

Philippines Car Rental Market Report and Forecast 2025-2034

Market Report | 2025-06-06 | 130 pages | EMR Inc.

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Report description:

The Philippines car rental market was valued at USD 1.35 Billion in 2024. The industry is expected to grow at a CAGR of 11.50% during the forecast period of 2025-2034 to attain a valuation of USD 4.01 Billion by 2034.

Philippines Car Rental Market Growth

The Philippines car rental market growth is boosted by leisure/tourism travel options and business-oriented travel options.

Leisure/tourism car rentals cater to individuals seeking vehicles for recreational purposes, offering flexibility in vehicle selection and rental duration for activities like vacations, weekend getaways, or exploration. These rentals are flexible in terms of vehicle selection and the duration involved, allowing for a tailored experience to match the leisure activities. They prioritize convenience and enjoyment, with relaxed booking processes and diverse vehicle options suited to various leisure activities.

In January 2022, an Indian Bangalore-based car rental company Zoomcars expanded into the Philippine market. The move came ahead of a rising number of tourists in the domestic market. Zoomcar anticipated that the program would significantly enhance car accessibility for urban residents, simultaneously mitigating road congestion.

Business car rentals serve corporations, professionals, and organizations requiring transportation for work-related purposes, prioritising efficiency, and reliability. With formal agreements and tailored services, such as dedicated business accounts and streamlined booking processes, these rentals facilitate seamless mobility solutions for business travellers, supporting their productivity and professional endeavours.

Philippines Car Rental Market Segmentation

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

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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

Philippines Car Rental Market Share

Online booking methods using mobile applications and third-party websites are leading growth in the car rental market in the domestic region. These methods offer convenience, flexibility, and a wide range of options to users, which are valuable to specifically those individuals who prefer self-service and digital transactions.

Leading Companies in the Philippines Car Rental Market

In the Philippines, the car rental sector witnessed increasing use of online booking, preference for self-driving, boosted by tourism, adoption of eco-friendly vehicles, technological integration, collaborative service offerings, stringent hygiene protocols, urban expansion effects, regulatory adherence, and improved customer satisfaction in a changing market environment.

- Avis Budget Group Inc.
- Enterprise Holdings, Inc.
- Hertz Global Holdings, Inc.
- Sixt SE
- Europcar International S.A.S.U
- Anis Trans Service (A.T.S.) Corporation

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- Mariale Transport Services Corporation
- Voyg Transport Services, Inc
- Booking Holdings Inc.
- Others

Major market players are expanding their outreach through mergers, acquisitions, and rising investment in sustainable practices, technological innovation and digitalisation which helps streamline booking processes and improve user experience.

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