

France Car Rental Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 106 pages | EMR Inc.

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Report description:

The France car rental market was valued at USD 6.13 Billion in 2024. The industry is expected to grow at a CAGR of 7.60% during the forecast period of 2025-2034 to attain a valuation of USD 12.75 Billion by 2034.

France Car Rental Market Growth

The France car rental market growth is boosted by online modes of booking.

Rising technology has led to a surge in the popularity of online booking methods, which now offer enhanced customer service and customer experience. Utilizing third-party websites, mobile apps, and rental platforms for reservations has become increasingly convenient, providing real-time availability, streamlined payment processes, and greater flexibility to users.

Offline booking methods are a more traditional approach, individuals visit physical offices, utilize intermediary services, or make reservations telephonically. These approaches cater to segments of the population that prioritize human interactions and give a personal touch to the booking process.

In the France car rental market, several notable trends are shaping the industry landscape. Companies are prioritizing investments in user-friendly interface platforms and mobile applications. There is also a rising inclination among consumers towards more sustainable options prompting companies to invest in electric vehicles.

In May 2021, Virtuo, a car rental company based out of Paris raised USD 60 million from AXA Venture Partners. The company planned on using the funding to invest in its technology and launch innovative new services. Virtuo plans on having a 100% electric fleet by 2030.

France Car Rental Market Segmentation

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France Car Rental Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Booking Type

- Offline
- Online

Market Breakup by Rental Length Type

- Short-Term
- Long-Term

Market Breakup by Application Type

- Leisure/Tourism
- Business

Market Breakup by Vehicle Type

- Luxury/Premium Cars
- Economy/Budget Cars
- SUVs
- MUVs

France Car Rental Market Outlook Share

Leisure and tourism represent a significant portion of the car rental market in France given the rising popularity of car rental services owing to rising tourism in the domestic region. This segment consists of individuals or families renting vehicles for vacations, weekend getaways, exploration of scenic routes, and other recreational purposes.

Leading Companies in the France Car Rental Market

The report provides a detailed analysis of the following key players in the market, covering their competitive landscape and the latest developments like mergers and acquisitions, investments, and capacity expansion.

- SIXT SE
- Avis Budget Group, Inc.
- Hertz Global Holdings Inc.
- Europcar International S.A.S.U.
- Enterprise Holdings, Inc.
- Uber Technologies Inc.

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- Sunny Cars GmbH
- Booking Holdings Inc. (Momondo)
- OK Mobility Group
- RENTCARS Ltda.
- Others

Major market players are expanding their outreach through mergers, acquisitions, and rising investment in digitalisation and technological innovation which helps with improved customer experience.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Europe Car Rental Market Overview
 - 5.1 Key Industry Highlights

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- 5.2 Europe Car Rental Historical Market (2018-2024)
- 5.3 Europe Car Rental Market Forecast (2025-2034)
- 6 France Car Rental Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 France Car Rental Historical Market (2018-2024)
 - 6.3 France Car Rental Market Forecast (2025-2034)
- 7 France Car Rental Market by Booking Type
 - 7.1 Offline
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Online
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
- 8 France Car Rental Market by Rental Length Type
 - 8.1 Short-Term
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Long-Term
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
- 9 France Car Rental Market by Application Type
 - 9.1 Leisure/Tourism
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Business
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
- 10 France Car Rental Market by Vehicle Type
 - 10.1 Luxury/Premium Cars
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 Economy/Budget Cars
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 SUVs
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
 - 10.4 MUVs
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis

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- 11.2.1 Supplier's Power
- 11.2.2 Buyer's Power
- 11.2.3 Threat of New Entrants
- 11.2.4 Degree of Rivalry
- 11.2.5 Threat of Substitutes
- 11.3 Key Indicators of Demand
- 11.4 Key Indicators of Price
- 12 Competitive Landscape
- 12.1 Supplier Selection
- 12.2 Key Global Players
- 12.3 Key Regional Players
- 12.4 Key Player Strategies
- 12.5 Company Profiles
- 12.5.1 SIXT SE
- 12.5.1.1 Company Overview
- 12.5.1.2 Product Portfolio
- 12.5.1.3 Demographic Reach and Achievements
- 12.5.1.4 Certifications
- 12.5.2 Avis Budget Group, Inc.
- 12.5.2.1 Company Overview
- 12.5.2.2 Product Portfolio
- 12.5.2.3 Demographic Reach and Achievements
- 12.5.2.4 Certifications
- 12.5.3 Hertz Global Holdings Inc.
- 12.5.3.1 Company Overview
- 12.5.3.2 Product Portfolio
- 12.5.3.3 Demographic Reach and Achievements
- 12.5.3.4 Certifications
- 12.5.4 Europcar International S.A.S.U.
- 12.5.4.1 Company Overview
- 12.5.4.2 Product Portfolio
- 12.5.4.3 Demographic Reach and Achievements
- 12.5.4.4 Certifications
- 12.5.5 Enterprise Holdings, Inc.
- 12.5.5.1 Company Overview
- 12.5.5.2 Product Portfolio
- 12.5.5.3 Demographic Reach and Achievements
- 12.5.5.4 Certifications
- 12.5.6 Uber Technologies Inc.
- 12.5.6.1 Company Overview
- 12.5.6.2 Product Portfolio
- 12.5.6.3 Demographic Reach and Achievements
- 12.5.6.4 Certifications
- 12.5.7 Sunny Cars GmbH
- 12.5.7.1 Company Overview
- 12.5.7.2 Product Portfolio
- 12.5.7.3 Demographic Reach and Achievements

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- 12.5.7.4 Certifications
- 12.5.8 Booking Holdings Inc. (Momondo)
 - 12.5.8.1 Company Overview
 - 12.5.8.2 Product Portfolio
 - 12.5.8.3 Demographic Reach and Achievements
 - 12.5.8.4 Certifications
- 12.5.9 OK Mobility Group
 - 12.5.9.1 Company Overview
 - 12.5.9.2 Product Portfolio
 - 12.5.9.3 Demographic Reach and Achievements
 - 12.5.9.4 Certifications
- 12.5.10 RENTCARS Ltda.
 - 12.5.10.1 Company Overview
 - 12.5.10.2 Product Portfolio
 - 12.5.10.3 Demographic Reach and Achievements
 - 12.5.10.4 Certifications
- 12.5.11 Others

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