

Real Estate Rental Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Residential Buildings And Dwellings Rental Services, Non-Residential Buildings Rental Services, Mini warehouses And Self-Storage Units Rental Services, Other Rental Services), By Mode (Online, Offline), By Property Type

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Abstracts

The Real Estate Rental Market is valued at USD 2.5 trillion in 2025 and is projected to grow at a CAGR of 8.5% to reach USD 5.2 trillion by 2034.

Market Overview

The real estate rental market plays a pivotal role in the global property sector, providing residential, commercial, and industrial spaces for temporary use. This market encompasses a wide variety of properties, including apartments, houses, office spaces, retail units, and warehouses, catering to a broad spectrum of customers, from individuals to large businesses. The real estate rental market is characterized by its reliance on both short-term and long-term rental agreements, with consumers and companies renting properties based on their specific needs and preferences. Residential rentals, particularly in urban areas, continue to account for a significant portion of the market, as the increasing cost of homeownership and the shift toward flexibility have led more people to rent rather than buy. Commercial rental properties, including office spaces, retail outlets, and co-working spaces, are also important components of the market, influenced by factors such as business expansion, remote work trends, and economic conditions. As cities continue to grow, the demand for rental properties has been steadily increasing. However, challenges such as rising rental

prices, government regulations, and the fluctuating economic environment continue to influence market dynamics. Despite these challenges, the real estate rental market remains a significant source of revenue for property owners and investors globally. The real estate rental market continued to experience growth, particularly in urban areas where demand for both residential and commercial properties remained strong. The residential rental sector saw increasing competition among landlords due to the ongoing demand for apartments, particularly in cities where homeownership was becoming less affordable. A notable trend in 2024 was the rise of flexible rental models, particularly in the commercial real estate segment. As more businesses adopted hybrid work models, there was an increased demand for flexible office spaces and co-working environments that allowed businesses to scale up or down as needed. Residential properties in high-demand areas also became more lucrative for investors, with many opting to convert their properties into short-term rentals, driven by the success of platforms like Airbnb. In addition, rental prices continued to rise in many markets, particularly in metropolitan areas, driven by low housing inventory and high demand. However, rental markets in certain regions also faced regulatory pressures, as governments imposed rent control measures and tenant protection laws to counteract rising housing costs. Despite these regulatory hurdles, the market remained resilient, with steady demand for rental properties across various sectors. The real estate rental market is expected to continue evolving, driven by changing consumer preferences, technological advancements, and economic factors. The trend toward remote and hybrid work models is anticipated to continue reshaping the commercial real estate rental sector, with businesses increasingly seeking flexible, adaptable office spaces. The demand for co-working spaces and serviced offices is expected to rise as businesses prioritize agility and cost savings. Additionally, the residential rental market will continue to grow, particularly in urban and suburban areas, as rising housing costs push more people to rent rather than purchase homes. There will also be increasing demand for smart homes and properties with energy-efficient features, as consumers become more conscious of environmental sustainability and convenience. The growth of the sharing economy will likely continue to impact the rental market, particularly in the short-term rental segment, where platforms like Airbnb remain dominant. However, the market will also face challenges, including rising rental prices, supply shortages, and ongoing regulatory changes that affect both tenants and property owners. Despite these challenges, the real estate rental market is expected to remain a vital part of the global economy, with strong growth prospects across residential, commercial, and industrial sectors.

Key Insights Real Estate Rental Market

Increased demand for flexible rental models in both residential and commercial sectors, driven by the rise of hybrid work and the sharing economy.

Growth in the short-term rental market, particularly through platforms like Airbnb, as consumers seek more affordable and flexible accommodation options.

Demand for energy-efficient and smart homes, with a growing emphasis on sustainability in the residential rental market.

Continued popularity of co-working spaces and serviced offices, fueled by the need for flexible office environments in the commercial sector.

Urbanization and population growth driving continued demand for residential rental properties in cities and high-demand areas.

Increased urbanization and population growth, leading to higher demand for residential and commercial rental properties in metropolitan areas.

Growing preference for flexibility, particularly in the commercial rental market, where businesses are seeking more adaptable office spaces.

Rising affordability challenges in homeownership, pushing more individuals to rent properties in high-demand urban areas.

Technological advancements in the real estate sector, enabling easier access to rental properties and increasing competition among landlords and rental platforms.

Rising rental prices, regulatory pressures, and housing supply shortages continue to challenge the stability and affordability of the real estate rental market.

Real Estate Rental Market Segmentation

By Type

Residential Buildings And Dwellings Rental Services

Non-Residential Buildings Rental Services

Mini warehouses And Self-Storage Units Rental Services

Other Rental Services

By Mode

Online

Offline

By Property Type

Fully Furnished

Semi-Furnished

Unfurnished

Key Companies Analysed

Brookfield Asset Management

CBRE Group Inc.

Leopalace21 Corporation

Xiamen C&D

Mitsui Fudosan Co. Ltd.

American Tower Corporation

Weyerhaeuser Company

Sun Hung Kai Properties Limited

Equinix Inc. (REIT)

Prologis Inc.

Simon Property Group Inc.

Host Hotels & Resorts Inc.

Digital Realty Trust Inc

Public Storage

Daito Trust Construction Co. Ltd.

Americold Realty Trust

Equity Residential

SBA Communications Corporation

AvalonBay Communities Inc.

Alexandria Real Estate Equities Inc.

CapitaLand Limited

Healthpeak Properties Inc.

UDR Inc.

Camden Property Trust

Regency Centers Corporation

CyrusOne Inc.

Federal Realty Investment Trust

STORE Capital Corporation

Rexford Industrial Realty Inc.

Crown Castle International Corp. (REIT)

Duke Realty Corporation

Essex Property Trust Inc.

Highwoods Properties Inc.

Real Estate 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.

Real Estate 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 — Real Estate Rental market data and outlook to 2034

United States

Canada

Mexico

Europe — Real Estate Rental market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Real Estate Rental market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Real Estate Rental market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Real Estate 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 Real Estate 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 Real Estate 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 Real Estate Rental Market Report

Global Real Estate Rental market size and growth projections (CAGR), 2024-2034

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

Real Estate Rental market size, share, and outlook across 5 regions and 27 countries, 2023-2034

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

Short- and long-term Real Estate Rental market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Real Estate Rental supply chain analysis

Real Estate Rental trade analysis, Real Estate Rental market price analysis, and Real Estate Rental supply/demand dynamics

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

Latest Real Estate 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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