

Furniture-as-a-Service Market Forecasts to 2034 - Global Analysis By Service Type (Subscription-based Rental, Pay-per-Use Model, Leasing & Long-term Contracts and Value-added Services), Furniture Category, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Furniture-as-a-Service Market is accounted for \$100.1 billion in 2026 and is expected to reach \$224.1 billion by 2034 growing at a CAGR of 10.6% during the forecast period. Furniture-as-a-Service represents an evolving approach where users obtain furniture via subscription or leasing rather than purchasing it. This model appeals to modern consumers and organizations looking for flexibility and reduced capital expenditure. It typically covers end-to-end services such as setup, repairs, and replacements, making it highly convenient. Additionally, it contributes to environmental sustainability by encouraging product reuse and minimizing waste. Companies can easily scale their furniture needs, while individuals benefit from adaptable and hassle-free solutions. Rising urbanization, changing work patterns, and the popularity of temporary living spaces are accelerating the adoption of FaaS in both homes and workplaces.

According to the United Nations Environment Programme, the global economy consumes over 100 billion tonnes of materials annually, with less than 10% being recycled, highlighting the need for circular models such as Furniture-as-a-Service.

Market Dynamics:

Driver:

Rising demand for flexible and cost-effective solutions

Growth in the Furniture-as-a-Service market is fueled by the rising need for affordable and adaptable furnishing solutions. Consumers and companies increasingly seek alternatives to large initial expenditures on furniture purchases. Rental or subscription models provide access to quality furniture through predictable monthly payments, supporting financial efficiency. This approach suits modern lifestyles characterized by mobility and temporary living situations. Organizations also benefit by adjusting furniture usage in line with changing employee needs without heavy investments. Added services like installation, repairs, and replacements increase convenience and value. As a result, FaaS is emerging as a flexible and budget-friendly option for both residential and commercial users.

Restraint:

High operational and logistics costs

One of the key limitations in the Furniture-as-a-Service market is the substantial cost of operations and logistics. Service providers need to invest heavily in storage facilities, transportation systems, and skilled labor to manage delivery, setup, and returns. Continuous movement of furniture leads to faster depreciation, increasing repair and replacement costs. Efficient inventory control and warehousing further add financial pressure. These factors can significantly impact profitability, particularly for smaller companies entering the market. Additionally, ensuring consistent service standards across regions is challenging. Such high operational demands may restrict expansion opportunities and slow down the broader growth of FaaS offerings.

Opportunity:

Integration with smart and sustainable furniture solutions

The Furniture-as-a-Service market can benefit greatly from incorporating intelligent and eco-friendly furniture solutions. Technological innovations are enabling the creation of smart furniture equipped with connected features, modular capabilities, and improved usability. Simultaneously, growing concern for the environment is increasing demand for sustainable materials and responsible manufacturing processes. Service providers can stand out by delivering advanced, sustainable furniture options that meet evolving consumer expectations. This approach attracts users who value both functionality and

environmental responsibility. By embracing digital advancements and sustainability trends, FaaS companies can enhance their product offerings, broaden their appeal, and unlock new avenues for sustained growth.

Threat:

Intense competition from traditional and e-commerce furniture retailers

A major threat to the Furniture-as-a-Service market is the rising competition from conventional furniture sellers and online retail platforms. Traditional stores continue to attract customers through ownership benefits, promotional pricing, and financing schemes. Meanwhile, e-commerce companies enhance customer experience with quick delivery and competitive rates. Some of these players are also entering the rental segment, directly competing with FaaS providers. This growing rivalry can reduce market opportunities and pressure companies to lower prices, affecting margins. As competition intensifies, FaaS providers must work harder to distinguish their services and maintain sustainable growth in an increasingly crowded marketplace.

Covid-19 Impact:

The COVID-19 outbreak had a notable impact on the Furniture-as-a-Service market, altering how consumers and businesses approach furniture usage. As remote working became widespread, demand moved toward adaptable home office setups instead of conventional office furnishings. Organizations sought to minimize upfront costs, leading to increased adoption of subscription-based furniture services. Early supply chain challenges affected availability, but companies quickly adjusted with online services and safe delivery methods. Economic uncertainty and changing workspace needs pushed businesses toward short-term, flexible rental solutions. Consequently, the pandemic boosted market visibility and encouraged sustained growth in both residential and corporate furniture leasing models.

The subscription-based rental segment is expected to be the largest during the forecast period

The subscription-based rental segment is expected to account for the largest market share during the forecast period as it offers a practical and user-friendly approach to furniture access. By enabling customers to pay periodically instead of making large initial purchases, it appeals to a broad audience including businesses and individuals. Its flexible nature allows users to modify or exchange furniture based on their needs,

making it ideal for dynamic environments. Added benefits such as maintenance and service support further increase its attractiveness. With its cost-effective structure and ease of use, this model has become the most preferred option, securing the highest share in the overall Furniture-as-a-Service industry.

The residential furniture segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the residential furniture segment is predicted to witness the highest growth rate due to shifting lifestyle patterns and housing preferences. With more individuals embracing rental living and work-from-home setups, demand for flexible and affordable furniture solutions is increasing. Younger consumers, especially those who relocate frequently, are drawn to subscription options that reduce long-term commitments. Features such as convenient delivery, hassle-free replacements, and low maintenance responsibilities make this segment highly appealing. Moreover, the rise of online platforms offering seamless access to furniture services is accelerating growth, positioning residential furniture as the highest CAGR segment in the market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by its mature technological ecosystem and widespread acceptance of rental-based consumption models. High awareness among consumers and businesses, along with the strong presence of industry providers, contributes to its leading position. The growing need for adaptable office and home furniture solutions, particularly among startups and remote professionals, accelerates demand. Furthermore, increasing urban mobility and access to seamless online platforms with reliable delivery systems enhance adoption, positioning North America as the largest contributor to the Furniture-as-a-Service market.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, fueled by strong economic development and shifting consumer lifestyles. Increasing urban migration and a rising middle-income group are encouraging the adoption of cost-effective and adaptable furniture options. A large base of young, mobile consumers, including students and working professionals, prefers flexible rental models. Furthermore, rapid digital transformation and wider internet penetration are enhancing service availability. The expansion of shared living and working environments also

contributes to rising demand, making Asia-Pacific the region with the highest growth rate in this evolving market.

Key players in the market

Some of the key players in Furniture-as-a-Service Market include Aaron's, AFR Furniture Rental, Brook Furniture Rental, CasaOne, CORT Furniture Rental, Enky, Fashion Furniture Rentals, Showroom, Furlenco, Homat, Homespring, Inhabitr, Living Edge (Lifecycle program), Oliver Space, Rent-A-Center, Rentomojo, The Everset and EFC (I) Limited.

Key Developments:

In April 2026, Rent-A-Center (RAC) has recently announced a new collaboration between RAC and Amazon. Amazon customers will soon enjoy the convenience of easy order pickups and returns at RAC's 1,700+ continental U.S. corporate-owned stores. The agreement between the two companies will enable Amazon customers to choose to have their Amazon orders shipped to their nearest RAC location for in-store pickup, as well as to drop off label-free, box-free Amazon returns at their local RAC store.

In December 2025, Aaron's Company, Katapult and CCF Holdings have entered into a definitive agreement to combine in an all-stock transaction. The transaction will create a premier omni-channel platform that provides non-prime consumers access to durable goods and a comprehensive suite of innovative financial solutions tailored to their specific needs.

Service Types Covered:

Subscription-based Rental

Pay-per-Use Model

Leasing & Long-term Contracts

Value-added Services

Furniture Categories Covered:

Residential Furniture

Office & Commercial Furniture

Hospitality & Leisure Furniture

Institutional Furniture

Distribution Channels Covered:

Online Platforms

Offline Retail & Showrooms

Direct Corporate Contracts

Third-party Aggregators

End Users Covered:

Individual Consumers

Small & Medium Enterprises (SMEs)

Large Corporates

Public Sector & Institutions

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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL FURNITURE-AS-A-SERVICE MARKET, BY SERVICE TYPE

- 5.1 Subscription-based Rental
- 5.2 Pay-per-Use Model
- 5.3 Leasing & Long-term Contracts
- 5.4 Value-added Services

6 GLOBAL FURNITURE-AS-A-SERVICE MARKET, BY FURNITURE CATEGORY

- 6.1 Residential Furniture
- 6.2 Office & Commercial Furniture
- 6.3 Hospitality & Leisure Furniture
- 6.4 Institutional Furniture

7 GLOBAL FURNITURE-AS-A-SERVICE MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Online Platforms
- 7.2 Offline Retail & Showrooms
- 7.3 Direct Corporate Contracts
- 7.4 Third-party Aggregators

8 GLOBAL FURNITURE-AS-A-SERVICE MARKET, BY END USER

- 8.1 Individual Consumers
- 8.2 Small & Medium Enterprises (SMEs)
- 8.3 Large Corporates
- 8.4 Public Sector & Institutions

9 GLOBAL FURNITURE-AS-A-SERVICE MARKET, BY GEOGRAPHY

- 9.1 North America
 - 9.1.1 United States
 - 9.1.2 Canada
 - 9.1.3 Mexico
- 9.2 Europe

- 9.2.1 United Kingdom
- 9.2.2 Germany
- 9.2.3 France
- 9.2.4 Italy
- 9.2.5 Spain
- 9.2.6 Netherlands
- 9.2.7 Belgium
- 9.2.8 Sweden
- 9.2.9 Switzerland
- 9.2.10 Poland
- 9.2.11 Rest of Europe
- 9.3 Asia Pacific
 - 9.3.1 China
 - 9.3.2 Japan
 - 9.3.3 India
 - 9.3.4 South Korea
 - 9.3.5 Australia
 - 9.3.6 Indonesia
 - 9.3.7 Thailand
 - 9.3.8 Malaysia
 - 9.3.9 Singapore
 - 9.3.10 Vietnam
 - 9.3.11 Rest of Asia Pacific
- 9.4 South America
 - 9.4.1 Brazil
 - 9.4.2 Argentina
 - 9.4.3 Colombia
 - 9.4.4 Chile
 - 9.4.5 Peru
 - 9.4.6 Rest of South America
- 9.5 Rest of the World (RoW)
 - 9.5.1 Middle East
 - 9.5.1.1 Saudi Arabia
 - 9.5.1.2 United Arab Emirates
 - 9.5.1.3 Qatar
 - 9.5.1.4 Israel
 - 9.5.1.5 Rest of Middle East
 - 9.5.2 Africa
 - 9.5.2.1 South Africa

9.5.2.2 Egypt

9.5.2.3 Morocco

9.5.2.4 Rest of Africa

10 STRATEGIC MARKET INTELLIGENCE

10.1 Industry Value Network and Supply Chain Assessment

10.2 White-Space and Opportunity Mapping

10.3 Product Evolution and Market Life Cycle Analysis

10.4 Channel, Distributor, and Go-to-Market Assessment

11 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

11.1 Mergers and Acquisitions

11.2 Partnerships, Alliances, and Joint Ventures

11.3 New Product Launches and Certifications

11.4 Capacity Expansion and Investments

11.5 Other Strategic Initiatives

12 COMPANY PROFILES

12.1 Aaron's

12.2 AFR Furniture Rental

12.3 Brook Furniture Rental

12.4 CasaOne

12.5 CORT Furniture Rental

12.6 Enky

12.7 Fashion Furniture Rentals

12.8 Showroom

12.9 Furlenco

12.10 Homat

12.11 Homespring

12.12 Inhabitr

12.13 Living Edge (Lifecycle program)

12.14 Oliver Space

12.15 Rent-A-Center

12.16 Rentomojo

12.17 The Everset

12.18 EFC (I) Limited

List Of Tables

LIST OF TABLES

Table 1 Global Furniture-as-a-Service Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Furniture-as-a-Service Market Outlook, By Service Type (2023-2034) (\$MN)

Table 3 Global Furniture-as-a-Service Market Outlook, By Subscription-based Rental (2023-2034) (\$MN)

Table 4 Global Furniture-as-a-Service Market Outlook, By Pay-per-Use Model (2023-2034) (\$MN)

Table 5 Global Furniture-as-a-Service Market Outlook, By Leasing & Long-term Contracts (2023-2034) (\$MN)

Table 6 Global Furniture-as-a-Service Market Outlook, By Value-added Services (2023-2034) (\$MN)

Table 7 Global Furniture-as-a-Service Market Outlook, By Furniture Category (2023-2034) (\$MN)

Table 8 Global Furniture-as-a-Service Market Outlook, By Residential Furniture (2023-2034) (\$MN)

Table 9 Global Furniture-as-a-Service Market Outlook, By Office & Commercial Furniture (2023-2034) (\$MN)

Table 10 Global Furniture-as-a-Service Market Outlook, By Hospitality & Leisure Furniture (2023-2034) (\$MN)

Table 11 Global Furniture-as-a-Service Market Outlook, By Institutional Furniture (2023-2034) (\$MN)

Table 12 Global Furniture-as-a-Service Market Outlook, By Distribution Channel (2023-2034) (\$MN)

Table 13 Global Furniture-as-a-Service Market Outlook, By Online Platforms (2023-2034) (\$MN)

Table 14 Global Furniture-as-a-Service Market Outlook, By Offline Retail & Showrooms (2023-2034) (\$MN)

Table 15 Global Furniture-as-a-Service Market Outlook, By Direct Corporate Contracts (2023-2034) (\$MN)

Table 16 Global Furniture-as-a-Service Market Outlook, By Third-party Aggregators (2023-2034) (\$MN)

Table 17 Global Furniture-as-a-Service Market Outlook, By End User (2023-2034) (\$MN)

Table 18 Global Furniture-as-a-Service Market Outlook, By Individual Consumers (2023-2034) (\$MN)

Table 19 Global Furniture-as-a-Service Market Outlook, By Small & Medium Enterprises (SMEs) (2023-2034) (\$MN)

Table 20 Global Furniture-as-a-Service Market Outlook, By Large Corporates (2023-2034) (\$MN)

Table 21 Global Furniture-as-a-Service Market Outlook, By Public Sector & Institutions (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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