

Holiday Car Hire - UK - May 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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The holiday hire car market is forecast to grow steadily, supported by a strong holiday market, a resilient Pound against the euro and low petrol prices. There are a number of opportunities for car hire companies to engage with younger consumers particularly for shorter hire terms and alternative fuel cars. However, prices and fees remain a key factor for the vast majority of consumers.

This report looks at the following areas:

- Hidden costs continue to be an industry hot topic
- Short-term city lending will grow in popularity
- Peer-to-peer car lending

The economy is improving and consumer confidence is rising, which is leading to a growth in holidays overall. Both package and independent holidays are growing in volume, however, package holidays are growing faster and the majority of people hiring cars do so on independent holidays, which means that the forecast growth for holiday car hires is expected to be fairly gradual.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Peer-to-peer car lending
 - The facts
 - The implications

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easyCar launches a peer-to-peer car lending service

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