

Global Car Rental

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

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Report description:

Global Car Rental

Summary

Global Car Rental industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 global car rental market recorded revenues of \$81,966.7 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 0.8% between 2019 and 2024, reaching a total of 7,027,685.3 Absolute units in 2024.
- The Asia-Pacific car rental market accounted for 14.3% of the global car rental market in 2024. The growth is driven by a rise in travel and tourism, largely attributed to an increase in consumer gross disposable income per household. According to the World Bank, the gross disposable income per household in China reached \$26,581.3, reflecting a 6.6% 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 global

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global car rental market
- 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 Global car rental market with five year forecasts

Reasons to Buy

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

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