

# **Portable Toilet Rental Market Size, Share & Trends Analysis Report By Product (Standard, Luxury), By Application (Construction, Special Events, Recreational, Commercial), By Technology, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Portable Toilet Rental Market Growth & Trends**

The global portable toilet rental market size is expected to reach USD 34.86 billion by 2030, expanding at a CAGR of 7.5% during the forecast period, according to a new report by Grand View Research, Inc. Increasing infrastructural development, particularly in the regions like Asia Pacific, is expanding the scope of the market. The construction of an 850km-long-road in Indonesia including new sections of the Trans-Sumatran highway, and major road and rail projects underway in Melbourne, Perth, and Sydney are major contributors to the growth of the market.

Robust growth in the hospitality and events sector has resulted in continued traction in the event planning segment, driving the demand for premium and luxury portable sanitation services. For instance, Washington, U.S.-based DA Productions DJ & Lighting offers luxury portable restrooms for event planners and organizers. The DJ and lighting service provider has a strong presence in the entertainment industry and works in collaboration with event and wedding planners to organize outdoor events.

Marketing through social media platforms is also one of the major strategies adopted by rental companies to mark their entry into the market and further strengthen their presence. Logo prints with contact information also act as a helpful tool to enter the

market. For instance, T BLUSTAR created the option of directly printing the name and other contact details of a company on the plastic part of toilets, which serves as a potential marketing tool and long-term investment.

To meet the increasing demand for the market, companies are expanding their manufacturing facilities to boost production. For instance, in March 2019, Satellite Industries announced the opening of a new PolyPortables Distribution Center in Oregon, U.S. The company planned to expand its Portland, Oregon Regional Service Center with 30,000 sq. ft. of inside storage and 45,000 sq. ft of outside storage, making the new facility seven times larger than the current location.

Furthermore, major companies in the market are innovating to make their portable toilet units more conventional and user-friendly. The rising number of innovations and new product developments by companies with respect to features, functionality, and raw materials have increased consumer interest in the product. For instance, the development of SL2 toilets across the globe has resulted in the rapid adoption of these products by various manufacturers such as Shorelink.

### Portable Toilet Rental Market Report Highlights

Standard portable toilet rental was valued at USD 12.82 billion in 2021 and is expected to reach USD 23.60 billion by 2030. The rising awareness of sanitation and hygiene, improving standards of living, and the increasing demand from the rapidly growing construction industry are the major factors driving this segment's growth

Special events application segment is expected to witness substantial growth over the forecast period with a CAGR of 9.3% from 2022 to 2030. Various festivals, particularly live music concerts, have become a major contributor to the growth of the segment

Asia Pacific region was valued a USD 8.16 billion in 2021 and is expected to register a CAGR of 8.1% over the forecast period. The growth in the region is majorly attributed to the increase in the number of residential and commercial construction sites, demanding portable toilet rental

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