

Car and Van Hire - UK - December 2019

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This report looks at the following areas:

- Converting non-users remains a major opportunity
- Young men are an important market for the industry
- Alternatives are disrupting and blurring the market for personal transport



“Short-term vehicle rental is a mature market and is facing increased pressure from new forms of access to personal transport. While hire companies are responding by adapting to these changed market conditions, our research suggests that focusing on key user groups is needed so as to maximise available opportunities.”

– Neil Mason, Category Director – Retail

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- **Young men are an important market for the industry**
- **The facts**
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- **Alternatives are disrupting and blurring the market for personal transport**
- **The facts**
- **The implications**

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- Intermediaries remain a key channel

LAUNCH ACTIVITY AND INNOVATION

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- Alternatives to car hire appeal to only a minority

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- ...as are those in urban areas

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- **Regular hirers are most attracted to alternatives**
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