

Global Film & Video Equipment Rental Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G2AB06E9C814EN.html>

Date: June 2026

Pages: 134

Price: US\$ 3,660.00 (Single User License)

ID: G2AB06E9C814EN

Abstracts

The global Film & Video Equipment Rental market size is predicted to grow from US\$ 4213 million in 2025 to US\$ 8196 million in 2032; it is expected to grow at a CAGR of 10.2% from 2026 to 2032.

Film and video equipment rental refers to the rental service of professional equipment for film production, TV programs, advertising shooting, etc. These equipments usually include: Cameras: such as SLR cameras, professional movie cameras (such as ARRI, RED, etc.). Lenses: lenses of various focal lengths, including zoom lenses and fixed-focus lenses. Lighting equipment: such as film and television lights, soft lights, LED lights, etc. Recording equipment: such as recording microphones, mixers, etc. Auxiliary equipment: such as stabilizers, tracks, cranes, drones, etc.

The film and video equipment rental market is experiencing rapid growth, driven by the accelerated industrialization of film and television, the widespread adoption of virtual production technologies (such as XR and LED studios), and the explosion of short videos and livestreaming. Furthermore, the shortening replacement cycle for high-end equipment is driving continued growth in rental demand. The industry's business model is evolving from traditional leasing to a "leasing + service" model, with platform-based operations and subscription-based pricing becoming mainstream. On a technological front, AI predictive maintenance, IoT device tracking, cloud-based management systems, and blockchain are increasingly being applied in equipment management and insurance, improving operational efficiency and security. However, the market also faces challenges such as rapid equipment depreciation, frequent technological iterations, and an imperfect insurance system, requiring companies to exercise greater caution in procurement and asset management. Overall, this market presents both opportunities and structural risks.

LPI (LP Information)' newest research report, the 'Film & Video Equipment Rental Industry Forecast' looks at past sales and reviews total world Film & Video Equipment Rental sales in 2025, providing a comprehensive analysis by region and market sector of projected Film & Video Equipment Rental sales for 2026 through 2032. With Film & Video Equipment Rental sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Film & Video Equipment Rental industry.

This Insight Report provides a comprehensive analysis of the global Film & Video Equipment Rental landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Film & Video Equipment Rental portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Film & Video Equipment Rental market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Film & Video Equipment Rental and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Film & Video Equipment Rental.

This report presents a comprehensive overview, market shares, and growth opportunities of Film & Video Equipment Rental market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cameras

Lighting Equipment

Recording Equipment

Others

Segmentation by Service Model:

Pure Equipment Leasing

Leasing + Technical Services

Segmentation by Application:

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

BCT Entertainment

Cinerent

Salon Films

RentSmartAsia

ShareGrid

Line 204

Quixote Studios

ARRI Rental

RED Digital Cinema

KitSplit

FatLlama

The Kit Room

LensRentals

BorrowLenses

Wex Rental

Starling Productions

PATRIOT Rental

Visual Impact Rentals

Shoot In China

True Colour Media

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Film & Video Equipment Rental Market Size (2021-2032)
 - 2.1.2 Film & Video Equipment Rental Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Film & Video Equipment Rental by Country/Region (2021, 2025 & 2032)
- 2.2 Film & Video Equipment Rental Segment by Type
 - 2.2.1 Cameras
 - 2.2.2 Lighting Equipment
 - 2.2.3 Recording Equipment
 - 2.2.4 Others
 - 2.2.5 Film & Video Equipment Rental Market Size by Type
 - 2.2.5.1 Film & Video Equipment Rental Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.5.2 Global Film & Video Equipment Rental Market Size Market Share by Type (2021-2026)
- 2.3 Film & Video Equipment Rental Segment by Service Model
 - 2.3.1 Pure Equipment Leasing
 - 2.3.2 Leasing + Technical Services
 - 2.3.3 Film & Video Equipment Rental Market Size by Service Model
 - 2.3.3.1 Film & Video Equipment Rental Market Size CAGR by Service Model (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Film & Video Equipment Rental Market Size Market Share by Service Model (2021-2026)

2.4 Film & Video Equipment Rental Segment by Application

2.4.1 Large Enterprises

2.4.2 SMEs

2.4.3 Film & Video Equipment Rental Market Size by Application

2.4.3.1 Film & Video Equipment Rental Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.4.3.2 Global Film & Video Equipment Rental Market Size Market Share by Application (2021-2026)

3 FILM & VIDEO EQUIPMENT RENTAL MARKET SIZE BY PLAYER

3.1 Film & Video Equipment Rental Market Size Market Share by Player

3.1.1 Global Film & Video Equipment Rental Revenue by Player (2021-2026)

3.1.2 Global Film & Video Equipment Rental Revenue Market Share by Player (2021-2026)

3.2 Global Film & Video Equipment Rental Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 FILM & VIDEO EQUIPMENT RENTAL BY REGION

4.1 Film & Video Equipment Rental Market Size by Region (2021-2026)

4.2 Global Film & Video Equipment Rental Annual Revenue by Country/Region (2021-2026)

4.3 Americas Film & Video Equipment Rental Market Size Growth (2021-2026)

4.4 APAC Film & Video Equipment Rental Market Size Growth (2021-2026)

4.5 Europe Film & Video Equipment Rental Market Size Growth (2021-2026)

4.6 Middle East & Africa Film & Video Equipment Rental Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Film & Video Equipment Rental Market Size by Country (2021-2026)

5.2 Americas Film & Video Equipment Rental Market Size by Type (2021-2026)

5.3 Americas Film & Video Equipment Rental Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Film & Video Equipment Rental Market Size by Region (2021-2026)

6.2 APAC Film & Video Equipment Rental Market Size by Type (2021-2026)

6.3 APAC Film & Video Equipment Rental Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Film & Video Equipment Rental Market Size by Country (2021-2026)

7.2 Europe Film & Video Equipment Rental Market Size by Type (2021-2026)

7.3 Europe Film & Video Equipment Rental Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Film & Video Equipment Rental by Region (2021-2026)

8.2 Middle East & Africa Film & Video Equipment Rental Market Size by Type (2021-2026)

8.3 Middle East & Africa Film & Video Equipment Rental Market Size by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL FILM & VIDEO EQUIPMENT RENTAL MARKET FORECAST

10.1 Global Film & Video Equipment Rental Forecast by Region (2027-2032)

10.1.1 Global Film & Video Equipment Rental Forecast by Region (2027-2032)

10.1.2 Americas Film & Video Equipment Rental Forecast

10.1.3 APAC Film & Video Equipment Rental Forecast

10.1.4 Europe Film & Video Equipment Rental Forecast

10.1.5 Middle East & Africa Film & Video Equipment Rental Forecast

10.2 Americas Film & Video Equipment Rental Forecast by Country (2027-2032)

10.2.1 United States Market Film & Video Equipment Rental Forecast

10.2.2 Canada Market Film & Video Equipment Rental Forecast

10.2.3 Mexico Market Film & Video Equipment Rental Forecast

10.2.4 Brazil Market Film & Video Equipment Rental Forecast

10.3 APAC Film & Video Equipment Rental Forecast by Region (2027-2032)

10.3.1 China Film & Video Equipment Rental Market Forecast

10.3.2 Japan Market Film & Video Equipment Rental Forecast

10.3.3 Korea Market Film & Video Equipment Rental Forecast

10.3.4 Southeast Asia Market Film & Video Equipment Rental Forecast

10.3.5 India Market Film & Video Equipment Rental Forecast

10.3.6 Australia Market Film & Video Equipment Rental Forecast

10.4 Europe Film & Video Equipment Rental Forecast by Country (2027-2032)

10.4.1 Germany Market Film & Video Equipment Rental Forecast

10.4.2 France Market Film & Video Equipment Rental Forecast

10.4.3 UK Market Film & Video Equipment Rental Forecast

10.4.4 Italy Market Film & Video Equipment Rental Forecast

10.4.5 Russia Market Film & Video Equipment Rental Forecast

10.5 Middle East & Africa Film & Video Equipment Rental Forecast by Region (2027-2032)

10.5.1 Egypt Market Film & Video Equipment Rental Forecast

10.5.2 South Africa Market Film & Video Equipment Rental Forecast

10.5.3 Israel Market Film & Video Equipment Rental Forecast

- 10.5.4 Turkey Market Film & Video Equipment Rental Forecast
- 10.6 Global Film & Video Equipment Rental Forecast by Type (2027-2032)
- 10.7 Global Film & Video Equipment Rental Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Film & Video Equipment Rental Forecast

11 KEY PLAYERS ANALYSIS

11.1 BCT Entertainment

- 11.1.1 BCT Entertainment Company Information
- 11.1.2 BCT Entertainment Film & Video Equipment Rental Product Offered
- 11.1.3 BCT Entertainment Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
- 11.1.4 BCT Entertainment Main Business Overview
- 11.1.5 BCT Entertainment Latest Developments

11.2 Cinerent

- 11.2.1 Cinerent Company Information
- 11.2.2 Cinerent Film & Video Equipment Rental Product Offered
- 11.2.3 Cinerent Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
- 11.2.4 Cinerent Main Business Overview
- 11.2.5 Cinerent Latest Developments

11.3 Salon Films

- 11.3.1 Salon Films Company Information
- 11.3.2 Salon Films Film & Video Equipment Rental Product Offered
- 11.3.3 Salon Films Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
- 11.3.4 Salon Films Main Business Overview
- 11.3.5 Salon Films Latest Developments

11.4 RentSmartAsia

- 11.4.1 RentSmartAsia Company Information
- 11.4.2 RentSmartAsia Film & Video Equipment Rental Product Offered
- 11.4.3 RentSmartAsia Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
- 11.4.4 RentSmartAsia Main Business Overview
- 11.4.5 RentSmartAsia Latest Developments

11.5 ShareGrid

- 11.5.1 ShareGrid Company Information
- 11.5.2 ShareGrid Film & Video Equipment Rental Product Offered
- 11.5.3 ShareGrid Film & Video Equipment Rental Revenue, Gross Margin and Market

Share (2021-2026)

11.5.4 ShareGrid Main Business Overview

11.5.5 ShareGrid Latest Developments

11.6 Line

11.6.1 Line 204 Company Information

11.6.2 Line 204 Film & Video Equipment Rental Product Offered

11.6.3 Line 204 Film & Video Equipment Rental Revenue, Gross Margin and Market

Share (2021-2026)

11.6.4 Line 204 Main Business Overview

11.6.5 Line 204 Latest Developments

11.7 Quixote Studios

11.7.1 Quixote Studios Company Information

11.7.2 Quixote Studios Film & Video Equipment Rental Product Offered

11.7.3 Quixote Studios Film & Video Equipment Rental Revenue, Gross Margin and

Market Share (2021-2026)

11.7.4 Quixote Studios Main Business Overview

11.7.5 Quixote Studios Latest Developments

11.8 ARRI Rental

11.8.1 ARRI Rental Company Information

11.8.2 ARRI Rental Film & Video Equipment Rental Product Offered

11.8.3 ARRI Rental Film & Video Equipment Rental Revenue, Gross Margin and

Market Share (2021-2026)

11.8.4 ARRI Rental Main Business Overview

11.8.5 ARRI Rental Latest Developments

11.9 RED Digital Cinema

11.9.1 RED Digital Cinema Company Information

11.9.2 RED Digital Cinema Film & Video Equipment Rental Product Offered

11.9.3 RED Digital Cinema Film & Video Equipment Rental Revenue, Gross Margin

and Market Share (2021-2026)

11.9.4 RED Digital Cinema Main Business Overview

11.9.5 RED Digital Cinema Latest Developments

11.10 KitSplit

11.10.1 KitSplit Company Information

11.10.2 KitSplit Film & Video Equipment Rental Product Offered

11.10.3 KitSplit Film & Video Equipment Rental Revenue, Gross Margin and Market

Share (2021-2026)

11.10.4 KitSplit Main Business Overview

11.10.5 KitSplit Latest Developments

11.11 FatLlama

- 11.11.1 FatLlama Company Information
- 11.11.2 FatLlama Film & Video Equipment Rental Product Offered
- 11.11.3 FatLlama Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
- 11.11.4 FatLlama Main Business Overview
- 11.11.5 FatLlama Latest Developments
- 11.12 The Kit Room
 - 11.12.1 The Kit Room Company Information
 - 11.12.2 The Kit Room Film & Video Equipment Rental Product Offered
 - 11.12.3 The Kit Room Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 The Kit Room Main Business Overview
 - 11.12.5 The Kit Room Latest Developments
- 11.13 LensRentals
 - 11.13.1 LensRentals Company Information
 - 11.13.2 LensRentals Film & Video Equipment Rental Product Offered
 - 11.13.3 LensRentals Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 LensRentals Main Business Overview
 - 11.13.5 LensRentals Latest Developments
- 11.14 BorrowLenses
 - 11.14.1 BorrowLenses Company Information
 - 11.14.2 BorrowLenses Film & Video Equipment Rental Product Offered
 - 11.14.3 BorrowLenses Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 BorrowLenses Main Business Overview
 - 11.14.5 BorrowLenses Latest Developments
- 11.15 Wex Rental
 - 11.15.1 Wex Rental Company Information
 - 11.15.2 Wex Rental Film & Video Equipment Rental Product Offered
 - 11.15.3 Wex Rental Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 Wex Rental Main Business Overview
 - 11.15.5 Wex Rental Latest Developments
- 11.16 Starling Productions
 - 11.16.1 Starling Productions Company Information
 - 11.16.2 Starling Productions Film & Video Equipment Rental Product Offered
 - 11.16.3 Starling Productions Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)

- 11.16.4 Starling Productions Main Business Overview
- 11.16.5 Starling Productions Latest Developments
- 11.17 PATRIOT Rental
 - 11.17.1 PATRIOT Rental Company Information
 - 11.17.2 PATRIOT Rental Film & Video Equipment Rental Product Offered
 - 11.17.3 PATRIOT Rental Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
 - 11.17.4 PATRIOT Rental Main Business Overview
 - 11.17.5 PATRIOT Rental Latest Developments
- 11.18 Visual Impact Rentals
 - 11.18.1 Visual Impact Rentals Company Information
 - 11.18.2 Visual Impact Rentals Film & Video Equipment Rental Product Offered
 - 11.18.3 Visual Impact Rentals Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
 - 11.18.4 Visual Impact Rentals Main Business Overview
 - 11.18.5 Visual Impact Rentals Latest Developments
- 11.19 Shoot In China
 - 11.19.1 Shoot In China Company Information
 - 11.19.2 Shoot In China Film & Video Equipment Rental Product Offered
 - 11.19.3 Shoot In China Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
 - 11.19.4 Shoot In China Main Business Overview
 - 11.19.5 Shoot In China Latest Developments
- 11.20 True Colour Media
 - 11.20.1 True Colour Media Company Information
 - 11.20.2 True Colour Media Film & Video Equipment Rental Product Offered
 - 11.20.3 True Colour Media Film & Video Equipment Rental Revenue, Gross Margin and Market Share (2021-2026)
 - 11.20.4 True Colour Media Main Business Overview
 - 11.20.5 True Colour Media Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Film & Video Equipment Rental Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. Film & Video Equipment Rental Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Cameras
- Table 4. Major Players of Lighting Equipment
- Table 5. Major Players of Recording Equipment
- Table 6. Major Players of Others
- Table 7. Film & Video Equipment Rental Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 8. Global Film & Video Equipment Rental Market Size by Type (2021-2026) & (\$ millions)
- Table 9. Global Film & Video Equipment Rental Market Size Market Share by Type (2021-2026)
- Table 10. Major Players of Pure Equipment Leasing
- Table 11. Major Players of Leasing + Technical Services
- Table 12. Film & Video Equipment Rental Market Size CAGR by Service Model (2021 VS 2025 VS 2032) & (\$ millions)
- Table 13. Global Film & Video Equipment Rental Market Size by Service Model (2021-2026) & (\$ millions)
- Table 14. Global Film & Video Equipment Rental Market Size Market Share by Service Model (2021-2026)
- Table 15. Film & Video Equipment Rental Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)
- Table 16. Global Film & Video Equipment Rental Market Size by Application (2021-2026) & (\$ millions)
- Table 17. Global Film & Video Equipment Rental Market Size Market Share by Application (2021-2026)
- Table 18. Global Film & Video Equipment Rental Revenue by Player (2021-2026) & (\$ millions)
- Table 19. Global Film & Video Equipment Rental Revenue Market Share by Player (2021-2026)
- Table 20. Film & Video Equipment Rental Key Players Head office and Products Offered
- Table 21. Film & Video Equipment Rental Concentration Ratio (CR3, CR5 and CR10) &

(2024-2026)

Table 22. New Products and Potential Entrants

Table 23. Mergers & Acquisitions, Expansion

Table 24. Global Film & Video Equipment Rental Market Size by Region (2021-2026) & (\$ millions)

Table 25. Global Film & Video Equipment Rental Market Size Market Share by Region (2021-2026)

Table 26. Global Film & Video Equipment Rental Revenue by Country/Region (2021-2026) & (\$ millions)

Table 27. Global Film & Video Equipment Rental Revenue Market Share by Country/Region (2021-2026)

Table 28. Americas Film & Video Equipment Rental Market Size by Country (2021-2026) & (\$ millions)

Table 29. Americas Film & Video Equipment Rental Market Size Market Share by Country (2021-2026)

Table 30. Americas Film & Video Equipment Rental Market Size by Type (2021-2026) & (\$ millions)

Table 31. Americas Film & Video Equipment Rental Market Size Market Share by Type (2021-2026)

Table 32. Americas Film & Video Equipment Rental Market Size by Application (2021-2026) & (\$ millions)

Table 33. Americas Film & Video Equipment Rental Market Size Market Share by Application (2021-2026)

Table 34. APAC Film & Video Equipment Rental Market Size by Region (2021-2026) & (\$ millions)

Table 35. APAC Film & Video Equipment Rental Market Size Market Share by Region (2021-2026)

Table 36. APAC Film & Video Equipment Rental Market Size by Type (2021-2026) & (\$ millions)

Table 37. APAC Film & Video Equipment Rental Market Size by Application (2021-2026) & (\$ millions)

Table 38. Europe Film & Video Equipment Rental Market Size by Country (2021-2026) & (\$ millions)

Table 39. Europe Film & Video Equipment Rental Market Size Market Share by Country (2021-2026)

Table 40. Europe Film & Video Equipment Rental Market Size by Type (2021-2026) & (\$ millions)

Table 41. Europe Film & Video Equipment Rental Market Size by Application (2021-2026) & (\$ millions)

Table 42. Middle East & Africa Film & Video Equipment Rental Market Size by Region (2021-2026) & (\$ millions)

Table 43. Middle East & Africa Film & Video Equipment Rental Market Size by Type (2021-2026) & (\$ millions)

Table 44. Middle East & Africa Film & Video Equipment Rental Market Size by Application (2021-2026) & (\$ millions)

Table 45. Key Market Drivers & Growth Opportunities of Film & Video Equipment Rental

Table 46. Key Market Challenges & Risks of Film & Video Equipment Rental

Table 47. Key Industry Trends of Film & Video Equipment Rental

Table 48. Global Film & Video Equipment Rental Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 49. Global Film & Video Equipment Rental Market Size Market Share Forecast by Region (2027-2032)

Table 50. Global Film & Video Equipment Rental Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 51. Global Film & Video Equipment Rental Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 52. BCT Entertainment Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 53. BCT Entertainment Film & Video Equipment Rental Product Offered

Table 54. BCT Entertainment Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 55. BCT Entertainment Main Business

Table 56. BCT Entertainment Latest Developments

Table 57. Cinerent Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 58. Cinerent Film & Video Equipment Rental Product Offered

Table 59. Cinerent Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 60. Cinerent Main Business

Table 61. Cinerent Latest Developments

Table 62. Salon Films Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 63. Salon Films Film & Video Equipment Rental Product Offered

Table 64. Salon Films Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 65. Salon Films Main Business

Table 66. Salon Films Latest Developments

Table 67. RentSmartAsia Details, Company Type, Film & Video Equipment Rental Area

Served and Its Competitors

Table 68. RentSmartAsia Film & Video Equipment Rental Product Offered

Table 69. RentSmartAsia Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 70. RentSmartAsia Main Business

Table 71. RentSmartAsia Latest Developments

Table 72. ShareGrid Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 73. ShareGrid Film & Video Equipment Rental Product Offered

Table 74. ShareGrid Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 75. ShareGrid Main Business

Table 76. ShareGrid Latest Developments

Table 77. Line 204 Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 78. Line 204 Film & Video Equipment Rental Product Offered

Table 79. Line 204 Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 80. Line 204 Main Business

Table 81. Line 204 Latest Developments

Table 82. Quixote Studios Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 83. Quixote Studios Film & Video Equipment Rental Product Offered

Table 84. Quixote Studios Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 85. Quixote Studios Main Business

Table 86. Quixote Studios Latest Developments

Table 87. ARRI Rental Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 88. ARRI Rental Film & Video Equipment Rental Product Offered

Table 89. ARRI Rental Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 90. ARRI Rental Main Business

Table 91. ARRI Rental Latest Developments

Table 92. RED Digital Cinema Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 93. RED Digital Cinema Film & Video Equipment Rental Product Offered

Table 94. RED Digital Cinema Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 95. RED Digital Cinema Main Business
Table 96. RED Digital Cinema Latest Developments
Table 97. KitSplit Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 98. KitSplit Film & Video Equipment Rental Product Offered
Table 99. KitSplit Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 100. KitSplit Main Business
Table 101. KitSplit Latest Developments
Table 102. FatLlama Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 103. FatLlama Film & Video Equipment Rental Product Offered
Table 104. FatLlama Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 105. FatLlama Main Business
Table 106. FatLlama Latest Developments
Table 107. The Kit Room Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 108. The Kit Room Film & Video Equipment Rental Product Offered
Table 109. The Kit Room Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 110. The Kit Room Main Business
Table 111. The Kit Room Latest Developments
Table 112. LensRentals Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 113. LensRentals Film & Video Equipment Rental Product Offered
Table 114. LensRentals Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 115. LensRentals Main Business
Table 116. LensRentals Latest Developments
Table 117. BorrowLenses Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 118. BorrowLenses Film & Video Equipment Rental Product Offered
Table 119. BorrowLenses Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 120. BorrowLenses Main Business
Table 121. BorrowLenses Latest Developments
Table 122. Wex Rental Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors

Table 123. Wex Rental Film & Video Equipment Rental Product Offered
Table 124. Wex Rental Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 125. Wex Rental Main Business
Table 126. Wex Rental Latest Developments
Table 127. Starling Productions Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 128. Starling Productions Film & Video Equipment Rental Product Offered
Table 129. Starling Productions Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 130. Starling Productions Main Business
Table 131. Starling Productions Latest Developments
Table 132. PATRIOT Rental Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 133. PATRIOT Rental Film & Video Equipment Rental Product Offered
Table 134. PATRIOT Rental Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 135. PATRIOT Rental Main Business
Table 136. PATRIOT Rental Latest Developments
Table 137. Visual Impact Rentals Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 138. Visual Impact Rentals Film & Video Equipment Rental Product Offered
Table 139. Visual Impact Rentals Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 140. Visual Impact Rentals Main Business
Table 141. Visual Impact Rentals Latest Developments
Table 142. Shoot In China Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 143. Shoot In China Film & Video Equipment Rental Product Offered
Table 144. Shoot In China Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 145. Shoot In China Main Business
Table 146. Shoot In China Latest Developments
Table 147. True Colour Media Details, Company Type, Film & Video Equipment Rental Area Served and Its Competitors
Table 148. True Colour Media Film & Video Equipment Rental Product Offered
Table 149. True Colour Media Film & Video Equipment Rental Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 150. True Colour Media Main Business

Table 151. True Colour Media Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Film & Video Equipment Rental Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Film & Video Equipment Rental Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Film & Video Equipment Rental Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Film & Video Equipment Rental Sales Market Share by Country/Region (2025)

Figure 8. Film & Video Equipment Rental Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Film & Video Equipment Rental Market Size Market Share by Type in 2025

Figure 10. Global Film & Video Equipment Rental Market Size Market Share by Service Model in 2025

Figure 11. Film & Video Equipment Rental in Large Enterprises

Figure 12. Global Film & Video Equipment Rental Market: Large Enterprises (2021-2026) & (\$ millions)

Figure 13. Film & Video Equipment Rental in SMEs

Figure 14. Global Film & Video Equipment Rental Market: SMEs (2021-2026) & (\$ millions)

Figure 15. Global Film & Video Equipment Rental Market Size Market Share by Application in 2025

Figure 16. Global Film & Video Equipment Rental Revenue Market Share by Player in 2025

Figure 17. Global Film & Video Equipment Rental Market Size Market Share by Region (2021-2026)

Figure 18. Americas Film & Video Equipment Rental Market Size 2021-2026 (\$ millions)

Figure 19. APAC Film & Video Equipment Rental Market Size 2021-2026 (\$ millions)

Figure 20. Europe Film & Video Equipment Rental Market Size 2021-2026 (\$ millions)

Figure 21. Middle East & Africa Film & Video Equipment Rental Market Size 2021-2026 (\$ millions)

Figure 22. Americas Film & Video Equipment Rental Value Market Share by Country in 2025

Figure 23. United States Film & Video Equipment Rental Market Size Growth

2021-2026 (\$ millions)

Figure 24. Canada Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 25. Mexico Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 26. Brazil Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 27. APAC Film & Video Equipment Rental Market Size Market Share by Region in 2025

Figure 28. APAC Film & Video Equipment Rental Market Size Market Share by Type (2021-2026)

Figure 29. APAC Film & Video Equipment Rental Market Size Market Share by Application (2021-2026)

Figure 30. China Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 31. Japan Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 32. South Korea Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 33. Southeast Asia Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 34. India Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 35. Australia Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 36. Europe Film & Video Equipment Rental Market Size Market Share by Country in 2025

Figure 37. Europe Film & Video Equipment Rental Market Size Market Share by Type (2021-2026)

Figure 38. Europe Film & Video Equipment Rental Market Size Market Share by Application (2021-2026)

Figure 39. Germany Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 40. France Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 41. UK Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 42. Italy Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 43. Russia Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 44. Middle East & Africa Film & Video Equipment Rental Market Size Market Share by Region (2021-2026)

Figure 45. Middle East & Africa Film & Video Equipment Rental Market Size Market Share by Type (2021-2026)

Figure 46. Middle East & Africa Film & Video Equipment Rental Market Size Market Share by Application (2021-2026)

Figure 47. Egypt Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 48. South Africa Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 49. Israel Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 50. Turkey Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 51. GCC Countries Film & Video Equipment Rental Market Size Growth 2021-2026 (\$ millions)

Figure 52. Americas Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 53. APAC Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 54. Europe Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 55. Middle East & Africa Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 56. United States Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 57. Canada Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 58. Mexico Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 59. Brazil Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 60. China Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 61. Japan Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 62. Korea Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 63. Southeast Asia Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 64. India Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 65. Australia Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 66. Germany Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 67. France Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 68. UK Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 69. Italy Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 70. Russia Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 71. Egypt Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 72. South Africa Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 73. Israel Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 74. Turkey Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

Figure 75. Global Film & Video Equipment Rental Market Size Market Share Forecast by Type (2027-2032)

Figure 76. Global Film & Video Equipment Rental Market Size Market Share Forecast by Application (2027-2032)

Figure 77. GCC Countries Film & Video Equipment Rental Market Size 2027-2032 (\$ millions)

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