



KEN RESEARCH

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The UK Car Rental Industry Analysis to 2017

- Surging Car Rental for Corporate
Purposes

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THE UK CAR RENTAL MARKET SIZE, 2006-2012

Car rental market in the UK is third largest in the European region and features one of the most advanced and highly developed car rental systems, with sizeable spending of consumers on off-airport car rentals in the recent years across Europe after Germany...

... leading companies such as Europcar have also been emphasizing on increasing their presence in the off-airport locations in order to enhance their market reach with an expansion across all geographical areas...

... thus, overall the UK car rental industry, which has grown at a CAGR of 1.14% over the period 2006-2012, is expected to perform better in the forthcoming years on account of rising population, resurging economic sentiments and a revival international tourist arrivals in the country...the number of rented passenger cars was ~ which have reached to ~ in 2012, whereas the LCV's was ~ in 2006 which has been ~ in 2012...

Figure: The UK Car Rental Market Size on the Basis of Revenue in USD Million, 2006-2012



Table: The UK Car Rental Market Size by Number of Fleets, 2006-2012

Particulars	2006	2007	2008	2009	2010	2011	2012
Rental Passenger Cars							
Rental Light Commercial Vehicle		78,714					
Total Rental Fleet Size							

THE UK CAR RENTAL MARKET SEGMENTATION, 2006-2012

BY ON-AIRPORT AND OFF-AIRPORT SEGMENT, 2006-2012

...the UK car rental industry generates a major share of its revenues from the off-airport segment of the market. The proceeds from off-airport segment constituted ~% of the total car rental revenues in the UK on 2012, accounting for USD ~ million in 2012 as compared to USD ~ million in 2011... over the years, the on-airport car rental segment of the market in the country has declined at a CAGR of 0.16% from 2006-2012.

Figure: The UK Car Rental Market Segmentation by On-Airport and Off-Airport Markets on the Basis of Contribution in Percentage (%), 2006-2012

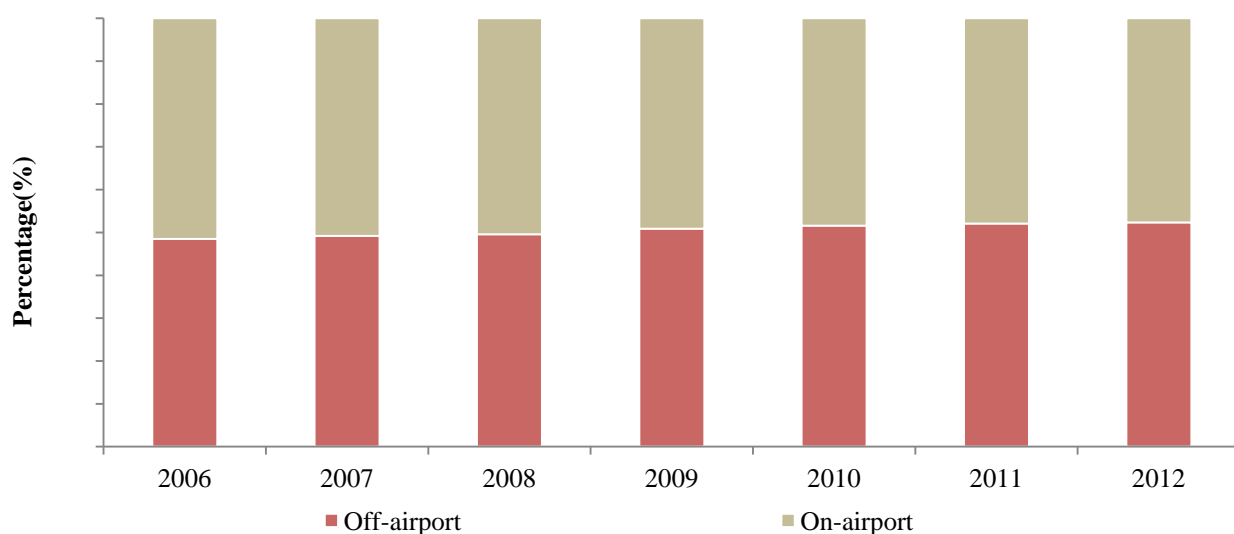


Table: The UK Car Rental Market Segmentation by On-Airport and Off-Airport on the Basis of Revenue in USD Million, 2006-2012

Category	2006	2007	2008	2009	2010	2011	2012
Off-Airport							
On-Airport							
Total							

BY LONG AND SHORT TERM , 2006-2012

The demand of the car rental market in the UK can also be categorized into short term and long term requirements. The duration of long term car rental ranges from a day to six months, whereas short term car rental bookings are made for the time span from one hour to one day...

... long term car rental market has witnessed a decline CAGR of 2.41% from 2006-2012.

Figure: The UK Car Rental Market Segmentation by Long-term and Short-term on the Basis of Contribution in Percentage (%), 2006-2012

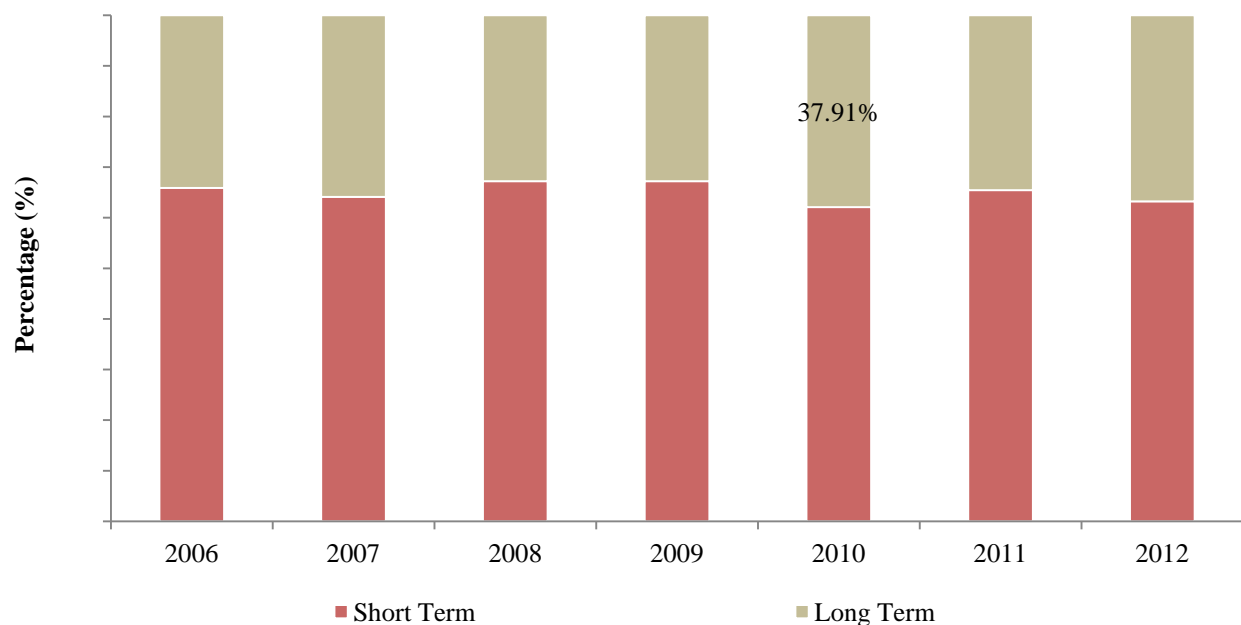


Table 1: The UK Car Rental Market Segmentation by Long term and Short term on the Basis of Revenue in USD Million, 2006-2012

Duration	2006	2007	2008	2009	2010	2011	2012
Short Term							
Long Term							
Total							

MARKET SHARE OF MAJOR PLAYERS IN THE UK CAR RENTAL MARKET, 2006-2012

The UK car rental industry has been predominantly held by four major players such as Europcar, Avis Budget, Hertz Corporation, and Sixt...

...the second largest player which has dominated the UK car rental market has been Avis Budget, with the revenue of USD ~ million and a share of ~% in 2012. The company has observed significant benefits from the operations of two brands, Avis and Budget...~% of the company's revenue generated through leisure rentals; ~% from corporate rentals and rest of the revenue was from insurance and replacement revenues...

Table: Market Share of Major Players in the UK Car Rental Industry in Percentage, 2007-2012

Particulars	2007	2008	2009	2010	2011	2012
Europcar						
Avis Budget						
Hertz						
Sixt						
Others						
Total						

BY ON-AIRPORT AND OFF-AIRPORT, 2012

... second position was acquired by Avis in airport and off-airport segment which held a market share of ~% and ~% respectively in 2012. The company seeks to expand the off-airport locations across the UK...

... Sixt acquired the fourth position in on-airport and off-airport car rentals market with a share of ~% and ~% share respectively in 2012.

Figure: Market Share of Major Players in On-Airport Car Rental Market in the UK in Percentage (%), 2012

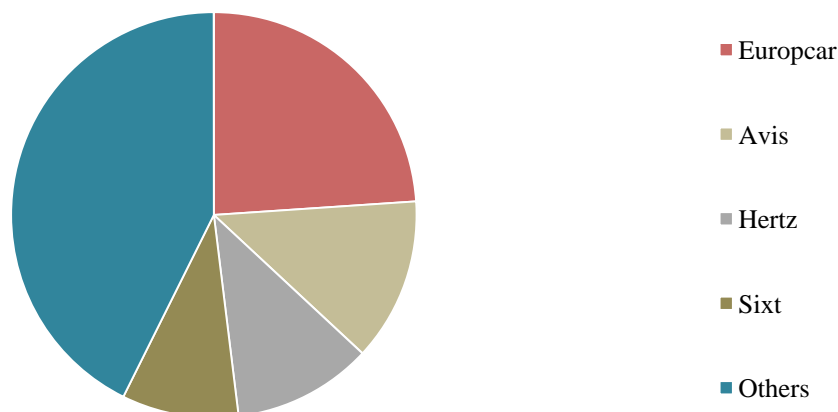
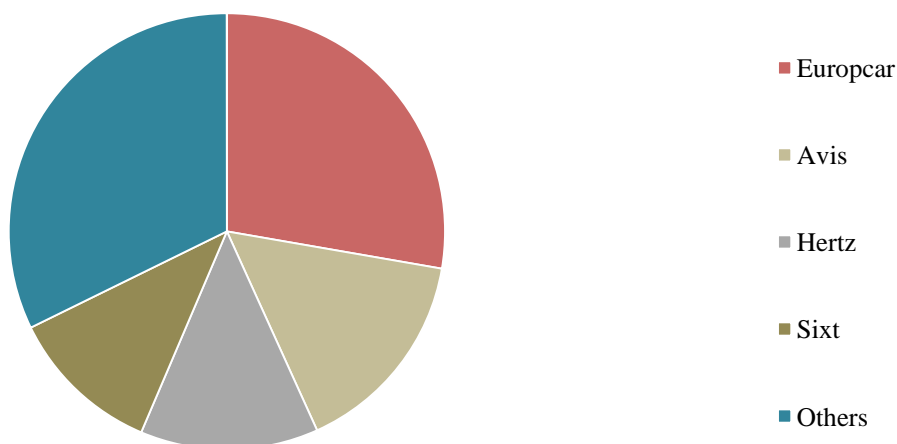


Figure: Market Share of Major Players in Off-Airport Car Rental Market in the UK in Percentage (%), 2012



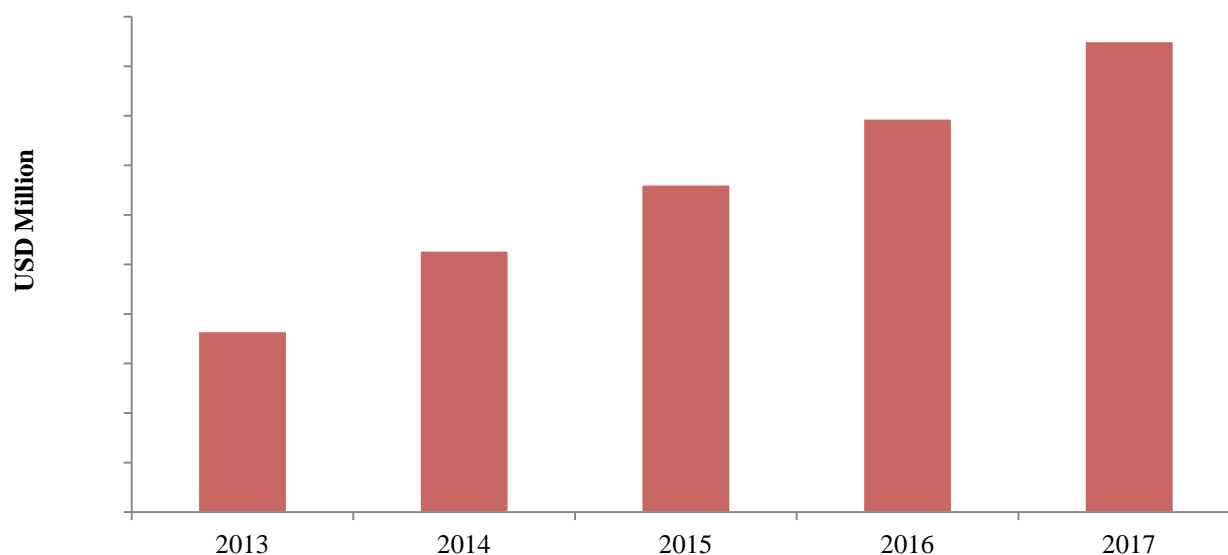
THE UK CAR RENTAL MARKET FUTURE PROJECTIONS, 2013-2017

BY REVENUE, 2013-2017

The future outlook of the car rental industry in the UK is dependent on a gamut of factors majorly including the inbound travelers at airports...

... the UK car rental market is estimated to grow at a positive CAGR of 3.65% over the period 2012-2017, supported by a recovering economic scenario, growing off-airport car rental market and increasing leisure trips in the country... the passenger cars and light commercial vehicle rental fleets in the UK is expect to note an escalation growth in the number in coming future. In 2013, the rental fleets are estimated to be ~which will expand to ~ in 2017...

Figure: The UK Car Rental Market Future Projections on the Basis of Revenue in USD Million, 2013-2017



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