

## Holiday Car Hire - UK - June 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Holidaymakers are highly cautious when dealing with car hire companies – many worry about the possibility of hidden/additional costs. However, technological innovation is creating some exciting developments in this mature market, and brands will need to move towards a more transparent, customer-friendly way of operating.”  
**– Fergal McGivney, Senior Travel Analyst**

This report looks at the following areas:

- **Electric cars appeal to younger generations**
- **How much of a threat is Uber to rental firms?**

Mintel’s consumer research shows that the proportion of holidaymakers hiring cars while abroad has been in decline over the past year. Despite this, the market is still experiencing volume growth, due to the increase in the number of overseas holidays being taken overall. However, growth is slowing; Mintel expects the volume of cars hired by British holidaymakers abroad to grow by 2% in 2018 (compared to annual increases of 5.5% in 2016 and 3% in 2017), bringing the total to approximately 3.53 million hires. At the time of writing, the cost of holidaying in Europe is still more expensive due to the weak Pound. This will have curbed spending somewhat, hitting ancillary holiday products such as car hire.

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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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...as wages increase and unemployment falls

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