3 Executive cars
- 7.4 Economy cars
- 7.5 SUVs
- 7.6 MUVs
- Chapter 8 Market Estimates & Forecast, By Application, 2021 - 2034 (\$Bn, Fleet Size)
- 8.1 Key trends
- 8.2 Leisure/tourism
- 8.3 Business
- Chapter 9 Market Estimates & Forecast, By End Use, 2021 - 2034 (\$Bn, Fleet Size)
- 9.1 Key trends
- 9.2 Self-driven
- 9.3 Chauffeur-driven
- Chapter 10 Market Estimates & Forecast, By Region, 2021 - 2034 (\$Bn, Fleet Size)
- 10.1 Key trends
- 10.2 Arizona
- 10.3 California
- 10.4 Colorado
- 10.5 Florida
- 10.6 Georgia
- 10.7 Illinois
- 10.8 Indiana
- 10.9 Maryland
- 10.10 Massachusetts
- 10.11 Michigan
- 10.12 Minnesota
- 10.13 Missouri
- 10.14 Nevada
- 10.15 New Jersey
- 10.16 New York
- 10.17 North Carolina
- 10.18 Ohio
- 10.19 Oregon

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 10.20 Pennsylvania
- 10.21 Tennessee
- 10.22 Texas
- 10.23 Utah
- 10.24 Virginia
- 10.25 Washington
- 10.26 Wisconsin
- Chapter 11 Company Profiles
- 11.1 Ace Rent a Car
- 11.2 Advantage Rent a Car
- 11.3 Alamo Rent A Car
- 11.4 Avis Budget Group
- 11.5 Dollar Rent a Car
- 11.6 Easirent
- 11.7 Enterprise Rent-A-Car
- 11.8 Fox Rent a Car
- 11.9 Hertz
- 11.10 Midway Car Rental
- 11.11 National Car Rental
- 11.12 Payless Car Rental
- 11.13 Rent-A-Wreck
- 11.14 Silvercar by Audi
- 11.15 Sixt Rent A Car
- 11.16 Thrifty Car Rental
- 11.17 Turo

□

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**U.S. Car Rental Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

Market Report | 2024-11-19 | 180 pages | Global Market Insights

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User	\$3250.00
	Multi User	\$4450.00
	Enterprise User	\$5750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-16"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

