



Euromonitor
International

Top Five Trends in Car Rental

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KEY FINDINGS

Key findings

Key facts to share

Our expert's view of the Car Rental industry in 2025

INTRODUCTION

Top five trends in Car Rental

Top five trends uncovered

DIGITAL YET PERSONAL

Self-service by default and people for problems will set the new car rental standard

Localiza expands counter-free pickup while preserving human support in branches

Avis Budget pairs app-led speed and fleet data with concierge-level human service

Effortless self-service backed by responsive staff is the new route to rental growth

FLEXIBLE FLEETS

Smarter sourcing and faster remarketing are redefining car rental fleet strategy

Virtual fleet model helps CarzRent meet seasonal demand efficiently

Hertz uses a capital-light fleet partnership with Amazon Autos

Flexible supply and fast de-fleeting will protect rental margins through every season

FLUID SHARED MOBILITY

Access over ownership: Flexible rental durations turn fleet agility into loyalty

Lumi combines rental and leasing to serve Saudi Arabia's growing mobility demand

Enterprise expands flexible corporate mobility through rental-based vehicle access

From daily hire to flexible access: Connected fleets will drive future rental growth

GREEN WITHOUT COMPROMISING COMFORT

Charging simplicity unlocks electric vehicle demand in car rental

CAR Inc and BYD combine rental electrification with ultra-fast charging

Europcar turns public charging from a rental obstacle into an integrated service

Effortless green rentals: Convenience and charging will define future winners

REGIONAL GROWTH FOCUS

Rental growth is moving to emerging markets, and local partnerships help unlock it

Lotte Rental takes its Korean long-term rental model into Vietnam's consumer market

Budget Saudi scales through acquisition to lead the KSA's rental and leasing market

Growth is captured by companies that build local models in emerging markets

CONCLUSION

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-car-rental/report.