

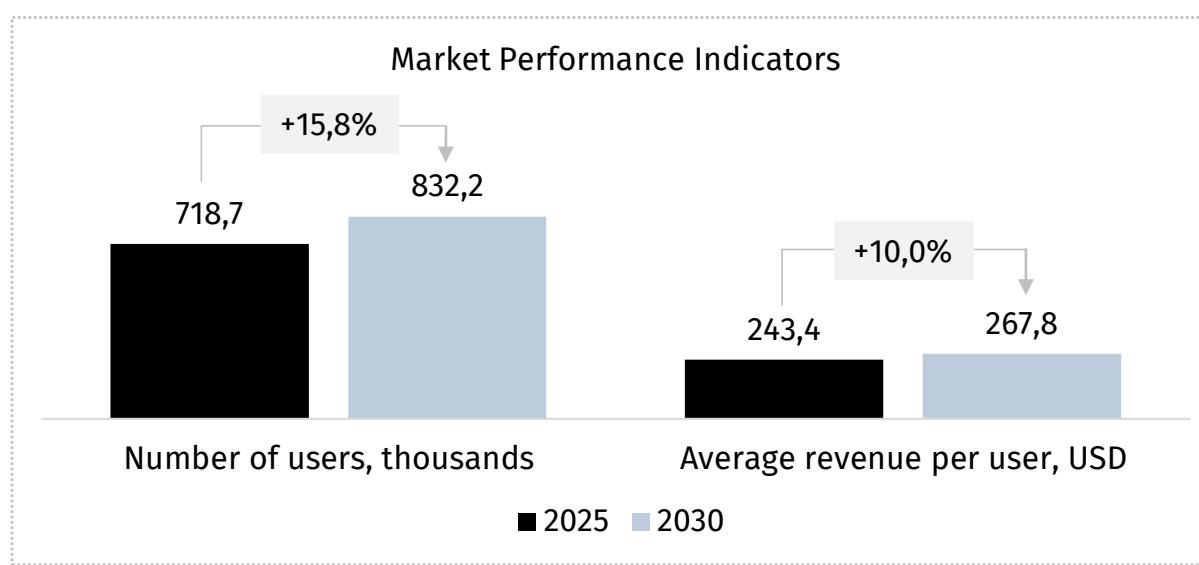
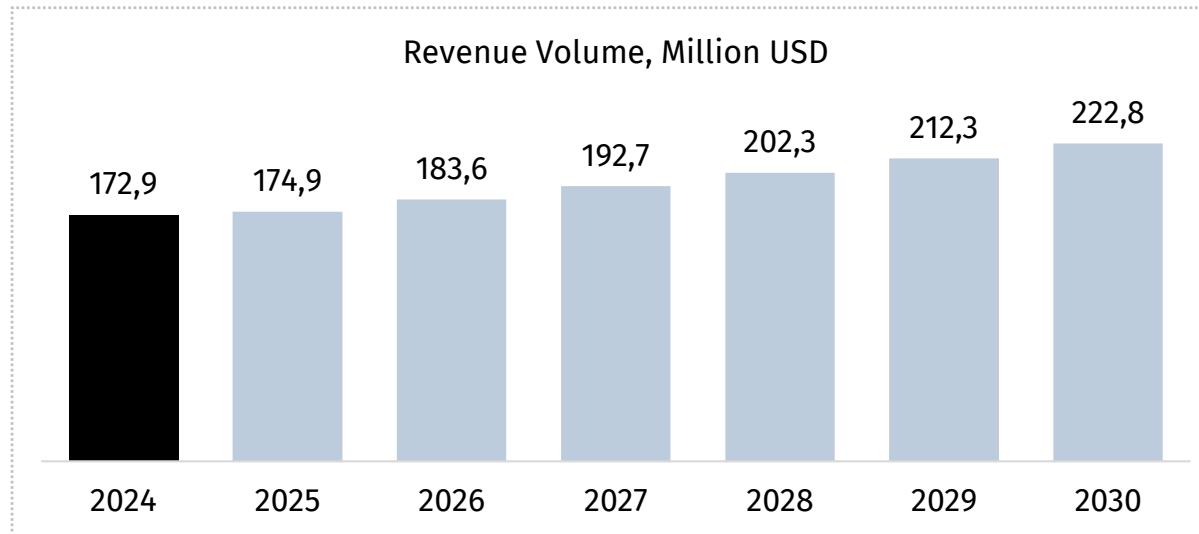
# **Car Rental Market Study**

United Arab Emirates

July 2025



# CAR RENTAL MARKET OVERVIEW



The car rental market is estimated to reach 173 million USD by the end of 2024. It is expected that by 2030, market revenues will amount to 223 million USD, increasing on average by 4.96% annually during the period 2025–2030. Meanwhile, the number of users will grow by an average of 3.0% per year, and the average revenue per user will increase by 1.9% annually.

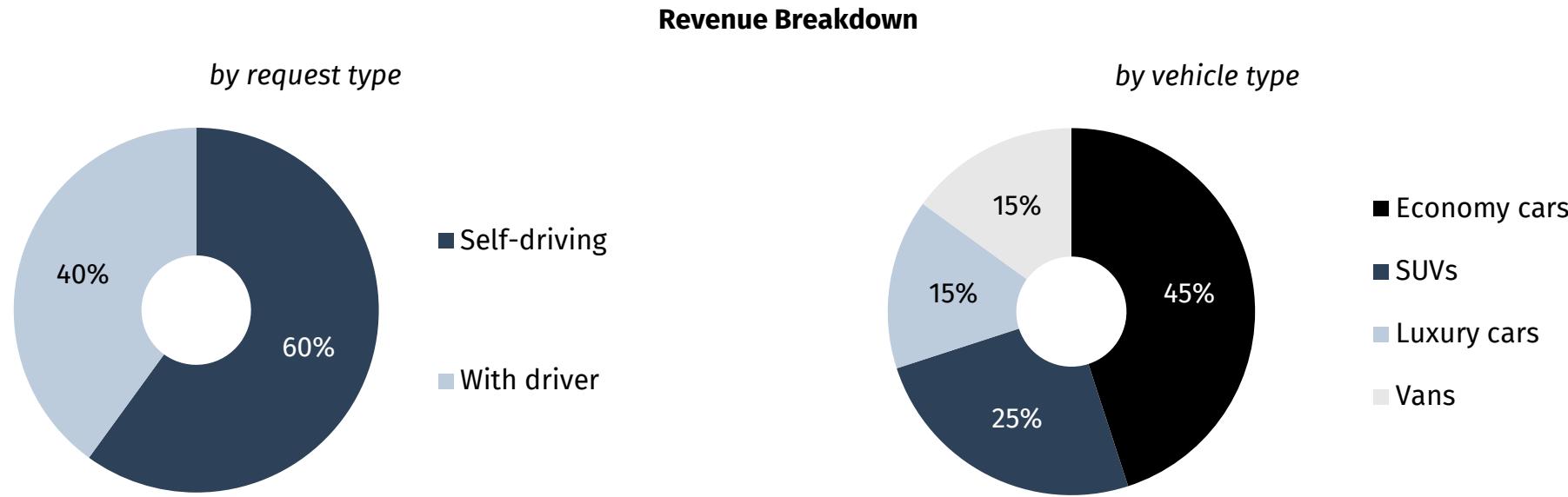
Further development of tourist infrastructure combined with investments in "smart city" initiatives and transportation solutions will act as catalysts for market expansion.

However, sustainable economic growth and effective management of potential regulatory barriers will be crucial to maintaining the current growth dynamics.

The competitive environment is likely to remain dynamic, with players focusing on improving customer service quality and optimizing operational efficiency through technological investments.

# CAR RENTAL MARKET OVERVIEW

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The economy car segment holds a dominant share of the market, as these vehicles are preferred by both individuals and organizations seeking cost-effective transportation solutions. Given that a significant portion of tourists look for budget options, economy cars continue to enjoy strong demand in the rental market.

At the same time, car rental companies are increasingly offering luxury and exotic vehicles to cater to the demands of the country's affluent clientele.

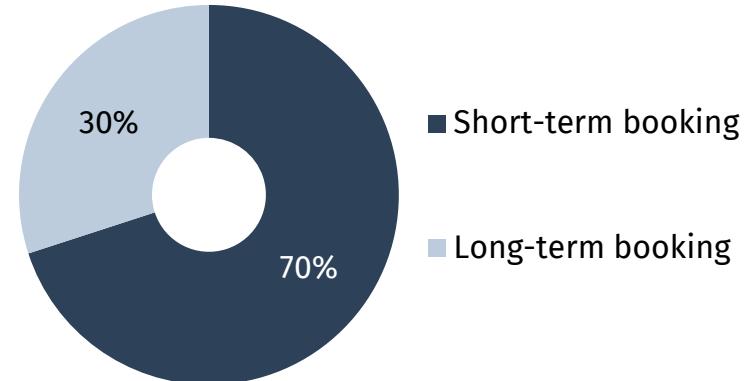
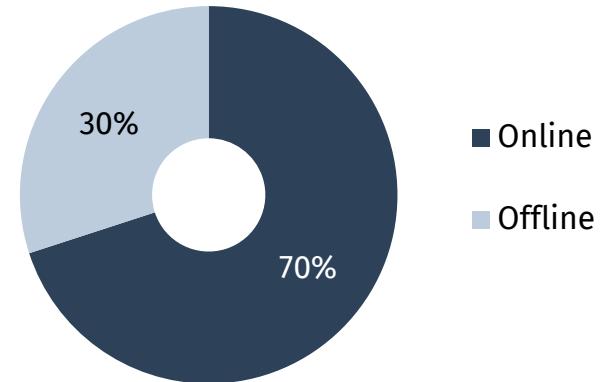
# CAR RENTAL MARKET OVERVIEW

In the UAE, the short-term car rental segment holds a leading position, driven by strong demand from tourists and business travelers. Its popularity is also explained by the flexibility of terms and convenience for those needing transportation for a short period. Demand for short-term rentals has significantly increased due to the rapidly growing tourism industry.

Online booking also plays an important role in the market, facilitated by the active adoption of digital solutions and increasing user demand for comfort. It is expected that by 2030, the share of online sales will reach 87%.

The largest volumes of rentals are concentrated in Dubai and Abu Dhabi, where major tourist attractions, business centers, and airports are located. Dubai remains a hub of tourism and business due to its diverse population seeking convenient mobility options. In Abu Dhabi, the capital, numerous corporate clients and government institutions are based. These cities have developed infrastructure and growing demand for car rental services, which strengthens their dominant market position.

Revenue Breakdown by Booking Type



Sources: Mordor Intelligence, Nexdigm, ASER

# CAR RENTAL MARKET PLAYERS

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All-Futtaim



Uber

Hertz

AVIS<sup>®</sup>

Alamo<sup>®</sup>



SPEEDY DRIVE  
CAR RENTAL

Europcar

# CAR RENTAL MARKET PLAYERS

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## Avis Budget Group Inc.

An international car rental company also offering automotive accessories such as GPS devices and child seats. It entered the UAE market in 1975 via franchising and currently operates approximately 17 branches across Dubai, Abu Dhabi, and Sharjah.

*Locations: Abu Dhabi, Dubai, Ajman, Sharjah*



## Enterprise Holdings Inc.

A U.S.-based holding company founded in the late 1950s, now present in over 80 countries. Its UAE branch manages a fleet of more than 7,000 vehicles, including trucks, economy and premium passenger cars, SUVs, sports cars, and more.

*Locations: Abu Dhabi, Dubai, Fujairah, Sharjah*



## Europcar International

A France-based car rental network established in the late 1940s, now operating in 140 countries with a total fleet of roughly 250,000 vehicles.

*Locations: Abu Dhabi, Dubai*

# CAR RENTAL MARKET PLAYERS

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## **The Hertz Corporation**

The Hertz Corporation, founded in 1918 in the USA, now operates in over 150 countries worldwide. It entered the UAE car rental market in 1993 and currently manages a fleet of more than 11,000 vehicles across 14 locations in the country.

*Locations: Abu Dhabi, Dubai, Ras Al Khaimah, Sharjah*



## **SIXT SE**

Founded in Germany in 1912, SIXT SE is a pioneering company with a rich history that has endured two world wars. Beginning in the 1990s, the company actively expanded into international markets through franchising. Today, SIXT places strong emphasis on developing and maintaining its mobile apps. Its vehicle fleet in the UAE includes a wide range of options, from budget-friendly passenger cars to luxury sedans and SUVs.

*Locations: Abu Dhabi, Dubai*



## **Speedy Drive Car Rental LLC**

Founded in the 2000s in Dubai, the company offers short-term and long-term car rentals, as well as lease-to-own options. Its fleet consists of about 1,000 budget and premium brand cars.

*Location: Dubai*

# CAR RENTAL MARKET PLAYERS

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## **Udrive Car Sharing**

Founded in the UAE, this company also operates in Saudi Arabia, offering car-sharing rentals on an hourly, daily, weekly, and monthly basis.

*Location: Entire UAE*



## **eHire Technologies FZ LLC**

A car-sharing company headquartered in the UAE, also operating in Saudi Arabia, Bahrain, and Qatar. The fleet consists of both budget and luxury model cars.

*Location: Entire UAE*



## **Uber Technologies Inc.**

A division of the global Uber network providing car rental services alongside food delivery and taxi services.

*Location: Entire UAE*

# CAR RENTAL MARKET PLAYERS

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Company	Year Established	Country of Incorporation	Number of Branches in the UAE	Fleet Size in the UAE	Segment	Car Brands in the Fleet
Avis Budget Group Inc.	1946	USA	~40	~4,000	Economy/Luxury	Kia, Nissan, Hyundai, Infiniti, Toyota, Chevrolet, premium sedans and SUVs
Enterprise Holdings Inc.	1957	USA	~15	~5,000	Standard/Premium	Toyota, Nissan, BMW, Mercedes-Benz
Europcar International	1949	France	~27	~3,500	Economy/Premium	Volkswagen, Ford, BMW, Audi
The Hertz Corporation	1918	USA	~30	~7,000	Economy/Luxury	Toyota, Kia, Mercedes-Benz, Porsche, Tesla
SIXT SE	1912	Germany	~3	~2,500	Premium/Luxury	BMW, Audi, Mercedes-Benz, Porsche, Jaguar
Speedy Drive Car Rental LLC	~2000	UAE	~6	~500	Economy	Toyota, Nissan, Mitsubishi
Udrive Car Sharing	2016	UAE	Online format, without branches	~2,000	Standard	Toyota, Nissan, Kia
eZhire Technologies FZ LLC	2016	UAE	Online format, without branches	~1,000	Standard/Premium	Toyota, Lexus, BMW, Mercedes-Benz
Uber Technologies Inc.	2009	USA	~3	–	Depends on partners	Depends on partners

# TRENDS IN THE CAR RENTAL MARKET

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The availability of various car options designed for different budgets and preferences is growing, ranging from economy-class vehicles to luxury cars.

There is an increasing preference for renting cars without drivers, especially among young people and tourists seeking independent exploration.

Technological advancements, such as mobile apps and integrated GPS systems, are also contributing to market growth. The development of online booking platforms has simplified the rental process, enhancing convenience and accessibility.

The car rental market in the UAE is characterized by a moderate level of concentration: several major international players, such as Europcar, Hertz, and Avis, compete alongside several local and regional operators.

Regulation, primarily concerning licensing, insurance, and vehicle safety standards, significantly impacts market dynamics.

The level of mergers and acquisitions (M&A) activity in the market is moderate, reflecting a trend toward consolidation among some players.



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