

Car Rental in Europe

Industry Report | 2025-10-23 | 46 pages | MarketLine

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Report description:

Car Rental in Europe

Summary

Car Rental in Europe industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Car rental refers to the short-term hiring of a motor vehicle from one party to another, typically excluding taxis. Our market scope includes only self-driven, short-term (i.e., less than 1 year) car rental data. It excludes leasing or rental of cars for more than one year and the chauffeur-driven cars/cabs.
- The European car rental market recorded revenues of \$20,836.9 million in 2024, representing a compound annual growth rate (CAGR) of 1.8% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 0.4% between 2019 and 2024, reaching a total of 1,763,308.0 Absolute units in 2024.
- Europe accounted for a share of 25.4% of the global car rental market in 2024. The overall market revenue growth was attributed to an increase in household disposable income, which increased the demand for convenient and flexible mobility solutions such as car rental services. For instance, according to Eurostat, the gross household disposable income per household in Germany increased by 20.4% in 2024 as compared to 2019.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the car rental

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market in Europe

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the car rental market in Europe
- 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 Europe car rental market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Europe car rental market by value in 2024?
- What will be the size of the Europe car rental market in 2029?
- What factors are affecting the strength of competition in the Europe car rental market?
- How has the market performed over the last five years?
- Who are the top competitors in Europe's car rental market?

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