

Equipment & Tool Rental Platforms Market Forecasts to 2034 – Global Analysis By Equipment Type (Construction Equipment, Industrial Machinery, Agricultural Equipment, Material Handling Equipment, Other Equipment Types), Rental Model, Pricing Model, Customer Type, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Equipment & Tool Rental Platforms Market is accounted for \$138.50 billion in 2026 and is expected to reach \$242.60 billion by 2034 growing at a CAGR of 7.3% during the forecast period. Equipment & Tool Rental Platforms are digital or physical service models that provide temporary access to machinery, tools, and equipment for construction, industrial, and consumer use. These platforms allow users to rent rather than purchase equipment, reducing capital expenditure and improving asset utilization. Services include booking, delivery, maintenance, and tracking. The model supports sustainability by maximizing product usage and reducing idle inventory. Growth is driven by increasing demand for flexible access, rising construction activities, and digital platform integration that enhances convenience, transparency, and operational efficiency.

Market Dynamics:

Driver:

Cost savings over equipment ownership

Rising demand for short-term projects fosters reliance on rental solutions. Expanding awareness of operational efficiency accelerates uptake across construction and

industrial sectors. Corporate investment in rental ecosystems propels development of advanced platforms. Strong marketing campaigns emphasize affordability and scalability, boosting visibility in enterprise ecosystems. Collectively, cost efficiency is propelling the market toward sustained growth.

Restraint:

Equipment maintenance and downtime risks

Frequent wear and tear increases operational costs for providers. Limited availability of well-maintained equipment hampers credibility. Negative perceptions around downtime risks degrade consumer trust. Smaller rental firms struggle to manage maintenance schedules, limiting accessibility. Consequently, maintenance challenges continue to constrain market penetration despite strong demand drivers.

Opportunity:

Digital platforms for on-demand rentals

Advances in mobile apps accelerate real-time booking and tracking. Strategic collaborations between rental firms and tech startups propel commercialization. Expanding investment in IoT fosters breakthroughs in predictive maintenance. Rising institutional preference for digital convenience accelerates uptake of online rental platforms. Strong marketing campaigns propel awareness of on-demand benefits. Overall, digital platforms are propelling new revenue streams and strengthening market competitiveness.

Threat:

Theft and damage of rented equipment

Concerns over asset security constrain willingness to rent high-value machinery. Ambiguity around liability frameworks hampers credibility. Negative publicity around theft incidents degrades consumer confidence. Cultural resistance to shared equipment hampers uptake in conservative markets. Consequently, theft and damage risks continue to limit scalability despite strong innovation drivers.

Covid-19 Impact:

The Covid-19 pandemic accelerated demand for flexible rental solutions, fostering adoption across construction and industrial sectors. Rising awareness of cost efficiency propelled reliance on short-term rentals. Lockdowns constrained capital investments, boosting short-term demand for rental platforms. Supply chain disruptions slowed availability of new equipment, indirectly fueling rental adoption. Recovery phases fostered renewed investment in digital rental innovation, accelerating adoption post-pandemic. Expanding online ecosystems accelerated visibility of rental platforms. Overall, Covid-19 acted as both a short-term constraint and a long-term catalyst for rental market growth.

The construction equipment segment is expected to be the largest during the forecast period

The construction equipment segment is expected to account for the largest market share during the forecast period as cost savings over ownership accelerate reliance on rental solutions for heavy machinery. Rising demand for short-term construction projects fosters consistent adoption. Strong infrastructure investments accelerate visibility of rental equipment. Expanding investment in smart construction fosters breakthroughs in rental demand. Strategic collaborations between rental firms and contractors propel commercialization. Collectively, construction equipment is propelling dominance in the overall market.

The infrastructure development segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the infrastructure development segment is predicted to witness the highest growth rate due to cost savings over ownership accelerating adoption of rental platforms in large-scale projects. Rising prevalence of government-funded infrastructure fosters uptake of rental solutions. Expanding investment in smart cities accelerates innovation in rental demand. Strategic partnerships between rental firms and public agencies propel commercialization. Growing awareness of efficiency benefits fosters reliance on rental platforms for infrastructure projects. Strong marketing campaigns accelerate visibility of rental solutions.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to cost savings over ownership boosting adoption across the United

States and Canada. Strong construction and industrial infrastructure fosters visibility of rental platforms. Established rental companies accelerate commercialization of advanced solutions. Rising consumer preference for flexible access fosters consistent demand. Strategic collaborations between startups and contractors propel innovation. Expanding digital ecosystems accelerate accessibility of rental equipment.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR as cost savings over ownership accelerates adoption across China, India, Japan, and Southeast Asia. Rapid urbanization fosters rising demand for construction and infrastructure rentals. Government initiatives propel investment in smart city projects and industrial expansion. Rising middle-class incomes accelerate willingness to pay for flexible rental solutions. Expanding digital marketplaces foster visibility of rental platforms. Strong marketing campaigns accelerate awareness of rental benefits.

Key players in the market

Some of the key players in Equipment & Tool Rental Platforms Market include United Rentals, Inc., Ashtead Group plc, Herc Holdings Inc., Loxam Group, Kiloutou Group, Boels Rental, Sunbelt Rentals, H&E Equipment Services, Inc., Kanamoto Co., Ltd., Nishio Rent All Co., Ltd., Aktio Corporation, Speedy Hire Plc, Ramirent Group, Home Depot, Inc. and Cramo Plc.

Key Developments:

In March 2024, Boels Rental announced the acquisition of Riwal, a specialist in aerial work platforms (AWP). This acquisition significantly expanded Boels' fleet, expertise, and market presence, reinforcing its ambition to become Europe's leading rental partner of choice and strengthening its position in both existing and new territories.

In February 2023, United Rentals completed the acquisition of Able Equipment Rental, Inc., a provider of aerial equipment, trucks, and contractor tools. This acquisition expanded United Rentals' footprint in the Northeastern U.S., strengthening its specialty rental offerings and customer reach.

Equipment Types Covered:

Construction Equipment

Industrial Machinery

Agricultural Equipment

Material Handling Equipment

Other Equipment Types

Rental Models Covered:

Short-Term Rental

Long-Term Rental

On-Demand Rental

Subscription-Based Rental

Lease-to-Rent Models

Other Rental Models

Pricing Models Covered:

Hourly Rental

Daily Rental

Weekly Rental

Monthly Rental

Usage-Based Pricing

Customer Types Covered:

Individual Users

Small and Medium Enterprises

Large Enterprises

End Users Covered:

Construction

Manufacturing

Agriculture

Mining

Oil & Gas

Infrastructure Development

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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