

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

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Summary

The increased concern and awareness of lower emissions has primary led to the increase in the [car rental](#) option, where car rental and carpooling helps to significantly reduce the number of cars on the road. One of the major trends in the US car rental market is the increased use of electric vehicles in some car rental fleets that provides considerable option to the users to be more environment-friendly in their commuting habits. In addition, car rental also provide the option of increased mobility without the concern to pay the costs associated with vehicle ownership. These services are offered via websites and through other online platforms, which has helped in the growth process of the car rental market. However, increased operational costs has hindered in the growth of the market, as consumers deter from the option of choosing luxury vehicles, and end up for more economical and cost-effective vehicle options.

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The report classifies and defines the car rental market size, in terms of revenue. It provides a comprehensive analysis and insights into car rental service segments. The market is segmented on the basis of Booking type – Offline Access, Mobile Application, Other Online Access; Application purpose– Leisure/Tourism, Business, and others; Vehicle type- Luxury/Premium Vehicle, Hatchback, Motorhomes/RV, Buses, and others; States- Michigan, Illinois, New York, California, Texas, Ohio, Florida and Georgia. The report showcases potential growth opportunities in the forecast period, while also reviewing the market drivers, restraints, opportunities, US car rental market trends, car rental market dynamics, competitive landscape, and other key aspects with respect to car rental services. The report also covers qualitative aspects such as value chain analysis, technological roadmap, and Porter's five force analysis for the US market. The key players in this market have also been identified and profiled. Avis, Hertz, Alamo, National are some of the dealers involved in the US car rental service 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 each state

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 state.

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

for each states.

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