



# Europe Vehicle Rental Market 2015 Share, Trend, Segmentation and Forecast to 2020

*Wiseguyreports.Com Adds "Vehicle Rental Market - Europe Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 – 2020"*

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## Summary

Europcar, a leading player in Europe [Vehicle Rental](#) market, made a major move by launching a new brand – InterRent in 2013 and entering into a partnership with US car rental provider Advantage. The company had also made a strategic acquisition for a majority stake, in Ubeeqo, which is a French startup specializing in car sharing. The vehicle rental market in the region has undergone through a lot of mergers and acquisitions, making the top 5 players contribute to around 70% of the market. In the light of this strong competitive scenario, Europe vehicle rental market is expected to reach \$XX billion, with an estimated CAGR of around 6% during the forecast period. The market was estimated at \$13.8 billion in 2014. Companies in Europe have already risen close to \$50 billion from IPOs in 2015 with investors confident on the growth potential in the region. (Compared to that of around \$32 billion in the U.S.)

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As a consequence of the vehicle emission scandal of Volkswagen, the residual values of diesel vehicles (and not just Volkswagen Group vehicles) are bound to weaken to some extent in Europe. The vehicle rental companies would thereby face higher costs to finance their fleet purchases because of higher TCO (for other alternative vehicles) and these costs will either be passed on to consumers or simply erode profits. As a noted fact, Volkswagen constituted one of the major vehicle brands in the fleet portfolio of the vehicle rental service providers (especially for Europcar). Thereby the vehicle emission scandal has a significant impact in the cost structure model of these companies.

France is the second largest market in the region, with increased demand for vehicles for leisure and tourism purpose. The market has evolved over the years to emerge as one of the most developed market in the region. According to a press conference from CNPA, (the car rental branch of the trade association of cars and related activities in France), the number of car rental transactions increased by 7% in 2013, with further growth recorded in 2014. The market for car sharing in Germany has also shown a booming trend over the last 2 years, and is further expected to continue during the forecast period. The increased price of fuels and other expenses had made the consumers hesitant in the purchase of new vehicles. It has thereby, forced the consumers to move towards car sharing being the more economical and viable option. The sharing of operating and maintenance costs reduces the burden significantly among the consumers in a vehicle rental system, and is one of the primary reason for the growth inclination in the Germany market.

The report classifies and defines the vehicle rental market size, in terms of units. It provides a comprehensive analysis and insights into vehicle rental service segments. The market is segmented

on the basis of Booking type – Offline Access, Mobile Application, Other Online Access; Vehicle Type- Small and Medium, Premium and Luxury, Vans and Trucks, Buses, Motorhomes and Others; Application purpose– Leisure/Tourism, Business, and others; Engine Type- Gasoline, Electric Vehicles, Hybrid Vehicles and others; End Users- Fleet Operators, Tour Operators, Governments; Countries- Germany, Italy, Portugal, UK, Spain, France and others. The report showcases potential growth opportunities in the forecast period, while also reviewing the rental market drivers, restraints, opportunities, and market trends in Europe, car rental market dynamics in each country, competitive landscape, and other key aspects with respect to vehicle rental services in Europe. The report also covers qualitative aspects such as value chain analysis, technological roadmap, and Porter's five force analysis for the market. The key players in this market have also been identified and profiled. Europcar, Hertz Corporation, Sixt SE, Avis Budget, Enterprise are some of the major vendors profiled for the market.

## WHAT THE REPORT OFFERS

Market Definition and Scope along with identification of key drivers and restraints for each segments in the market.

Market analysis with specific studies and theoretical analysis on the car rental market for the region  
Identification of factors that has been instrumental in changing the market dynamics, prospective opportunities for each segments and identification of key factors, influencing the market.

Extensively researched competitive landscape segment with the market dynamics for each major player across the region.

Identification and analysis of the macro and micro factors that affect the growth of the industry for the countries.

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Norah Trent

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+1 646 845 9349 / +44 208 133 9349

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