

# **Furniture & Appliance Rental Market Forecasts to 2034 – Global Analysis By Product Type (Furniture and Appliances), Rental Model, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Furniture & Appliance Rental Market is accounted for \$82.4 billion in 2026 and is expected to reach \$155.3 billion by 2034 growing at a CAGR of 8.2% during the forecast period. Furniture and appliance rental encompasses the leasing of household and office furnishings, electronic appliances, and related equipment to residential and commercial clients. This model offers flexibility, cost savings, and access to premium products without upfront capital expenditure. It serves students, families, corporates, and event organizers seeking short-term or long-term solutions. Built on convenience and circular economy principles, the rental model reduces waste and promotes product lifecycle extension, thereby contributing significantly to affordable access and sustainable consumption patterns.

Market Dynamics:

Driver:

Rising urbanization and workforce mobility

The rapid expansion of urban centers and the growing trend of transient lifestyles among young professionals and students are significantly boosting demand for rental furniture and appliances. As more individuals relocate for education or employment, the need for fully furnished living spaces without long-term ownership commitments intensifies. Corporate transfers and expatriate assignments further fuel this trend, as employees seek temporary housing solutions. Rental models offer flexibility, eliminating

the hassle of moving heavy belongings. Additionally, the rise of co-living spaces and serviced apartments relies heavily on rental inventory to maintain standardization and cost efficiency, making mobility a core market accelerator.

#### Restraint:

##### High maintenance and logistical costs

Managing large inventories of rental furniture and appliances involves substantial expenses related to storage, transportation, cleaning, repair, and replacement. Damaged or worn-out items require frequent refurbishment, eating into profit margins. Logistics networks must handle reverse supply chains efficiently, which is particularly challenging in geographically dispersed markets. Seasonal demand fluctuations also complicate inventory planning and warehousing. Smaller rental providers struggle with these operational overheads, limiting their ability to scale. Without advanced asset tracking and predictive maintenance systems, companies risk reduced asset utilization and increased turnaround times, restraining overall market profitability.

#### Opportunity:

##### Integration of IoT and smart asset tracking

The adoption of Internet of Things (IoT) sensors and RFID tagging presents a transformative opportunity for rental companies to monitor asset condition, location, and usage patterns in real time. Smart tracking reduces theft, optimizes maintenance schedules, and improves inventory turnover. Predictive analytics can forecast when appliances like refrigerators or washing machines need servicing, minimizing downtime for customers. Digital platforms integrated with IoT enable automated billing based on actual usage, enhancing pay-per-use rental models. As consumers become more tech-savvy, rental providers offering connected, self-monitoring assets will gain a competitive edge, unlocking new revenue streams and operational efficiencies.

#### Threat:

##### Economic downturns impacting consumer spending

During periods of inflation or recession, both residential and commercial clients may defer non-essential rental agreements or switch to lower-tier products. Businesses facing budget cuts may reduce office furniture rentals for expansions or events. Startups

and co-working spaces, which form a key customer segment, often delay procurement during financial uncertainty. Additionally, declining disposable incomes push consumers toward outright purchase of cheap, low-quality alternatives rather than premium rental subscriptions. Rental companies with high fixed costs are vulnerable to contract cancellations and payment defaults. Without flexible pricing strategies and diversified client portfolios, economic volatility poses a persistent threat to revenue stability.

### Covid-19 Impact

The pandemic triggered a sharp decline in corporate relocations, event cancellations, and hospitality operations, temporarily suppressing rental demand. Lockdowns disrupted logistics and sanitization protocols, raising operational costs. However, remote work trends increased demand for home office furniture rentals. Health concerns accelerated contactless rental processes and digital onboarding. Post-pandemic recovery has seen a resurgence in co-living spaces, student housing, and hybrid work models, all favoring rental solutions. Companies are now investing in sanitization technologies and flexible contract terms. The crisis underscored the value of asset-light lifestyles, permanently shifting consumer attitudes toward renting over owning.

The furniture segment is expected to be the largest during the forecast period

The furniture segment is expected to account for the largest market share during the forecast period, driven by its essential role in residential, office, and hospitality settings. Household furniture including sofas, beds, tables, and storage units forms the core of rental inventories. Office furniture rentals for workstations, ergonomic chairs, and conference tables are increasingly popular among startups and corporates seeking agile workspace solutions. Outdoor and recreational furniture also gains traction for seasonal events and short-term leases.

The subscription-based rental segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the subscription-based rental segment is predicted to witness the highest growth rate, driven by consumer preference for predictable monthly expenses and hassle-free upgrades. Unlike traditional fixed-term leases, subscription models offer flexibility to swap, return, or add items mid-contract, appealing to millennials and Gen Z. Automated billing, free delivery, and included maintenance enhance customer loyalty. Businesses benefit from recurring revenue streams and improved customer lifetime value. Integration with mobile apps allows users to manage

subscriptions seamlessly.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by mature subscription economy models and high adoption of smart home technologies. The United States and Canada are witnessing a cultural shift toward minimalism and asset-light living, especially among millennials and remote workers. Strong e-commerce infrastructure and logistics networks enable rapid delivery and reverse supply chain management. Regulatory support for circular economy practices encourages furniture refurbishment and recycling.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by rapid urbanization, expanding middle-class populations, and growing student mobility. Countries like China, India, and Japan are witnessing a surge in co-living spaces, corporate housing, and serviced apartments that rely heavily on rental furniture and appliances. Government initiatives promoting affordable housing and startup ecosystems further boost demand. The region also benefits from low manufacturing costs, enabling local rental companies to maintain large, cost-effective inventories.

Key players in the market

Some of the key players in Furniture & Appliance Rental Market include Rent-A-Center, Inc., Aaron's LLC, CORT Furniture Rental, Furlenco, Rentomojo, Feather, Brook Furniture Rental, CasaOne, Cityfurnish, Luxe Modern Rentals, The Everset, Fernished Inc., Inhabitr, Rentickle, and GetFurnished.

Key Developments:

In August 2025, Furlenco raised \$50 million in Series D funding to enhance its AI-driven inventory management platform and launch a pay-per-use rental model for office furniture targeting startups in Bengaluru and Mumbai.

In March 2025, Rent-A-Center announced the expansion of its subscription-based home appliance rental program across 200 new locations in the Midwest, integrating IoT-enabled washing machines and refrigerators with predictive maintenance alerts for

customers.

#### Product Types Covered:

Furniture

Appliances

#### Rental Models Covered:

Short-Term Rental

Long-Term Rental

Subscription-Based Rental

Pay-Per-Use Rental

#### Distribution Channels Covered:

Direct Rental Providers

Online Rental Platforms

Offline Retail-Based Rental

Third-Party Marketplace Partnerships

#### End Users Covered:

Residential

Commercial

#### 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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