

Furniture Rental Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Beds, Wardrobes and Others), By Material (Wood, Plastic), By Application (Residential and Commercial), By Region & Competition, 2021-2031F

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Abstracts

The Global Furniture Rental Market is projected to expand from USD 57.29 Billion in 2025 to USD 85.83 Billion by 2031, reflecting a compound annual growth rate (CAGR) of 6.97%. This sector is defined by a service model that allows residential and commercial users to lease furnishings temporarily, thereby gaining access to essential items without incurring the financial burden of ownership. Key factors driving this growth include the increasing mobility of the global workforce, which demands flexible, short-term housing arrangements, and a strategic shift within the corporate sector toward reducing capital expenditures to enhance operational agility. Furthermore, the growing emphasis on the circular economy promotes market expansion, as both businesses and individuals increasingly favor shared resource models to minimize their environmental footprint.

However, the complexity of reverse logistics poses a significant barrier to widespread market growth, primarily due to the substantial operational costs involved in collecting, sanitizing, and refurbishing inventory for future use. These logistical requirements often compress profit margins and hinder rapid scalability into new geographic regions. The economic significance of specific segments within this market is highlighted by the American Rental Association, which reported in 2024 that the event rental category—a sector heavily dependent on furniture inventory—generated between \$5 billion and \$10 billion toward the industry's total revenue.

Market Driver

Rapid urbanization and the increasing mobility of the global workforce serve as the primary catalysts for the furniture rental market, with professionals and businesses increasingly valuing access over ownership. This transition is fuelled by a workforce that requires flexible, temporary living arrangements without the logistical difficulties of transporting heavy furniture, prompting investment in platforms that support an "asset-light" lifestyle. For example, Entrepreneur India reported in February 2024 that the furniture rental startup Rentomojo secured INR 210 crore to scale its operations, confirming the rising demand for flexible solutions. Similarly, established players are benefiting from these shifting consumption patterns; Upbound Group, Inc. reported consolidated revenues of \$1.06 billion in its Third Quarter 2024 results, underscoring the significant activity in the flexible leasing sector.

Simultaneously, the industry is being reshaped by a growing focus on sustainability and circular economy principles, encouraging consumers to adopt models that extend product lifecycles and reduce waste. By circulating quality furniture among multiple users, rental services separate economic value from resource extraction, effectively addressing environmental concerns related to "fast furniture." Major stakeholders are actively implementing this shift through take-back and refurbishment initiatives aimed at closing the product usage loop. According to the Ingka Group's 'Annual & Sustainability Report FY24' released in January 2025, the company expanded its circular services by buying back over 495,000 used products, demonstrating a strong commitment to maintaining inventory circulation and lowering the sector's environmental impact.

Market Challenge

A substantial obstacle to the growth of the Global Furniture Rental Market is the complexity of reverse logistics, particularly the high costs associated with retrieving and refurbishing inventory. Unlike traditional retail, where logistics largely conclude at the point of delivery, rental providers must finance a continuous cycle of collection, sanitization, and repair. This necessitates a dense infrastructure of local warehousing and maintenance hubs, which significantly raises overhead costs and prevents companies from easily expanding into new regions without substantial upfront capital. As a result, profit margins remain under constant pressure, frequently compelling operators to restrict their services to high-density urban areas.

This logistical challenge is further exacerbated by rising industry-wide costs. In 2024, the Reverse Logistics Association reported that the returns cost index climbed to 235.6, suggesting that the expense of managing returned inventory is increasing at a rate

much faster than the volume of returns itself. This trend of disproportionate cost escalation limits the market's ability to price its services competitively against traditional furniture ownership, thereby confining the customer base primarily to short-term users and restricting overall market penetration.

Market Trends

Furniture rental companies are increasingly evolving from traditional leasing arrangements to subscription-based models that feature tiered pricing, flexible tenures, and bundled services such as free relocation, maintenance, and swapping. This strategic shift is designed to foster long-term customer retention by transforming the value proposition from temporary access into a holistic lifestyle service, which stabilizes recurring revenue while addressing the needs of consumers who prefer access over asset ownership. The success of this operational pivot is evident in financial performance; according to ETRetail in September 2025, Rentomojo concluded the fiscal year 2025 with revenues between INR 260 crore and INR 270 crore, highlighting strong market demand for comprehensive subscription ecosystems.

Concurrently, there is a rising trend toward "affordable luxury," where rental platforms provide access to high-end, designer, and statement furniture that would be cost-prohibitive to purchase outright. This model appeals to aspirational millennials and meets temporary staging requirements, allowing consumers to enjoy premium aesthetics without the capital investment or depreciation risks of ownership. The financial viability of this segment is validated by recent industry data; Entrackr reported in October 2025 that Furlenco's focus on high-end offerings played a key role in its financial recovery, with the premium furniture segment contributing approximately 40% to the company's total revenue.

Key Market Players

KIERAYA FURNISHING SOLUTIONS PRIVATE LIMITED

FERNISH, INC

RENTOMOJO PRIVATE LIMITED

Brook Furniture Rental, Inc

Rent-A-Center

Luxe Modern Rentals

EVEREST RENTALS PRIVATE LIMITED

Furnished Inc.

Athoor Party & Entertainment Services

Fashion Furniture Rental

Report Scope

In this report, the Global Furniture Rental Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Furniture Rental Market, By Product

Beds

Wardrobes

Others

Furniture Rental Market, By Material

Wood

Plastic

Furniture Rental Market, By Application

Residential

Commercial

Furniture Rental Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Furniture Rental Market.

Available Customizations:

Global Furniture Rental Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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