

Long-term Rental Apartments Market Size, Share, and Outlook, 2025 Report- By Tenure (6 months, 1 Year, 2 Years, Others), By End-User (Hostels, Businesses, World Organizations, Academics, Others), By Building (Furnished, Semi-Furnished, Unfurnished), 2018-2032

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Abstracts

Long-term Rental Apartments Market Outlook

The Long-term Rental Apartments Market size is expected to register a growth rate of 13.2% during the forecast period from \$48.82 Billion in 2025 to \$116.3 Billion in 2032. The Long-term Rental Apartments 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 Long-term Rental Apartments segments across 22 countries from 2021 to 2032. Key segments in the report include By Tenure (6 months, 1 Year, 2 Years, Others), By End-User (Hostels, Businesses, World Organizations, Academics, Others), By Building (Furnished, Semi-Furnished, Unfurnished). Over 70 tables and charts showcase findings from our latest survey report on Long-term Rental Apartments markets.

Long-term Rental Apartments Market Insights, 2025

The Long-Term Rental Apartments market is an essential component of the global housing sector, providing individuals and families with stable, long-term housing solutions. This market has seen significant shifts, particularly in urban areas, as a growing number of people prefer renting over homeownership due to rising property prices, economic uncertainty, and a desire for greater flexibility. Long-term rental

apartments offer a stable living arrangement with the option to renew leases year after year, providing renters with a sense of security and predictability. With an increasing number of millennials and Gen Z individuals entering the housing market, many are opting for rental properties that provide greater mobility and fewer maintenance responsibilities. Additionally, factors such as the rise of remote work, urbanization, and changing demographic trends have led to an increased demand for rental properties in both city centers and suburban areas. This market is also influenced by the development of purpose-built rental communities, which offer amenities such as fitness centers, communal spaces, and high-tech features like smart home systems. Landlords and property management companies are leveraging technology to enhance the rental experience, from digital lease agreements to online rent payments and maintenance requests. However, challenges such as rental price fluctuations, affordability issues, and legal regulations regarding tenant rights and rent controls continue to affect the market. Despite these hurdles, the long-term rental apartment market is expected to see steady demand as individuals and families seek stability and flexibility in their housing options.

Five Trends that will define global Long-term Rental Apartments market in 2025 and Beyond

A closer look at the multi-million market for Long-term Rental Apartments identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Long-term Rental Apartments 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 Long-term Rental Apartments vendors.

What are the biggest opportunities for growth in the Long-term Rental Apartments industry?

The Long-term Rental Apartments 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.

Long-term Rental Apartments Market Segment Insights

The Long-term Rental Apartments industry presents strong offers across categories. The analytical report offers forecasts of Long-term Rental Apartments industry performance across segments and countries. Key segments in the industry include%li%By Tenure (6 months, 1 Year, 2 Years, Others), By End-User (Hostels, Businesses, World Organizations, Academics, Others), By Building (Furnished, Semi-Furnished, Unfurnished). 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, Long-term Rental Apartments 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 Long-term Rental Apartments industry ecosystem. It assists decision-makers in evaluating global Long-term Rental Apartments market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Long-term Rental Apartments 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 Long-term Rental Apartments 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 Long-term Rental Apartments 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 Long-term Rental Apartments 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 Long-term Rental Apartments market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Long-term Rental Apartments market Insights%li%Vendors are exploring new opportunities within the US Long-term Rental Apartments industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Long-term Rental Apartments 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 Long-term Rental Apartments market.

Latin American Long-term Rental Apartments 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 Long-term Rental Apartments 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 Long-term Rental Apartments 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 Long-term Rental Apartments markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Long-term Rental Apartments 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 Airbnb, BH Management LLC, CBRE Group, Equity Residential, Longfor, ManageCasa, Millionacres, Trulia, Vanke, Vrbo, WinnCompanies, Zillow.

Long-term Rental Apartments Market Segmentation

By Tenure

6 months

1 Year

2 Years

Others

By End-User

Hostels

Businesses

World Organizations

Academics

Others

By Building

Furnished

Semi-Furnished

Unfurnished

Leading Companies

Airbnb

BH Management LLC

CBRE Group

Equity Residential

Longfor

ManageCasa

Millionacres

Trulia

Vanke

Vrbo

WinnCompanies

Zillow

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 Tenure

6 MONTHS

1 YEAR

2 YEARS

Others

By End-User

Hostels

Businesses

World Organizations

Academics

Others

By Building

Furnished

Semi-Furnished

Unfurnished

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Airbnb

BH Management LLC

CBRE Group

Equity Residential

Longfor

ManageCasa

Millionacres

Trulia

Vanke

Vrbo

WinnCompanies

Zillow

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