

Car Rental in North America

Industry Report | 2025-10-23 | 43 pages | MarketLine

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Report description:

Car Rental in North America

Summary

Car Rental in North America 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 North American car rental market recorded revenues of \$45,262.2 million in 2024, representing a compound annual growth rate (CAGR) of 4.7% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 1.4% between 2019 and 2024, reaching a total of 2,778,340.0 Absolute units in 2024.
- The North American car rental market accounted for 55.2% of the global car rental market in 2024. The volume growth is driven by a rise in travel and tourism, largely attributed to an increase in consumer net disposable income per household.

Scope

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

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America

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

Reasons to Buy

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

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