

# **Online Clothing Rental Market Forecasts to 2032 – Global Analysis By Product Type (Knitwear, Trousers & Jeans, Jumpsuits, Coats & Jackets, Ethnic Wear, Performance Wear, Active Wear, and Lounge Wear), Target Audience, Business Model, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Online Clothing Rental Market is accounted for \$1.4 billion in 2025 and is expected to reach \$2.8 billion by 2032 growing at a CAGR of 10% during the forecast period. Online clothing rental refers to a digital service platform that allows customers to lease garments and accessories temporarily through an internet-based marketplace. Instead of purchasing, users can browse, select, and rent clothing items for specified periods, often for occasions, fashion variety, or sustainability reasons. The platform manages inventory, delivery, and returns, enabling flexible access to fashion without long-term ownership.

According to the European Union, one in three clothes are never worn or worn once in three months. Less than 50% of the used clothes are collected for recycling or reuse when the clothes are no longer needed.

Market Dynamics:

Driver:

Growth in digitalization and e-commerce platforms

The online clothing rental market is propelled by rapid digitalization and the widespread

penetration of e-commerce platforms. Increased internet accessibility, mobile app integration, and secure payment gateways have simplified rental processes. Digital platforms offer consumers convenience, real-time inventory tracking, and personalized recommendations. This tech-driven approach aligns with fast-paced lifestyles, particularly in urban areas. Additionally, AI-powered styling tools and virtual try-ons are enhancing user engagement and fostering strong customer retention, thereby fueling market expansion.

#### Restraint:

##### Consumer hesitation over product hygiene and quality

Consumer skepticism regarding hygiene and product condition remains a significant restraint in the online clothing rental market. Concerns over garment sanitation, wear and tear, and inadequate return protocols often deter first-time renters. While companies invest in high-grade cleaning technologies and transparent quality assurance, these efforts may not fully alleviate perceived hygiene risks. Inconsistent customer experiences and negative reviews can further impact brand reputation, especially in regions with limited trust in shared apparel consumption.

#### Opportunity:

##### Rising popularity among millennials and professionals

Growing acceptance of shared economy models among millennials and working professionals presents a robust opportunity for market growth. These demographics prioritize sustainability, variety, and cost-efficiency over ownership, making them ideal users of rental fashion platforms. The need for frequently changing wardrobes for events, business meetings, and social occasions further increases demand. Rental services also allow fashion-conscious consumers to access premium brands at lower prices, driving high repeat usage and supporting segment expansion.

#### Threat:

##### Rapid changes in fashion trends affecting inventory

Fast-evolving fashion trends pose a substantial threat to inventory management within the rental ecosystem. Short life cycles of clothing styles can result in obsolete stock, increased operational costs, and logistical challenges. Companies must constantly

adapt inventory to seasonal preferences and emerging styles to maintain relevance. Over-investment in short-lived trends may lead to underutilized assets. This dynamic forces rental platforms to refine predictive analytics and shorten turnaround cycles to remain competitive and reduce wastage.

#### Covid-19 Impact:

The pandemic significantly disrupted the online clothing rental market, as social gatherings, events, and office functions were curtailed, sharply reducing demand. Additionally, hygiene concerns around shared garments intensified consumer reluctance. However, post-pandemic recovery is being shaped by heightened awareness around sustainability and affordability. As remote work policies relax and social events resume, demand for occasional and business wear rentals is rebounding. Companies have also adopted stricter sanitization protocols, rebuilding consumer trust and reviving market momentum.

The trousers & jeans segment is expected to be the largest during the forecast period

The trousers & jeans segment is expected to account for the largest market share during the forecast period propelled by, its universal appeal, versatility, and frequent usage across casual and semi-formal settings. These items are in high demand among consumers seeking daily wear without committing to ownership. Their durability and ease of maintenance make them ideal for repeated rental cycles. Furthermore, fashion-forward designs and seasonal collections in denim and tailored trousers consistently attract both men and women renters.

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

Over the forecast period, the millennials segment is predicted to witness the highest growth rate, influenced by, their lifestyle choices, digital fluency, and strong inclination toward sustainable consumption. Millennials prefer access over ownership, especially in fashion, where variety and affordability are key. Social media influence and event-centric dressing habits further stimulate rental behavior. The segment's growing awareness of fast fashion's environmental impact and preference for flexible wardrobe options make them a prime growth driver for rental platforms.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, fuelled by, a burgeoning middle class, high smartphone adoption, and cultural acceptance of clothing rentals in urban centers. Countries like India and China are witnessing a surge in demand for affordable fashion among younger populations. Increasing startup activity and fashion tech innovation also contribute to regional growth. Additionally, the cost-sensitive nature of consumers in developing economies aligns well with rental models.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by, strong consumer interest in sustainability, rising event-based fashion demand, and a growing base of eco-conscious millennials and Gen Z. Established players and fashion startups are expanding service portfolios with flexible rental plans and subscription models. High disposable income, strong digital infrastructure, and evolving fashion consumption habits support rapid growth. Continuous innovation in fulfillment, personalization, and brand collaborations enhances regional competitiveness.

#### Key players in the market

Some of the key players in Online Clothing Rental Market include Rent the Runway, The Clothing Rental, Flyrobe.com, Share Wardrobe, Secoo Holding Limited, Gwynnie Bee, Le Tote, Swapdom, Style Lend, Dress Hire, GlamCorner Pty Ltd, Nuuly (Urban Outfitters), MyWardrobeHQ Ltd, HURR Collective, Girl Meets Dress, Chic by Choice, Dress & Go, and Poshmark, Inc.

#### Key Developments:

In March 2025, HURR Collective launched its "Spring Fashion Edit 2025" for its "rent or buy" service, featuring a curated selection of designer pieces for the new season. The collection includes items like floral midi dresses, lightweight blazers, and versatile jumpsuits.

In January 2025, Indian rental platform Flyrobe opened a new store in Bilaspur as part of its ongoing expansion strategy, which includes a focus on physical store growth and an exploration of augmented reality (AR) for virtual try-on experiences.

In January 2025, Poshmark introduced its new "smart list AI" feature. This AI-powered

tool is designed to streamline the resale process for users by enhancing efficiency with generative AI.

#### Product Types Covered:

Knitwear

Trousers & Jeans

Jumpsuits

Coats & Jackets

Ethnic Wear

Performance Wear

Active Wear

Lounge Wear

#### Target Audiences Covered:

Millennials

Professionals

Event Attendees

#### Business Models Covered:

Subscription Based

Standalone

Peer To Peer

## End Users Covered:

Women

Men

Children

## Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & 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 2024, 2025, 2026, 2028, and 2032
- 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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