CarTrawler Car Rental Market Monitor: Q1 2025

Sustained Growth, Price Stabilisation, EV Plateau

Demand is Up
(Increase in bookings YOY*)

Car rental demand, as reflected in rising booking volumes, is moving in tandem with broader travel trends, though regional variances due to macroeconomic factors exist. This opens the door for both travel and non-travel brands to expand their portfolios, meeting the increasing demand for car rentals while delivering greater value to their customers.

*March 2025

Prices are Down
(slightly)

Stabilising prices globally signal that car rentals will likely never return to 2019 levels, despite upward pressure in certain key regions due to rising fleet acquisition and repair costs. But as costs normalise over the medium to long term, accounting for regular seasonal cycles, aggregate demand will follow, providing the car rental market with another boost.

10% decline
in price per rental since 2023

Global Car Rental Market Dashboard (March 2025)

5.9 days
average rental period

41.98 days
average booking lead time

11.33%
of total bookings are same day

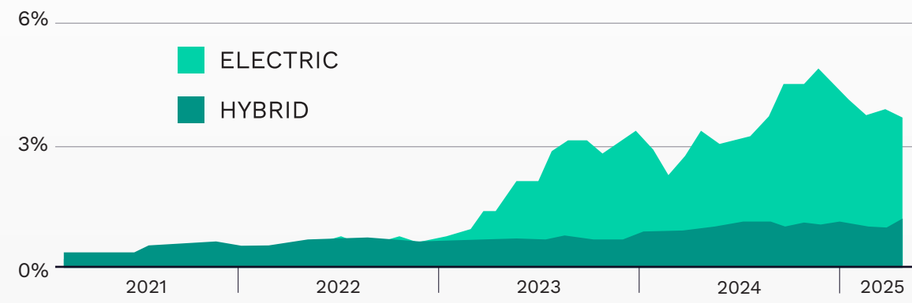
9.03%
of total bookings include add-ons

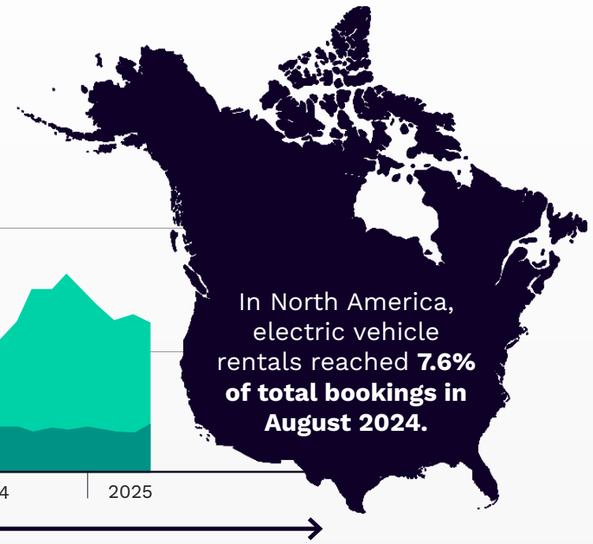
Meeting Renter Preferences and Expectations

The Appeal of Electric

Global EV rental growth has stalled, but multi-year demand remains, driven primarily by North America.

Electric & Hybrid Rentals as a % of Total Bookings





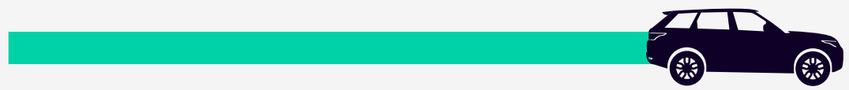
The Appeal of SUVs

A bigger appetite for bigger cars is also driven by the North American market.

11% increase
in global Compact bookings YoY



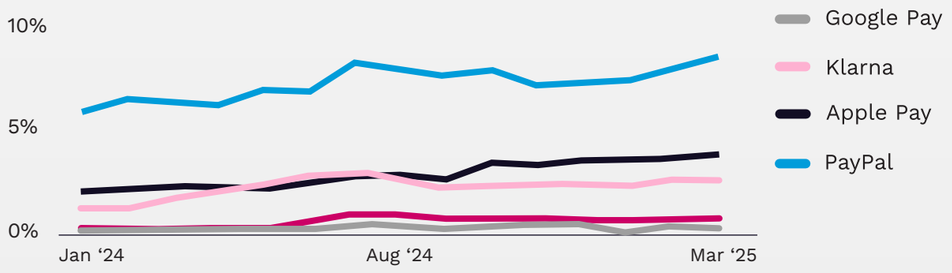
51% increase
in global SUV bookings YoY, driven by an increase in medium-sized SUVs



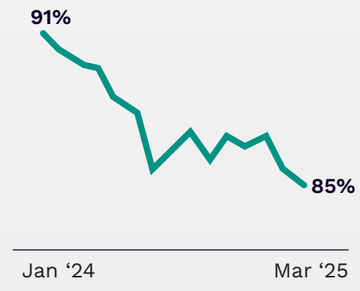
The Appeal of Payment Flexibility

Credit cards still dominate, but the usage of alternative payment methods for car rentals is growing.

Payment Method Used as a % of Total Bookings



Credit Card Rentals as a % of Total Bookings



For more insights into current car rental demand and mobility trends, read our Car Rental Market Monitor: Q1 2025. To learn more about CarTrawler and stay updated on industry trends, visit www.cartrawler.com.

About CarTrawler

CarTrawler powers car rental and mobility solutions for many of the world's leading travel brands and loyalty programs, creating connected travel experiences through the most comprehensive network of car rental suppliers worldwide. Our Connect Platform scales to meet shifting consumer and traveller demand, giving airlines, OTAs, and loyalty programs the flexibility to offer trusted, reliable mobility services anywhere at any time. Handling over 1 billion passengers and bookings annually—nearly a quarter of the world's car rental market—CarTrawler is a leader in the global travel industry.

Data Sources Analysis

The data presented in this Q1 Mobility Monitor reflects car rental activity from CarTrawler's travel partners and supply partners. While representing a focused segment of the global car rental market, the findings have been analysed and extrapolated to offer CarTrawler's interpretation of broader industry trends and the direction of the wider market.