

# **Party Supply Rental Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Tableware And Linens, Decorations And Decor, Furniture And Seating, Tents And Canopies, Audio And Visual Equipment, Party Games And Entertainment, Catering Equipment, Themed Party Supplies, Dinnerware And Glassware, Outdoor Cooking And Grilling Equipment), By Events Or Occasions, By Customer**

<https://marketpublishers.com/r/P0FD20DACCE6EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: P0FD20DACCE6EN

## **Abstracts**

The Party Supply Rental Market is valued at USD 12.8 billion in 2025 and is projected to grow at a CAGR of 16% to reach USD 48.8 billion by 2034. The party supply rental market is experiencing steady growth as consumers and businesses seek cost-effective and flexible solutions for event planning. Renting party supplies—including tables, chairs, tents, lighting, decorations, catering equipment, and entertainment items—offers an economical alternative to purchasing, reducing waste and storage concerns. The growing trend of hosting customized and themed events, from weddings and corporate gatherings to private celebrations and festivals, has significantly contributed to the market's expansion. Additionally, digitalization has transformed the industry, with online platforms making it easier for customers to browse, book, and receive rental items with minimal effort. Sustainability concerns are also influencing rental preferences, as eco-conscious consumers increasingly opt for reusable supplies over disposable options, driving demand for green and biodegradable rental products. The party supply rental market saw substantial growth, driven by the rise of experiential and themed events, digital rental platforms, and eco-friendly event planning. Online rental services expanded their offerings, incorporating AI-powered customization tools that recommended decor, furniture, and lighting based on event themes and guest preferences. The

demand for unique and interactive experiences, such as immersive setups, LED dance floors, and projection mapping for décor, surged across both private and corporate events. The corporate sector also fueled market growth, as companies increasingly hosted team-building retreats, hybrid networking events, and brand activations requiring high-quality rental supplies. Additionally, sustainability became a major focus, with rental providers introducing compostable tableware, solar-powered lighting, and upcycled decorations to appeal to environmentally conscious customers. Partnerships between rental businesses and event venues strengthened, offering bundled services that simplify event execution for clients. The party supply rental market is expected to see continued innovation in logistics, automation, and premium event solutions. AI-driven inventory management and real-time availability tracking will enhance operational efficiency, reducing order delays and optimizing resource allocation. Augmented reality (AR) will further revolutionize event planning by allowing customers to visualize their setups before finalizing rentals. The adoption of blockchain technology for secure transactions and transparent pricing will increase trust between rental providers and consumers. Additionally, the luxury event segment is projected to grow, with demand rising for high-end rental items such as custom furniture, designer tableware, and exclusive themed décor. As the market evolves, sustainability will remain a key priority, with businesses incorporating circular economy models, offering rental packages that emphasize zero-waste solutions. Social media influence will continue to drive demand for Instagram-worthy event setups, prompting rental companies to expand their product lines and adapt to emerging trends.

## Key Insights Party Supply Rental Market

**Expansion of AI-Driven Customization in Rental Platforms:** AI-powered tools are offering personalized event recommendations, helping customers choose the best supplies for their theme and preferences.

**Rise of Immersive and Interactive Event Rentals:** Demand for LED dance floors, projection mapping, and themed décor is increasing as consumers seek unique event experiences.

**Growth in Sustainable and Eco-Friendly Rental Products:** Rental providers are offering biodegradable tableware, solar-powered lighting, and reusable décor to align with green event trends.

**Adoption of Augmented Reality (AR) for Virtual Event Planning:** AR applications are helping customers preview event setups before making rental decisions,

improving the planning process.

**Expansion of Luxury and High-End Event Rental Services:** Premium event rentals, including designer furniture and bespoke tableware, are becoming more popular among high-budget event planners.

**Increasing Popularity of Themed and Experiential Events:** Consumers are prioritizing unique, customized event experiences, driving demand for specialized rental products.

**Growing Corporate and Private Event Hosting Trends:** Businesses and individuals are investing more in event planning, increasing the need for rental supplies.

**Technological Advancements in Digital Booking and Inventory Management:** AI, AR, and blockchain are enhancing the efficiency, security, and user experience of rental transactions.

**Sustainability and Waste Reduction Initiatives:** The shift toward reusable and eco-friendly event supplies is encouraging more consumers and businesses to choose rental solutions over single-use products.

**Logistical and Maintenance Challenges for Rental Providers:** Ensuring timely delivery, maintaining product quality, and managing high-volume rentals require significant operational investments and coordination.

## Party Supply Rental Market Segmentation

### By Type

Tableware And Linens

Decorations And Decor

Furniture And Seating

Tents And Canopies

Audio And Visual Equipment

Party Games And Entertainment

Catering Equipment

Themed Party Supplies

Dinnerware And Glassware

Outdoor Cooking And Grilling Equipment

#### By Events Or Occasions

Weddings

Birthdays

Corporate Events

Seasonal Events

Graduations

Outdoor Events

Baby Showers

Anniversaries

Festivals And Fairs

Other Events Or Occasions

#### By Customer

Individual Consumers

Event Planners

Corporate Clients

Nonprofit Organizations

Government And Municipalities

Caterers And Catering Services

### Key Companies Analysed

CORT Party Rental Corporation

Chase Canopy Company Inc.

Marquee Event Group LLC

Bright Event Rentals LLC

Quest Events LLC

Hartmann Studios Inc

Stamford Tent & Event Services Inc

Hall's Rental Service Inc

All Occasions Party Rental Inc

Party Reflections Inc

Stuart Event Rentals Inc

Event Source Inc

Avalon Event Rentals Inc

Baker Party Rentals

Classic Party Rentals LLC

Elite Party Rentals Inc

Abbey Tent & Party Rentals Inc

Diamond Event and Tent LLC

Gervais Party and Tent Rentals Inc

Prime Event Group Inc

Signature Party Rentals LLC

The Fun Ones Inc

Total Events LLC

US Event Structures Inc

Xtreme Fun Rentals Inc

Platinum Event Rentals LLC

Ventura Rental Center Inc.

## Party Supply Rental Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy

security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Party Supply Rental Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Party Supply Rental market data and outlook to 2034

United States

Canada

Mexico

Europe — Party Supply Rental market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Party Supply Rental market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Party Supply Rental market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Party Supply Rental market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Party Supply Rental value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Party Supply Rental industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to

invest over the next 3–5 years?

## Your Key Takeaways from the Party Supply Rental Market Report

Global Party Supply Rental market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Party Supply Rental trade, costs, and supply chains

Party Supply Rental market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Party Supply Rental market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Party Supply Rental market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Party Supply Rental supply chain analysis

Party Supply Rental trade analysis, Party Supply Rental market price analysis, and Party Supply Rental supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Party Supply Rental market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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