

Forklift Rental Market Size, Share, and Outlook, 2025 Report- By Forklift (Warehouse Forklift, Counterbalance Forklift, Side Loader, Rough Terrain Forklift, Others), By Rental Rates (Daily, Weekly, Monthly, Yearly), By End-User (Textile, Chemical, Construction, Beverages, Pharmaceutical, Others), 2018-2032

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Abstracts

Forklift Rental Market Outlook

The Forklift Rental Market size is expected to register a growth rate of 5.1% during the forecast period from \$10.01 Billion in 2025 to \$14.2 Billion in 2032. The Forklift Rental market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Forklift Rental segments across 22 countries from 2021 to 2032. Key segments in the report include By Forklift (Warehouse Forklift, Counterbalance Forklift, Side Loader, Rough Terrain Forklift, Others), By Rental Rates (Daily, Weekly, Monthly, Yearly), By End-User (Textile, Chemical, Construction, Beverages, Pharmaceutical, Others). Over 70 tables and charts showcase findings from our latest survey report on Forklift Rental markets.

Forklift Rental Market Insights, 2025

The forklift rental market is growing as companies seek flexible and cost-effective solutions for material handling operations. Businesses in logistics, warehousing, and

construction are increasingly opting for short-term and long-term rental services to reduce capital expenditure while maintaining operational efficiency. Leading providers such as Toyota Material Handling, Hyster-Yale, and Crown Equipment offer rental solutions with telematics integration, allowing real-time monitoring of forklift performance and maintenance needs. The rise of electric forklifts with lithium-ion battery technology is a significant trend, as companies shift toward eco-friendly alternatives to reduce emissions and operational costs. Additionally, the adoption of autonomous forklifts and AI-driven fleet management systems is transforming the rental market by optimizing warehouse productivity. As e-commerce continues to expand, the demand for forklift rental services is expected to increase, particularly for high-capacity forklifts designed for heavy-duty applications.

Five Trends that will define global Forklift Rental market in 2025 and Beyond

A closer look at the multi-million market for Forklift Rental identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Forklift Rental companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Forklift Rental vendors.

What are the biggest opportunities for growth in the Forklift Rental industry?

The Forklift Rental sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Forklift Rental Market Segment Insights

The Forklift Rental industry presents strong offers across categories. The analytical report offers forecasts of Forklift Rental industry performance across segments and countries. Key segments in the industry include%li%By Forklift (Warehouse Forklift, Counterbalance Forklift, Side Loader, Rough Terrain Forklift, Others), By Rental Rates (Daily, Weekly, Monthly, Yearly), By End-User (Textile, Chemical, Construction,

Beverages, Pharmaceutical, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Forklift Rental market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Forklift Rental industry ecosystem. It assists decision-makers in evaluating global Forklift Rental market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Forklift Rental industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Forklift Rental Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Forklift Rental Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic

recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Forklift Rental with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Forklift Rental market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Forklift Rental market Insights%li%Vendors are exploring new opportunities within the US Forklift Rental industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Forklift Rental companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Forklift Rental market.

Latin American Forklift Rental market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Forklift Rental Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Forklift Rental markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects

for companies. On the other hand, Middle Eastern Forklift Rental markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Forklift Rental companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Aggreko, AKTIO Corp, Ashtead Group Plc, Boels Rental., Herc Rentals Inc, International Forklift Co., Jungheinrich AG, Kanamoto Co. Ltd, Loxam, NISHIO RENT ALL Co. Ltd, United Rentals Inc.

Forklift Rental Market Segmentation

By Forklift

Warehouse Forklift

Counterbalance Forklift

Side Loader

Rough Terrain Forklift

Others

By Rental Rates

Daily

Weekly

Monthly

Yearly

By End-User

Textile

Chemical

Construction

Beverages

Pharmaceutical

Others

Leading Companies

Aggreko

AKTIO Corp

Ashtead Group Plc

Boels Rental.

Herc Rentals Inc

International Forklift Co.

Jungheinrich AG

Kanamoto Co. Ltd

Loxam

NISHIO RENT ALL Co. Ltd

United Rentals Inc

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Forklift

Warehouse Forklift

Counterbalance Forklift

Side Loader

Rough Terrain Forklift

Others

By Rental Rates

Daily

Weekly

Monthly

Yearly

By End-User

Textile

Chemical

Construction

Beverages

Pharmaceutical

Others

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AKTIO Corp

Ashtead Group Plc

Boels Rental.

Herc Rentals Inc
International Forklift Co.

Jungheinrich AG

Kanamoto Co. Ltd

Loxam

NISHIO RENT ALL Co. Ltd

United Rentals Inc

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