

The US Rent to Own Market:  
Analysis By Distribution Channel  
(Brick & Mortar and E-commerce),  
Size & Forecast with Impact  
Analysis of COVID-19 and Forecast  
up to 2027

October 2022

RENT TO OWN

# The US Rent to Own Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

The US Market Analysis

Impact of COVID

Dynamics

Competitive Landscape

Company Profiling

# The US Rent to Own Market: Coverage

## Scope of the Report

Attributes	Details
Title	The US Rent to Own Market: Analysis By Distribution Channel (Brick & Mortar and E-commerce), Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2027
Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2027
Competition in the Market	Moderately Fragmented
Key Players	Rent-A-Center Inc., goeasy Ltd., The Aaron's Company, Inc., Co-Ownership Organization, FlexShopper Inc., EZ Furniture Sales & Leasing, Buddy's Home Furnishings Company, Snap Finance Company, Home Partners of America Company (HPOA), Dream America Organization, Zerodown, Verbhouse, Action Rent to Own, and Divvy Homes.

# The US Rent to Own Market: Coverage

## Executive Summary

Rent-to own (RTO) refers to 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. Previously, rent-to-own agreements explicitly dealt in the purchasing of homes/property only, but nowadays rent-to-own industry comprises of dealers that rent furniture, appliances, home electronics, and jewelry as well to the consumers. The US Rent to Own market in 2021 was valued at US\$10.48 billion. The market is expected to reach US\$15.53 billion by 2027, growing at a CAGR of 6.77% during the forecast period of 2022-2027.

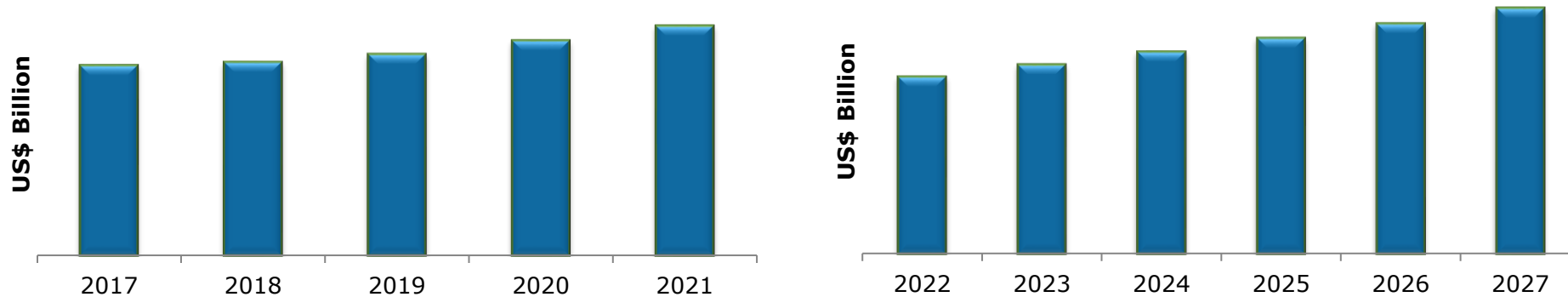
The US Rent to Own market can be segmented based on Distribution Channel (Brick & Mortar and E-commerce). E-commerce segment held more than 40% of the market share in 2021, due to the stay at home order, people are referring more to ecommerce channels for purchasing various things on lease.

The epidemic of Coronavirus illness (COVID-19) had a significant impact on the US rent to own market, as governments around the world implemented lockdowns. However, the market's total impact was favorable in 2020. The enterprises saw a loss in revenue for the first quarter of the year, however the industry recovered due to increased demand for house ownership, higher rental prices, and other factors. The rent-to-own industry in the US is likely to grow further in the future, owing to the rapid speed of technology improvements, more e-commerce in home purchases, and so on.

The US rent to own market has increased in 2021. The projections are made that the market would rise in the next five years i.e. 2022-2027 tremendously. The US rent to own market is expected to increase due to spike in urbanization, significant population of international migrants, surging GDP growth, rising disposable income, growing millennial population, rising virtual rent-to-own market, etc. Yet the market faces some challenges such as dependency on vendors, suppliers and products, lack of customer security, low profit margin, etc. Moreover, the market growth would succeed to various market trends like hike in internet penetration, rollout of smartphone as new category, rapid pace in technological advancements, etc.

# Rent to Own Market: The US Analysis

## The US Rent to Own Market by Value

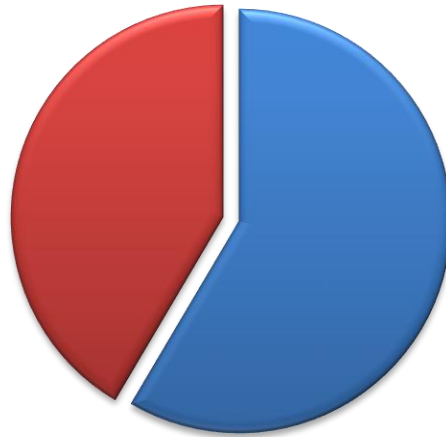


CAGR	
2017-2021	xx%
2022-2027	xx%

The US rent to own market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. The US rent to own market is anticipated to reach up to US\$... billion by 2027, at a CAGR of ....%, from US\$... billion in 2022.

# Rent to Own Market: The US Analysis

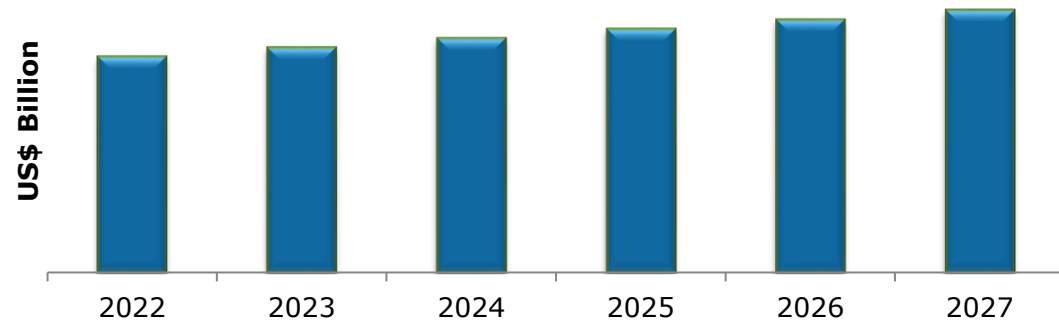
**The US Rent to Own Market by Distribution Channel; 2021**



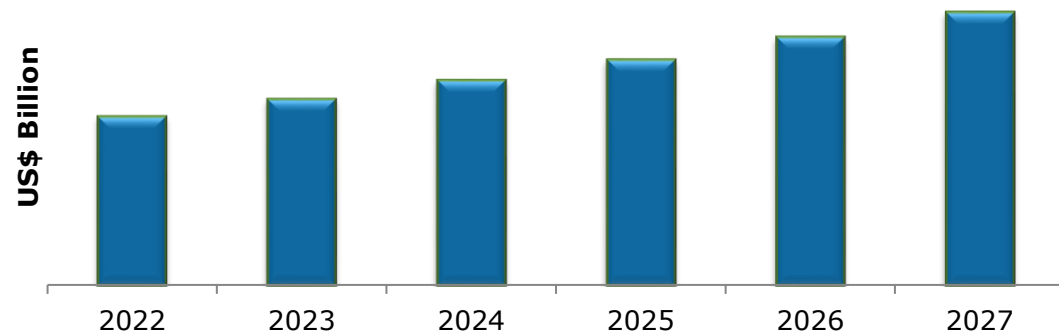
Distribution Channel	Share
Brick & Mortar	xx%
E-commerce	xx%

# The US Rent to Own Market: Distribution Channel Analysis

## The US Rent to Own Brick & Mortar Market by Value



## The US Rent to Own E-commerce Market by Value



Distribution Channel	CAGR
	(2022-2027)
Brick & Mortar	xx%
E-commerce	xx%

# The US Rent to Own Market: Dynamics



# The US Rent to Own Market: Competitive Landscape

## Players Profiled

- Rent-A-Center Inc.,
- goeasy Ltd.,
- The Aaron's Company, Inc.,
- Co-Ownership Organization,
- FlexShopper Inc.,
- EZ Furniture Sales & Leasing,
- Buddy's Home Furnishings Company,
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