



Car Hire - China - July 2019

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This report looks at the following areas:

- “Why buy” attitude grows as new car subscription services emerge as a new substitute for traditional purchase
- Greater choice of rental car models attract users thirsting for new experiences in their routine lives
- Rise of challenging and extreme driving

The growth of the Chinese car rental industry slowed in 2018 and the ranking of the top companies in market share shifted in 2018, indicating uncertainties and opportunities in this industry.

The majority (60%) of car rental users are car owners, who choose to hire cars on different occasions, and there is a rising trend in which non-car owners, especially in tier one cities, show a more positive attitude to using car rental to replace their purchasing needs. Car rental purposes and preferences differ across city tiers, and among different age and gender groups – non-car owners in tier three cities are more likely to rent cars for domestic trips; young car rental users prefer to try different car models, while older car rental users are renting for luxury experiences and to impress others; and agent platforms like Ctrip are more favoured by non-car owners and women because of their unfamiliarity with the car rental process.



“The growth of the car rental market remains steady at a low speed, whilst consumers’ acceptance of car rental grows with usage expanding to various occasions.”

– Terence Zhou, Research Analyst

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