

# The US Rent-To-Own Market: Size, Trends & Forecasts (2016 -2020)

August 2016



# The US Rent-To-Own Market

## Scope of the Report

The report entitled “The US Rent-to-Own Market: Size, Trends and Forecasts (2016 Edition)”, provides an in-depth study of the US RTO industry with comprehensive analysis of market size and growth, market share and consumer behavior analysis. The analysis encompasses market by value, by volume, market share by top players & product categories and a thorough study of the US RTO industry customer profile.

A detailed analysis of the consumer profile has discussed in the report. Outline of the customers has portrayed on the basis of age, income & ethnicity and residence status.

The report also gives the detailed analysis of the US rent-to-own industry. This section provides information on the US RTO market size, number of customers and number of stores. Market share analysis segment provides data on division of market share by players and by product categories.

Additionally, the report also outlined the factors that will help the market to grow in the forecasted period. It assesses the key opportunities available in the market that boost the market in the coming years. Growth of the US RTO industry has also been forecasted for the period 2016-2020, taking into consideration the existing growth patterns, the growth drivers and the current & future trends.

The US rent-to-own industry is dominated by only two major players namely Rent-A-Center and Aaron’s Inc. A brief company profiling of Rent-A-Center, Aaron’s Inc. and goeasy Ltd. has provided in the report. This section briefs about business overview, financial summary and business policies of these major companies.

# The US Rent-To-Own Market

## **Company Coverage**

Rent-A-Center

Aaron's Inc.

*goeasy* Ltd.

## **Executive Summary**

An agreement in which the buyer has the option to become the owner of the property/goods, after a certain period of fixed time and payment is known as rent-to-own agreement. Also known as lease-to-own agreements, customer has the option to purchase the rental property. Previously, rent-to-own agreements specifically deal in the buying and purchasing of homes/property only but nowadays rent-to-own industry consists of dealers that rent furniture, appliances, home electronics, and jewelry to consumers.

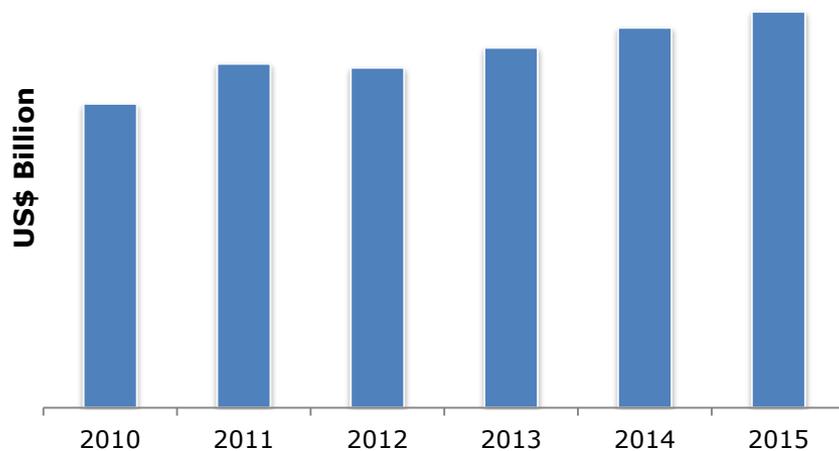
The agreement has prospective financial advantages and offer benefits to both owner and renter. In such agreements, the buyers can immediate access to household goods for a relatively low week or monthly payment, typically without any down payment or credit check. As the buyer has to make a small payment weekly/monthly, so it doesn't create much financial burden on him/her. A rent-to-own agreement is made up of two agreements: a standard lease agreement and an option to purchase. A consumer who respects the terms of the contract and pays all rents before acquiring the good leased, generally pays, in total, twice even three times the actual value of the good.

The US rent-to-own market is growing with significant growth rate over the past few years and is expected to improve further during the forecasted period (2016-2020). Growth in the market is supported by growth drivers such as growing urbanization rate in the US, nation's improving GDP, high income disparity between low and high level income population and technological advancements etc.

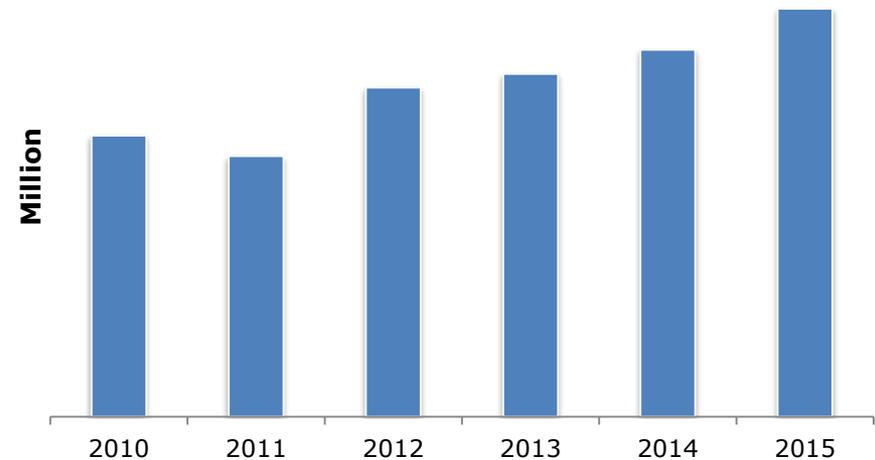
# The US Rent-To-Own Market

The US rent-to-own market witnessed an increase of approximately ...% in revenue, from US\$ .....billion in 2014 to US\$.....billion in 2015. Growing urbanization, rising internet penetration, improving GDP and rising income disparity in the US etc. were the key factors behind the growth of the market.

The US Rent-To-Own Market by Value; 2010-2015  
(US\$ Billion)



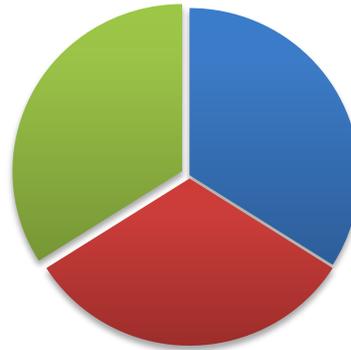
The US Rent-To-Own Market by Volume; 2010-2015  
(Million)



Market is expected to grow on the back of technological advancements, inclusion of smartphone as new category, store consolidation, introduction of kiosk service and growing virtual rent-to-own market etc. in the forecasted period.

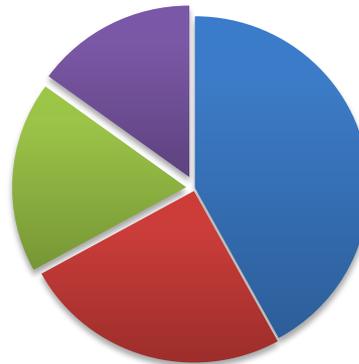
# The US Rent-To-Own Market

The US Rent-To-Own Market Share by Players; 2015



■ Rent-A-Center ■ Aaron's Inc. ■ Others

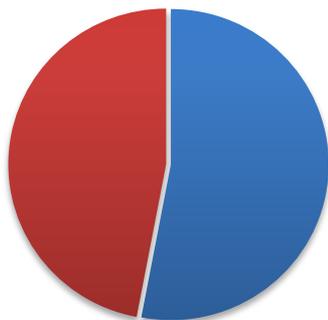
The US Rent-To-Own Market Share by Product Categories; 2015



■ Home/Property ■ Electronics ■ Furniture ■ Appliances

# The US RTO Market: Consumer Behavior Analysis

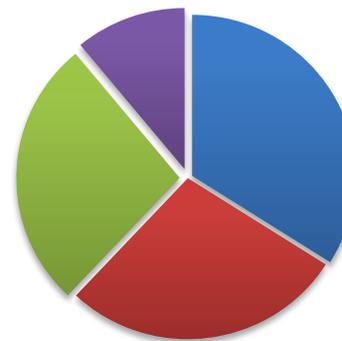
## The US Rent-To-Own Payment Options; 2015



■ Monthly

■ Weekly

## Income Profile of the US RTO Consumer; 2015



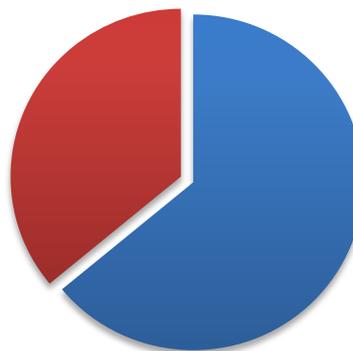
■ US\$24,000 - US\$35,999

■ US\$35,000 - US\$49,999

■ US\$15,000 - US\$23,999

■ Less than US\$15,000

## Residence Profile of the US RTO Consumer; 2015



■ Own

■ Rent

# The US RTO Market: Consumer Behavior Analysis

## Age Profile of the US RTO Consumer; 2015



■ 35-44 Yrs

■ 45-54 Yrs

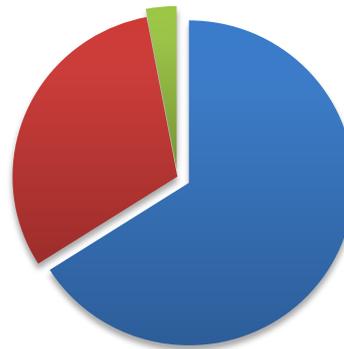
■ 25-34 Yrs

■ 55-64 Yrs

■ Under 25

■ 65 and Above

## Ethnicity Profile of the US RTO Consumer; 2015



■ Caucasian

■ African American

■ Other

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