

Global Mobile Phone Rental Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Mobile Phone Rental market size is predicted to grow from US\$ 448 million in 2025 to US\$ 702 million in 2032; it is expected to grow at a CAGR of 6.7% from 2026 to 2032.

Mobile phone rental is a commercial service model, which means that rental companies or related institutions rent mobile phones to individual or corporate users. Users pay a certain rental fee within the agreed rental period to obtain the right to use the mobile phone.

Consumers, especially millennials and Gen Z, prefer rental services to avoid high upfront costs of buying new phones. Rental services offer convenient and cost-effective access to the latest models without long-term commitments. Additionally, subscription services that bundle rentals with insurance and repair are becoming more popular, driving market growth. The rapid expansion of mobile networks and the availability of affordable smartphones in emerging markets are increasing mobile device ownership. Consumers in these regions seek convenient and cost-effective ways to access the latest technology, driving the demand for mobile phone rental services. Countries like India, China, and Brazil, with large populations and high mobile penetration rates, are expected to contribute significantly to market growth. The introduction of new technologies such as 5G networks and foldable smartphones creates growth opportunities for the rental market. Rental services can offer access to the latest models and features. The development of innovative rental models, such as subscription-based services and device-as-a-service (DaaS) offerings, also enhances the customer experience and drives market growth.

LPI (LP Information)' newest research report, the "Mobile Phone Rental Industry

Forecast” looks at past sales and reviews total world Mobile Phone Rental sales in 2025, providing a comprehensive analysis by region and market sector of projected Mobile Phone Rental sales for 2026 through 2032. With Mobile Phone Rental sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Mobile Phone Rental industry.

This Insight Report provides a comprehensive analysis of the global Mobile Phone 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 Mobile Phone Rental portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Mobile Phone Rental market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Mobile Phone 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 Mobile Phone Rental.

This report presents a comprehensive overview, market shares, and growth opportunities of Mobile Phone Rental market by product type, application, key players and key regions and countries.

Segmentation by Type:

Android

IOS

Segmentation by Application:

Commercial

Individual

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.

Grover

Lendis

Ooodles

Flex IT Rent

Rent the Roo

NTT Docomo

Diffrent Rental

SoftBank Global Rental

Hartford Technology Rental

TripTel

Cellhire

Raylo

Everphone

Ren Ren Zu

Ai Zu Ji

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