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Car Rental in the United States

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

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Report description:

Car Rental in the United States

Summary

Car Rental in the United States 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 US car rental market recorded revenues of $41,944.4 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 1.5% between 2019 and 2024, reaching a total of 2,528,863.0 Absolute units in 2024.
- The US car rental market accounted for 92.7% of the North American car rental market in 2024. The growth is driven by a rise in travel and tourism, largely attributed to an increase in consumer net disposable income per household. According to the Bureau of Economic Analysis, the net disposable income per household in the US reached $164,007.1, reflecting a 4.5% increase from 2023.

Scope

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

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

Reasons to Buy

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

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