

## **Car Rental - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-02-09 | 150 pages | Mordor Intelligence

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### **Report description:**

Car Rental Market Analysis

The Car Rental Market was valued at USD 153.47 billion in 2025 and estimated to grow from USD 169.36 billion in 2026 to reach USD 277.28 billion by 2031, at a CAGR of 10.36% during the forecast period (2026-2031). This trajectory confirms the sector's decisive rebound from its pandemic trough. Rising disposable income in emerging economies, continued airport infrastructure upgrades, and wider access to digital booking channels are steering sustained demand. Operators are capturing incremental revenue by matching dynamic pricing engines with data on flight arrivals, highway congestion, and local events. Peer-to-peer platforms, once considered fringe, have doubled down on safety guarantees and loyalty perks, drawing new hosts into the ecosystem. Fleet electrification remains uneven, yet corporate sustainability mandates have ensured steady procurement of low-emission models despite headline-grabbing write-downs at some incumbents.

Global Car Rental Market Trends and Insights

Rapid Rebound Of Post-Pandemic Leisure Travel

Leisure passenger volumes have eclipsed pre-covid peaks, with U.S. Transportation Security Administration screenings up less than one-tenth year over year and mirrored surges seen at European airports. Higher seat factors translate directly into stronger rental counter throughput, particularly on weekends when hybrid work allows extended stays. Travelers are booking earlier and keeping cars longer, a pattern that lifts revenue per transaction for operators employing day-based utilization targets. Bleisure

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trips lengthen average rental duration as executives tack on personal days. Normalizing corporate meetings add weekday demand density, allowing fleet planners to deploy assets more evenly through the week. Price resilience remains evident, with American Express Global Business Travel forecasting U.S. daily rates to inch up slightly across 2025 despite rising fleet capacity.

### Growing Penetration Of Online And Mobile Booking Platforms

As digital channels redefine customer acquisition, Avis Budget Group's cloud-native pricing system swiftly tailors offers for its loyalty members. Mobile apps streamline check-in, upsell insurance, and permit mid-trip extensions with one tap, shrinking counter dwell time. Seamless payment flows encourage cross-selling roadside assistance, toll packages, and lifting attachment rates. Uber riders in select cities can now reserve Turo vehicles directly through the Uber app, seamlessly integrating the two platforms. This move channels millions of monthly active users into Turo's rental funnel, all at a marginal cost. Predictive analytics harvests clickstream and flight data to refine city-pair demand curves, allowing operators to rebalance inventory before peak surges hit.

### Popularity Of Ride-Hailing And Car-Sharing Substitutes

App-based rides are taking the lead in ground transport spending, with platforms like Uber and Lyft dominating urban travel, marking a decline for traditional rentals. Fare transparency, cashless payment, and driver-as-concierge appeal to city visitors reluctant to navigate traffic and parking. Peer-to-peer platforms layer another competitive vector: These models dodge airport concession fees, allowing lower headline prices. Traditional operators have responded with fast-pass pick-up lanes and entering white-label partnerships to regain relevance in downtown corridors. Nonetheless, urban day rentals continue to face structural pressure from on-demand alternatives.

Other drivers and restraints analyzed in the detailed report include:

Expansion Of Low-Cost Airlines Creating Multi-Modal Travel Demand  
Corporate ESG Mandates Accelerating Adoption Of EV Rental Fleets  
Rising Residual-Value Risk Amid Rapid EV Technology Cycles

For complete list of drivers and restraints, kindly check the Table Of Contents.

### Segment Analysis

In 2025, offline platforms commanded a 54.12% share of the car rental market. Meanwhile, online platforms are projected to experience a robust growth rate of 10.42% CAGR during the forecast period (2026-2031). This evolving landscape has diminished the prominence of traditional brick-and-mortar counters, yet paradoxically broadened the global reach of even mid-tier brands. The convenience is palpable for loyalty members: pre-populated profiles and secure mobile keys allow them to bypass counters entirely, streamlining their experience. Moreover, with push notifications alerting them to flight delays, customers can effortlessly adjust pick-up times, enhancing overall satisfaction. While offline walk-ups still play a role in areas with limited smartphone access, they grapple with higher booking costs due to staffing and facility expenses.

Digital traffic is increasingly converging with airline applications, hotel platforms, and third-party online travel agencies, now cross-selling mobility options. This integration reduces customer acquisition costs and paves the way for additional revenue through bundled services like insurance and GPS add-ons. Furthermore, the data reservoirs generated from these transactions provide fleet planners with foresight into city-pair demands, enabling timely fleet transfers and reducing idle days. As a result, operators adopting API-first strategies have significantly outpaced their competitors in utilization metrics within the car rental sector.

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Based on experiential tourism trends, leisure travelers generated a 55.68% share of the car rental market in 2025 and will sustain a 10.45% CAGR during the forecast period (2026-2031). Families designing multi-stop road vacations prize vehicle control and luggage flexibility unavailable on group tours. Contactless delivery options introduced during the pandemic remain popular as they let renters proceed directly from baggage claim to parking bay, avoiding crowded shuttle buses. Higher fuel efficiency and spacious cargo areas rank at the top of leisure renters' preference lists, directing procurement toward crossover models.

Business travel is regaining 2019 trip counts, as the average length of rental has increased due to hybrid work policies that allow employees to add personal days. This blend of business and leisure supports weekday and weekend utilization, smoothing the revenue curve. Programmable corporate accounts that bundle emissions reporting help operators attract sustainability-minded firms, reinforcing demand resilience even if corporate trip volumes plateau.

The Car Rental Market Report is Segmented by Booking Mode (Offline and Online), Application (Leisure and Business), End User (Self-Drive Individual and More), Vehicle Type (Mini & Economy Cars, Compact & Intermediate Cars, and More), Rental Length (Short-Term, Medium-Term, and Long-Term), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

### Geography Analysis

North America comprises a 35.02% share in the car rental market in 2025, reflecting mature travel infrastructure and a high vehicle ownership culture. Avis Budget Group posted USD 12 billion in 2023 sales as airport passenger flows regained momentum and loyalty program re-enrollments climbed. Dynamic pricing engines exploited flight disruption data to capitalize on last-minute bookings. Electric vehicle uptake remains tempered by charging deserts along rural interstates, yet corporate clients have begun mandating low-emission classes for city centers such as New York and Los Angeles. Competitive intensity is elevated in urban corridors where ride-hailing platforms maintain a stronghold, though rentals still dominate one-way interstate journeys.

Asia-Pacific is forecast to grow with a 10.62% CAGR during the forecast period (2026-2031). Rising middle-class travel, visa-on-arrival schemes, and vigorous airline seat growth underpin market momentum. Enterprise Mobility opened ten Thai branches in 2024 and now operates ninety-seven Japanese sites, illustrating aggressive network build-out. Indonesia, Vietnam, and India report double-digit inbound tourism growth, straining public transit capacity and directing visitors toward self-drive solutions. Chinese EV makers enter the tourist segment by offering discounted electric crossovers via rental partnerships, creating a low-cost path to overseas brand exposure.

Europe remains a sophisticated yet fiercely competitive arena. SIXT's multi-year deal for 250000 Stellantis vehicles secures supply amid chip shortages and advances its electrification roadmap. Amsterdam introduces zero-emission zones in 2025, prompting operators to reserve high-value parking slots for electric fleets. Cross-border rentals flourish on the continent's open internal borders, though differing road toll regimes complicate fleet tracking. Europcar's re-entry into the United States with Atlanta and Dallas outlets signals renewed transatlantic ambitions. Elsewhere, Latin America and the Middle East benefit from improving highway networks and inbound events such as Saudi Arabia's Vision 2030 tourism push, yet currency volatility and import restrictions require agile capital allocation.

### List of Companies Covered in this Report:

Avis Budget Group Inc. Hertz Global Holdings Inc. Enterprise Holdings Inc. Europcar Mobility Group Sixt SE Localiza Rent a Car S.A. ALD Automotive Beijing CAR Inc. (CAR Inc.) GIG Car Share Lyft Rental Uber Rentals Silvercar by Audi Getaround Zoomcar Ola Drive Fast Rent A Car Bettercar Rental TT Car Transit Renault Eurodrive Shenzhen Supreme Car Rental Co., Ltd.

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<ul> The market estimate (ME) sheet in Excel format  
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Information, Market Rank/Share for Key Companies, Products and Services, SWOT Analysis, and Recent Developments)

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