

Global Event and Performance Equipment Rental Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Event and Performance Equipment Rental market size was valued at US\$ 15467 million in 2025 and is forecast to a readjusted size of US\$ 15316 million by 2032 with a CAGR of 5.1% during review period.

Event and performance equipment rental refers to a professional service model that provides sound, lighting, stage, LED displays, special effects equipment, and related technical support for various live events. Clients acquire the right to use the equipment by paying rental fees on a project-by-project or periodic basis, typically including integrated services such as transportation and setup, on-site debugging, technical operation, and dismantling and recycling. This allows for high-quality live audiovisual and stage effects without incurring high equipment procurement and maintenance costs.

With the recovery of the offline economy, the upgrading of cultural and entertainment consumption, and the increasing emphasis on immersive experiences in brand marketing activities, the event and performance equipment rental industry is continuing to recover and entering a phase of structural growth. The number of large-scale concerts, music festivals, e-sports events, and corporate launch events is increasing, while the rapid application of new technologies such as virtual production, XR extended reality, and immersive LED stage design is driving the demand for high-end and digital equipment. Furthermore, companies are favoring a 'light asset + outsourced execution' model, transforming rental service providers from single equipment suppliers into 'total solution providers.' Coupled with the rapid development of the event industry in emerging markets such as Asia and the Middle East, the industry as a whole possesses

strong medium- to long-term growth potential.

This report is a detailed and comprehensive analysis for global Event and Performance Equipment Rental market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Event and Performance Equipment Rental market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Event and Performance Equipment Rental market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Event and Performance Equipment Rental market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Event and Performance Equipment Rental market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Event and Performance Equipment Rental

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Event and Performance Equipment Rental market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Upstage Companies, Sunbelt Rentals, 4Wall Entertainment, Herc Rentals, 3G Productions, Rent For Event, LD Systems, MacAllister Event Solutions, Showorks Audio-Visual, Power Factory, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Event and Performance Equipment Rental market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Audio and Video Equipment

Stage Equipment

Special Effects Products

Others

Market segment by Service Models

Single Equipment Rental

Equipment + Technical Team

Full-Service Implementation

Market segment by Rental Duration

Short-Term Project Rental

Long-Term On-Site Service

Market segment by Application

Weddings

Conferences

Exhibitions

Concerts

Parties

Others

Market segment by players, this report covers

Upstage Companies

Sunbelt Rentals

4Wall Entertainment

Herc Rentals

3G Productions

Rent For Event

LD Systems

MacAllister Event Solutions

Showworks Audio-Visual

Power Factory

AV Vegas

Upright Production Rentals

Centric Event

Limitless Lights and Sound

Pure AV

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Event and Performance Equipment Rental product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Event and Performance Equipment Rental, with revenue, gross margin, and global market share of Event and Performance Equipment Rental from 2021 to 2026.

Chapter 3, the Event and Performance Equipment Rental competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Event and Performance Equipment Rental market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Event and Performance Equipment Rental.

Chapter 13, to describe Event and Performance Equipment Rental research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Event and Performance Equipment Rental by Type

1.3.1 Overview: Global Event and Performance Equipment Rental Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Event and Performance Equipment Rental Consumption Value Market Share by Type in 2025

1.3.3 Audio and Video Equipment

1.3.4 Stage Equipment

1.3.5 Special Effects Products

1.3.6 Others

1.4 Classification of Event and Performance Equipment Rental by Service Models

1.4.1 Overview: Global Event and Performance Equipment Rental Market Size by Service Models: 2021 Versus 2025 Versus 2032

1.4.2 Global Event and Performance Equipment Rental Consumption Value Market Share by Service Models in 2025

1.4.3 Single Equipment Rental

1.4.4 Equipment + Technical Team

1.4.5 Full-Service Implementation

1.5 Classification of Event and Performance Equipment Rental by Rental Duration

1.5.1 Overview: Global Event and Performance Equipment Rental Market Size by Rental Duration: 2021 Versus 2025 Versus 2032

1.5.2 Global Event and Performance Equipment Rental Consumption Value Market Share by Rental Duration in 2025

1.5.3 Short-Term Project Rental

1.5.4 Long-Term On-Site Service

1.6 Global Event and Performance Equipment Rental Market by Application

1.6.1 Overview: Global Event and Performance Equipment Rental Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Weddings

1.6.3 Conferences

1.6.4 Exhibitions

1.6.5 Concerts

1.6.6 Parties

1.6.7 Others

1.7 Global Event and Performance Equipment Rental Market Size & Forecast

1.8 Global Event and Performance Equipment Rental Market Size and Forecast by Region

1.8.1 Global Event and Performance Equipment Rental Market Size by Region: 2021 VS 2025 VS 2032

1.8.2 Global Event and Performance Equipment Rental Market Size by Region, (2021-2032)

1.8.3 North America Event and Performance Equipment Rental Market Size and Prospect (2021-2032)

1.8.4 Europe Event and Performance Equipment Rental Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Event and Performance Equipment Rental Market Size and Prospect (2021-2032)

1.8.6 South America Event and Performance Equipment Rental Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Event and Performance Equipment Rental Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

2.1 Upstage Companies

2.1.1 Upstage Companies Details

2.1.2 Upstage Companies Major Business

2.1.3 Upstage Companies Event and Performance Equipment Rental Product and Solutions

2.1.4 Upstage Companies Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Upstage Companies Recent Developments and Future Plans

2.2 Sunbelt Rentals

2.2.1 Sunbelt Rentals Details

2.2.2 Sunbelt Rentals Major Business

2.2.3 Sunbelt Rentals Event and Performance Equipment Rental Product and Solutions

2.2.4 Sunbelt Rentals Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Sunbelt Rentals Recent Developments and Future Plans

2.3 4Wall Entertainment

2.3.1 4Wall Entertainment Details

2.3.2 4Wall Entertainment Major Business

2.3.3 4Wall Entertainment Event and Performance Equipment Rental Product and Solutions

2.3.4 4Wall Entertainment Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 4Wall Entertainment Recent Developments and Future Plans

2.4 Herc Rentals

2.4.1 Herc Rentals Details

2.4.2 Herc Rentals Major Business

2.4.3 Herc Rentals Event and Performance Equipment Rental Product and Solutions

2.4.4 Herc Rentals Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Herc Rentals Recent Developments and Future Plans

2.5 3G Productions

2.5.1 3G Productions Details

2.5.2 3G Productions Major Business

2.5.3 3G Productions Event and Performance Equipment Rental Product and Solutions

2.5.4 3G Productions Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 3G Productions Recent Developments and Future Plans

2.6 Rent For Event

2.6.1 Rent For Event Details

2.6.2 Rent For Event Major Business

2.6.3 Rent For Event Event and Performance Equipment Rental Product and Solutions

2.6.4 Rent For Event Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Rent For Event Recent Developments and Future Plans

2.7 LD Systems

2.7.1 LD Systems Details

2.7.2 LD Systems Major Business

2.7.3 LD Systems Event and Performance Equipment Rental Product and Solutions

2.7.4 LD Systems Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 LD Systems Recent Developments and Future Plans

2.8 MacAllister Event Solutions

2.8.1 MacAllister Event Solutions Details

2.8.2 MacAllister Event Solutions Major Business

2.8.3 MacAllister Event Solutions Event and Performance Equipment Rental Product and Solutions

2.8.4 MacAllister Event Solutions Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 MacAllister Event Solutions Recent Developments and Future Plans

2.9 Showworks Audio-Visual

2.9.1 Showworks Audio-Visual Details

2.9.2 Showworks Audio-Visual Major Business

2.9.3 Showworks Audio-Visual Event and Performance Equipment Rental Product and Solutions

2.9.4 Showworks Audio-Visual Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Showworks Audio-Visual Recent Developments and Future Plans

2.10 Power Factory

2.10.1 Power Factory Details

2.10.2 Power Factory Major Business

2.10.3 Power Factory Event and Performance Equipment Rental Product and Solutions

2.10.4 Power Factory Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Power Factory Recent Developments and Future Plans

2.11 AV Vegas

2.11.1 AV Vegas Details

2.11.2 AV Vegas Major Business

2.11.3 AV Vegas Event and Performance Equipment Rental Product and Solutions

2.11.4 AV Vegas Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 AV Vegas Recent Developments and Future Plans

2.12 Upright Production Rentals

2.12.1 Upright Production Rentals Details

2.12.2 Upright Production Rentals Major Business

2.12.3 Upright Production Rentals Event and Performance Equipment Rental Product and Solutions

2.12.4 Upright Production Rentals Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 Upright Production Rentals Recent Developments and Future Plans

2.13 Centric Event

2.13.1 Centric Event Details

2.13.2 Centric Event Major Business

2.13.3 Centric Event Event and Performance Equipment Rental Product and Solutions

2.13.4 Centric Event Event and Performance Equipment Rental Revenue, Gross

Margin and Market Share (2021-2026)

2.13.5 Centric Event Recent Developments and Future Plans

2.14 Limitless Lights and Sound

2.14.1 Limitless Lights and Sound Details

2.14.2 Limitless Lights and Sound Major Business

2.14.3 Limitless Lights and Sound Event and Performance Equipment Rental Product and Solutions

2.14.4 Limitless Lights and Sound Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 Limitless Lights and Sound Recent Developments and Future Plans

2.15 Pure AV

2.15.1 Pure AV Details

2.15.2 Pure AV Major Business

2.15.3 Pure AV Event and Performance Equipment Rental Product and Solutions

2.15.4 Pure AV Event and Performance Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 Pure AV Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Event and Performance Equipment Rental Revenue and Share by Players (2021-2026)

3.2 Market Share Analysis (2025)

3.2.1 Market Share of Event and Performance Equipment Rental by Company Revenue

3.2.2 Top 3 Event and Performance Equipment Rental Players Market Share in 2025

3.2.3 Top 6 Event and Performance Equipment Rental Players Market Share in 2025

3.3 Event and Performance Equipment Rental Market: Overall Company Footprint Analysis

3.3.1 Event and Performance Equipment Rental Market: Region Footprint

3.3.2 Event and Performance Equipment Rental Market: Company Product Type Footprint

3.3.3 Event and Performance Equipment Rental Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Event and Performance Equipment Rental Consumption Value and Market Share by Type (2021-2026)

4.2 Global Event and Performance Equipment Rental Market Forecast by Type (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Event and Performance Equipment Rental Consumption Value Market Share by Application (2021-2026)

5.2 Global Event and Performance Equipment Rental Market Forecast by Application (2027-2032)

6 NORTH AMERICA

6.1 North America Event and Performance Equipment Rental Consumption Value by Type (2021-2032)

6.2 North America Event and Performance Equipment Rental Market Size by Application (2021-2032)

6.3 North America Event and Performance Equipment Rental Market Size by Country

6.3.1 North America Event and Performance Equipment Rental Consumption Value by Country (2021-2032)

6.3.2 United States Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

6.3.3 Canada Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

6.3.4 Mexico Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

7 EUROPE

7.1 Europe Event and Performance Equipment Rental Consumption Value by Type (2021-2032)

7.2 Europe Event and Performance Equipment Rental Consumption Value by Application (2021-2032)

7.3 Europe Event and Performance Equipment Rental Market Size by Country

7.3.1 Europe Event and Performance Equipment Rental Consumption Value by Country (2021-2032)

7.3.2 Germany Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

7.3.3 France Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

7.3.5 Russia Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

7.3.6 Italy Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific Event and Performance Equipment Rental Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Event and Performance Equipment Rental Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Event and Performance Equipment Rental Market Size by Region

8.3.1 Asia-Pacific Event and Performance Equipment Rental Consumption Value by Region (2021-2032)

8.3.2 China Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

8.3.3 Japan Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

8.3.4 South Korea Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

8.3.5 India Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

8.3.7 Australia Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

9 SOUTH AMERICA

9.1 South America Event and Performance Equipment Rental Consumption Value by Type (2021-2032)

9.2 South America Event and Performance Equipment Rental Consumption Value by Application (2021-2032)

9.3 South America Event and Performance Equipment Rental Market Size by Country

9.3.1 South America Event and Performance Equipment Rental Consumption Value by

Country (2021-2032)

9.3.2 Brazil Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

9.3.3 Argentina Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Event and Performance Equipment Rental Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Event and Performance Equipment Rental Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Event and Performance Equipment Rental Market Size by Country

10.3.1 Middle East & Africa Event and Performance Equipment Rental Consumption Value by Country (2021-2032)

10.3.2 Turkey Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

10.3.4 UAE Event and Performance Equipment Rental Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

11.1 Event and Performance Equipment Rental Market Drivers

11.2 Event and Performance Equipment Rental Market Restraints

11.3 Event and Performance Equipment Rental Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Event and Performance Equipment Rental Industry Chain

12.2 Event and Performance Equipment Rental Upstream Analysis

12.3 Event and Performance Equipment Rental Midstream Analysis

12.4 Event and Performance Equipment Rental Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Event and Performance Equipment Rental Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Event and Performance Equipment Rental Consumption Value by Service Models, (USD Million), 2021 & 2025 & 2032

Table 3. Global Event and Performance Equipment Rental Consumption Value by Rental Duration, (USD Million), 2021 & 2025 & 2032

Table 4. Global Event and Performance Equipment Rental Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Event and Performance Equipment Rental Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Event and Performance Equipment Rental Consumption Value by Region (2027-2032) & (USD Million)

Table 7. Upstage Companies Company Information, Head Office, and Major Competitors

Table 8. Upstage Companies Major Business

Table 9. Upstage Companies Event and Performance Equipment Rental Product and Solutions

Table 10. Upstage Companies Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. Upstage Companies Recent Developments and Future Plans

Table 12. Sunbelt Rentals Company Information, Head Office, and Major Competitors

Table 13. Sunbelt Rentals Major Business

Table 14. Sunbelt Rentals Event and Performance Equipment Rental Product and Solutions

Table 15. Sunbelt Rentals Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Sunbelt Rentals Recent Developments and Future Plans

Table 17. 4Wall Entertainment Company Information, Head Office, and Major Competitors

Table 18. 4Wall Entertainment Major Business

Table 19. 4Wall Entertainment Event and Performance Equipment Rental Product and Solutions

Table 20. 4Wall Entertainment Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Herc Rentals Company Information, Head Office, and Major Competitors

Table 22. Herc Rentals Major Business

Table 23. Herc Rentals Event and Performance Equipment Rental Product and Solutions

Table 24. Herc Rentals Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Herc Rentals Recent Developments and Future Plans

Table 26. 3G Productions Company Information, Head Office, and Major Competitors

Table 27. 3G Productions Major Business

Table 28. 3G Productions Event and Performance Equipment Rental Product and Solutions

Table 29. 3G Productions Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. 3G Productions Recent Developments and Future Plans

Table 31. Rent For Event Company Information, Head Office, and Major Competitors

Table 32. Rent For Event Major Business

Table 33. Rent For Event Event and Performance Equipment Rental Product and Solutions

Table 34. Rent For Event Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. Rent For Event Recent Developments and Future Plans

Table 36. LD Systems Company Information, Head Office, and Major Competitors

Table 37. LD Systems Major Business

Table 38. LD Systems Event and Performance Equipment Rental Product and Solutions

Table 39. LD Systems Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. LD Systems Recent Developments and Future Plans

Table 41. MacAllister Event Solutions Company Information, Head Office, and Major Competitors

Table 42. MacAllister Event Solutions Major Business

Table 43. MacAllister Event Solutions Event and Performance Equipment Rental Product and Solutions

Table 44. MacAllister Event Solutions Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. MacAllister Event Solutions Recent Developments and Future Plans

Table 46. Showworks Audio-Visual Company Information, Head Office, and Major Competitors

Table 47. Showworks Audio-Visual Major Business

Table 48. Showworks Audio-Visual Event and Performance Equipment Rental Product and Solutions

Table 49. Showworks Audio-Visual Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Showworks Audio-Visual Recent Developments and Future Plans

Table 51. Power Factory Company Information, Head Office, and Major Competitors

Table 52. Power Factory Major Business

Table 53. Power Factory Event and Performance Equipment Rental Product and Solutions

Table 54. Power Factory Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Power Factory Recent Developments and Future Plans

Table 56. AV Vegas Company Information, Head Office, and Major Competitors

Table 57. AV Vegas Major Business

Table 58. AV Vegas Event and Performance Equipment Rental Product and Solutions

Table 59. AV Vegas Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. AV Vegas Recent Developments and Future Plans

Table 61. Upright Production Rentals Company Information, Head Office, and Major Competitors

Table 62. Upright Production Rentals Major Business

Table 63. Upright Production Rentals Event and Performance Equipment Rental Product and Solutions

Table 64. Upright Production Rentals Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Upright Production Rentals Recent Developments and Future Plans

Table 66. Centric Event Company Information, Head Office, and Major Competitors

Table 67. Centric Event Major Business

Table 68. Centric Event Event and Performance Equipment Rental Product and Solutions

Table 69. Centric Event Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. Centric Event Recent Developments and Future Plans

Table 71. Limitless Lights and Sound Company Information, Head Office, and Major Competitors

Table 72. Limitless Lights and Sound Major Business

Table 73. Limitless Lights and Sound Event and Performance Equipment Rental Product and Solutions

Table 74. Limitless Lights and Sound Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. Limitless Lights and Sound Recent Developments and Future Plans

- Table 76. Pure AV Company Information, Head Office, and Major Competitors
- Table 77. Pure AV Major Business
- Table 78. Pure AV Event and Performance Equipment Rental Product and Solutions
- Table 79. Pure AV Event and Performance Equipment Rental Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 80. Pure AV Recent Developments and Future Plans
- Table 81. Global Event and Performance Equipment Rental Revenue (USD Million) by Players (2021-2026)
- Table 82. Global Event and Performance Equipment Rental Revenue Share by Players (2021-2026)
- Table 83. Breakdown of Event and Performance Equipment Rental by Company Type (Tier 1, Tier 2, and Tier 3)
- Table 84. Market Position of Players in Event and Performance Equipment Rental, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 85. Head Office of Key Event and Performance Equipment Rental Players
- Table 86. Event and Performance Equipment Rental Market: Company Product Type Footprint
- Table 87. Event and Performance Equipment Rental Market: Company Product Application Footprint
- Table 88. Event and Performance Equipment Rental New Market Entrants and Barriers to Market Entry
- Table 89. Event and Performance Equipment Rental Mergers, Acquisition, Agreements, and Collaborations
- Table 90. Global Event and Performance Equipment Rental Consumption Value (USD Million) by Type (2021-2026)
- Table 91. Global Event and Performance Equipment Rental Consumption Value Share by Type (2021-2026)
- Table 92. Global Event and Performance Equipment Rental Consumption Value Forecast by Type (2027-2032)
- Table 93. Global Event and Performance Equipment Rental Consumption Value by Application (2021-2026)
- Table 94. Global Event and Performance Equipment Rental Consumption Value Forecast by Application (2027-2032)
- Table 95. North America Event and Performance Equipment Rental Consumption Value by Type (2021-2026) & (USD Million)
- Table 96. North America Event and Performance Equipment Rental Consumption Value by Type (2027-2032) & (USD Million)
- Table 97. North America Event and Performance Equipment Rental Consumption Value by Application (2021-2026) & (USD Million)

Table 98. North America Event and Performance Equipment Rental Consumption Value by Application (2027-2032) & (USD Million)

Table 99. North America Event and Performance Equipment Rental Consumption Value by Country (2021-2026) & (USD Million)

Table 100. North America Event and Performance Equipment Rental Consumption Value by Country (2027-2032) & (USD Million)

Table 101. Europe Event and Performance Equipment Rental Consumption Value by Type (2021-2026) & (USD Million)

Table 102. Europe Event and Performance Equipment Rental Consumption Value by Type (2027-2032) & (USD Million)

Table 103. Europe Event and Performance Equipment Rental Consumption Value by Application (2021-2026) & (USD Million)

Table 104. Europe Event and Performance Equipment Rental Consumption Value by Application (2027-2032) & (USD Million)

Table 105. Europe Event and Performance Equipment Rental Consumption Value by Country (2021-2026) & (USD Million)

Table 106. Europe Event and Performance Equipment Rental Consumption Value by Country (2027-2032) & (USD Million)

Table 107. Asia-Pacific Event and Performance Equipment Rental Consumption Value by Type (2021-2026) & (USD Million)

Table 108. Asia-Pacific Event and Performance Equipment Rental Consumption Value by Type (2027-2032) & (USD Million)

Table 109. Asia-Pacific Event and Performance Equipment Rental Consumption Value by Application (2021-2026) & (USD Million)

Table 110. Asia-Pacific Event and Performance Equipment Rental Consumption Value by Application (2027-2032) & (USD Million)

Table 111. Asia-Pacific Event and Performance Equipment Rental Consumption Value by Region (2021-2026) & (USD Million)

Table 112. Asia-Pacific Event and Performance Equipment Rental Consumption Value by Region (2027-2032) & (USD Million)

Table 113. South America Event and Performance Equipment Rental Consumption Value by Type (2021-2026) & (USD Million)

Table 114. South America Event and Performance Equipment Rental Consumption Value by Type (2027-2032) & (USD Million)

Table 115. South America Event and Performance Equipment Rental Consumption Value by Application (2021-2026) & (USD Million)

Table 116. South America Event and Performance Equipment Rental Consumption Value by Application (2027-2032) & (USD Million)

Table 117. South America Event and Performance Equipment Rental Consumption

Value by Country (2021-2026) & (USD Million)

Table 118. South America Event and Performance Equipment Rental Consumption

Value by Country (2027-2032) & (USD Million)

Table 119. Middle East & Africa Event and Performance Equipment Rental

Consumption Value by Type (2021-2026) & (USD Million)

Table 120. Middle East & Africa Event and Performance Equipment Rental

Consumption Value by Type (2027-2032) & (USD Million)

Table 121. Middle East & Africa Event and Performance Equipment Rental

Consumption Value by Application (2021-2026) & (USD Million)

Table 122. Middle East & Africa Event and Performance Equipment Rental

Consumption Value by Application (2027-2032) & (USD Million)

Table 123. Middle East & Africa Event and Performance Equipment Rental

Consumption Value by Country (2021-2026) & (USD Million)

Table 124. Middle East & Africa Event and Performance Equipment Rental

Consumption Value by Country (2027-2032) & (USD Million)

Table 125. Global Key Players of Event and Performance Equipment Rental Upstream
(Raw Materials)

Table 126. Global Event and Performance Equipment Rental Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Event and Performance Equipment Rental Picture

Figure 2. Global Event and Performance Equipment Rental Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Event and Performance Equipment Rental Consumption Value Market Share by Type in 2025

Figure 4. Audio and Video Equipment

Figure 5. Stage Equipment

Figure 6. Special Effects Products

Figure 7. Others

Figure 8. Global Event and Performance Equipment Rental Consumption Value by Service Models, (USD Million), 2021 & 2025 & 2032

Figure 9. Global Event and Performance Equipment Rental Consumption Value Market Share by Service Models in 2025

Figure 10. Single Equipment Rental

Figure 11. Equipment + Technical Team

Figure 12. Full-Service Implementation

Figure 13. Global Event and Performance Equipment Rental Consumption Value by Rental Duration, (USD Million), 2021 & 2025 & 2032

Figure 14. Global Event and Performance Equipment Rental Consumption Value Market Share by Rental Duration in 2025

Figure 15. Short-Term Project Rental

Figure 16. Long-Term On-Site Service

Figure 17. Global Event and Performance Equipment Rental Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 18. Event and Performance Equipment Rental Consumption Value Market Share by Application in 2025

Figure 19. Weddings Picture

Figure 20. Conferences Picture

Figure 21. Exhibitions Picture

Figure 22. Concerts Picture

Figure 23. Parties Picture

Figure 24. Others Picture

Figure 25. Global Event and Performance Equipment Rental Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 26. Global Event and Performance Equipment Rental Consumption Value and

Forecast (2021-2032) & (USD Million)

Figure 27. Global Market Event and Performance Equipment Rental Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 28. Global Event and Performance Equipment Rental Consumption Value Market Share by Region (2021-2032)

Figure 29. Global Event and Performance Equipment Rental Consumption Value Market Share by Region in 2025

Figure 30. North America Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 31. Europe Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 32. Asia-Pacific Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 33. South America Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 34. Middle East & Africa Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 35. Company Three Recent Developments and Future Plans

Figure 36. Global Event and Performance Equipment Rental Revenue Share by Players in 2025

Figure 37. Event and Performance Equipment Rental Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 38. Market Share of Event and Performance Equipment Rental by Player Revenue in 2025

Figure 39. Top 3 Event and Performance Equipment Rental Players Market Share in 2025

Figure 40. Top 6 Event and Performance Equipment Rental Players Market Share in 2025

Figure 41. Global Event and Performance Equipment Rental Consumption Value Share by Type (2021-2026)

Figure 42. Global Event and Performance Equipment Rental Market Share Forecast by Type (2027-2032)

Figure 43. Global Event and Performance Equipment Rental Consumption Value Share by Application (2021-2026)

Figure 44. Global Event and Performance Equipment Rental Market Share Forecast by Application (2027-2032)

Figure 45. North America Event and Performance Equipment Rental Consumption Value Market Share by Type (2021-2032)

Figure 46. North America Event and Performance Equipment Rental Consumption

Value Market Share by Application (2021-2032)

Figure 47. North America Event and Performance Equipment Rental Consumption

Value Market Share by Country (2021-2032)

Figure 48. United States Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 49. Canada Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 50. Mexico Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 51. Europe Event and Performance Equipment Rental Consumption Value Market Share by Type (2021-2032)

Figure 52. Europe Event and Performance Equipment Rental Consumption Value Market Share by Application (2021-2032)

Figure 53. Europe Event and Performance Equipment Rental Consumption Value Market Share by Country (2021-2032)

Figure 54. Germany Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 55. France Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 56. United Kingdom Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 57. Russia Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 58. Italy Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 59. Asia-Pacific Event and Performance Equipment Rental Consumption Value Market Share by Type (2021-2032)

Figure 60. Asia-Pacific Event and Performance Equipment Rental Consumption Value Market Share by Application (2021-2032)

Figure 61. Asia-Pacific Event and Performance Equipment Rental Consumption Value Market Share by Region (2021-2032)

Figure 62. China Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 63. Japan Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 64. South Korea Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 65. India Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 66. Southeast Asia Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 67. Australia Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 68. South America Event and Performance Equipment Rental Consumption Value Market Share by Type (2021-2032)

Figure 69. South America Event and Performance Equipment Rental Consumption Value Market Share by Application (2021-2032)

Figure 70. South America Event and Performance Equipment Rental Consumption Value Market Share by Country (2021-2032)

Figure 71. Brazil Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 72. Argentina Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 73. Middle East & Africa Event and Performance Equipment Rental Consumption Value Market Share by Type (2021-2032)

Figure 74. Middle East & Africa Event and Performance Equipment Rental Consumption Value Market Share by Application (2021-2032)

Figure 75. Middle East & Africa Event and Performance Equipment Rental Consumption Value Market Share by Country (2021-2032)

Figure 76. Turkey Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 77. Saudi Arabia Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 78. UAE Event and Performance Equipment Rental Consumption Value (2021-2032) & (USD Million)

Figure 79. Event and Performance Equipment Rental Market Drivers

Figure 80. Event and Performance Equipment Rental Market Restraints

Figure 81. Event and Performance Equipment Rental Market Trends

Figure 82. Porters Five Forces Analysis

Figure 83. Event and Performance Equipment Rental Industrial Chain

Figure 84. Methodology

Figure 85. Research Process and Data Source

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