

Global Event and Performance Equipment Rental Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Event and Performance Equipment Rental market size is expected to reach \$ 15316 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032).

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 studies the global Event and Performance Equipment Rental demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Event and Performance Equipment Rental, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Event and Performance Equipment Rental that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Event and Performance Equipment Rental total market, 2021-2032, (USD Million)

Global Event and Performance Equipment Rental total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Event and Performance Equipment Rental total market, key domestic companies, and share, (USD Million)

Global Event and Performance Equipment Rental revenue by player, revenue and market share 2021-2026, (USD Million)

Global Event and Performance Equipment Rental total market by Type, CAGR, 2021-2032, (USD Million)

Global Event and Performance Equipment Rental total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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, Showworks Audio-Visual, Power Factory, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Event and Performance Equipment Rental market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Event and Performance Equipment Rental Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Event and Performance Equipment Rental Market, Segmentation by Type:

Audio and Video Equipment

Stage Equipment

Special Effects Products

Others

Global Event and Performance Equipment Rental Market, Segmentation by Service Models:

Single Equipment Rental

Equipment + Technical Team

Full-Service Implementation

Global Event and Performance Equipment Rental Market, Segmentation by Rental Duration:

Short-Term Project Rental

Long-Term On-Site Service

Global Event and Performance Equipment Rental Market, Segmentation by Application:

Weddings

Conferences

Exhibitions

Concerts

Parties

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global Event and Performance Equipment Rental market?
2. What is the demand of the global Event and Performance Equipment Rental market?
3. What is the year over year growth of the global Event and Performance Equipment Rental market?
4. What is the total value of the global Event and Performance Equipment Rental market?
5. Who are the Major Players in the global Event and Performance Equipment Rental market?
6. What are the growth factors driving the market demand?

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