

Car Rental in Germany

Industry Report | 2025-10-23 | 44 pages | MarketLine

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Report description:

Car Rental in Germany

Summary

Car Rental in Germany industry profile provides top-line qualitative and quantitative summary information including: 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 German car rental market recorded revenues of \$4,430.4 million in 2024, representing a compound annual growth rate (CAGR) of 0.4% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 0.6% between 2019 and 2024, reaching a total of 282,159 in 2024.
- Germany accounted for a share of 21.3% of the European car rental market in 2024.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the car rental market in Germany
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the car rental market in Germany

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- 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 Germany car rental market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Germany car rental market by value in 2024?
- What will be the size of the Germany car rental market in 2029?
- What factors are affecting the strength of competition in the Germany car rental market?
- How has the market performed over the last five years?
- What are the main segments that make up Germany's car rental market?

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