

The US Rent-to-Own Market: Size, Trends & Forecasts (2019-2023)

April 2019



The US Rent-to-Own Market: Coverage

Executive Summary and Scope

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The US Market Analysis

Dynamics

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Company Profiling

The US Rent-to-Own Market: Coverage

Scope of the Report

Attributes	Details
Title	The US Rent-to-Own Market: Size, Trends & Forecasts (2019-2023)
Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2019-2023
Competition in the Market	Dominated
Key Players	Rent-A-Center Inc., Aaron's Inc., goeasy Ltd.

The US Rent-to-Own Market

Executive Summary

Rent-to own 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.

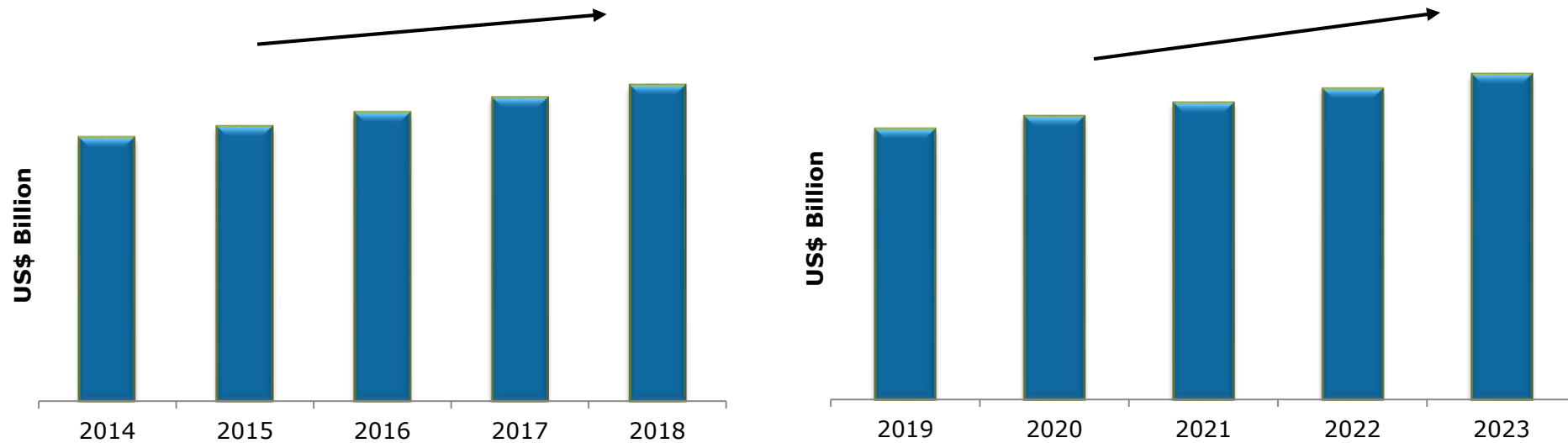
The rent to own agreement has prospective financial advantages and offer benefits to both owner and renter. In such agreements, the buyers have immediate access to household goods for a relatively low week or monthly payment, typically without any down payment or credit check. As the buyer has to make a small payment weekly/monthly, so it does not 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 has shown rising trends over the past few years and is projected to progress further during the forecasted period (2019-2023). Growth in the market is supported by growth drivers such as increasing US GDP per-capita, rising international migration in the region, growing smartphone usage among the US population etc. Yet the growth of the market is restrained by some challenges such as consumer protection issue, breach of customer privacy, etc.

Rent-to-Own Market: The US Analysis

The US Rent-to-Own Market by Value

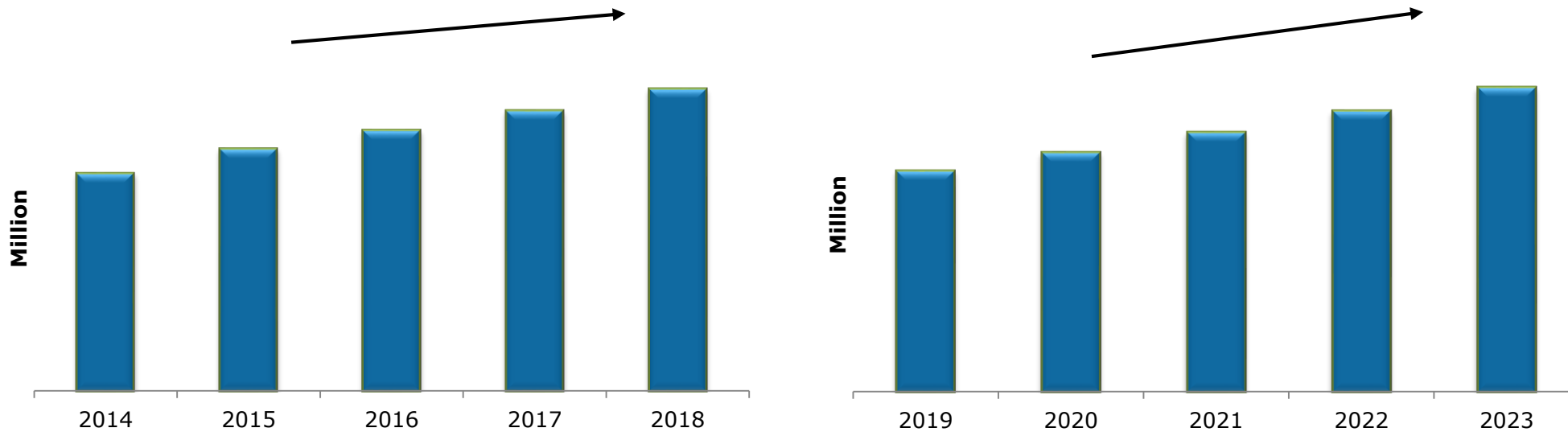


CAGRs	
2014-2018	xx%
2019-2023	xx%

The US rent-to-own market, valued at US\$... billion in 2018, increased as compared to US\$... billion in 2017 at a CAGR of ...% from 2014 to 2018. The US rent-to-own market is anticipated to reach up to US\$... billion by 2023 from US\$... billion in 2019..

Rent-to-Own Market: The US Analysis

The US Rent-to-Own Market by Volume

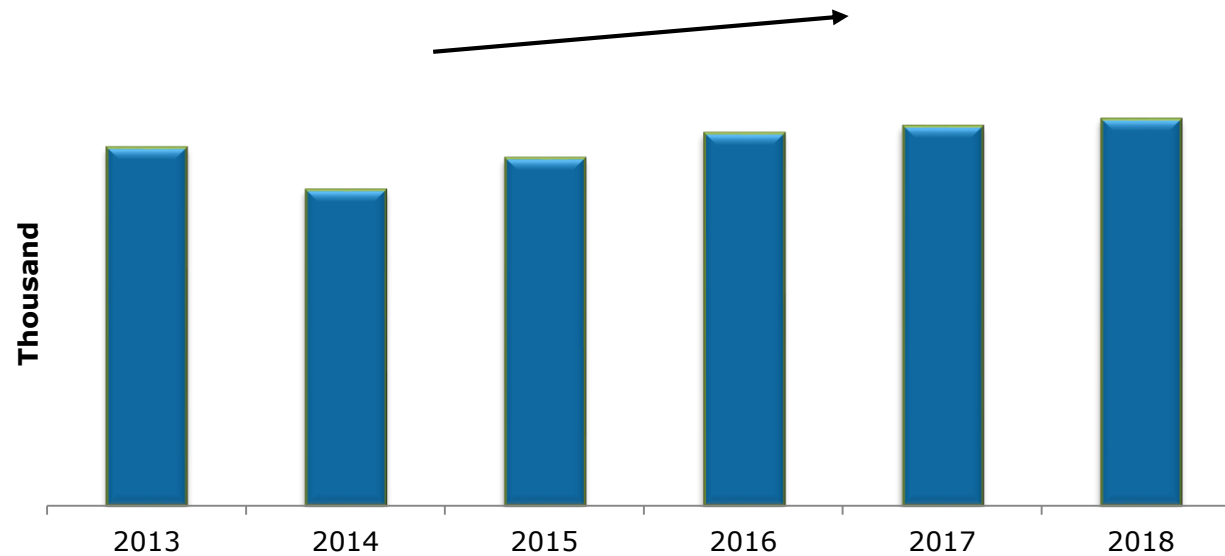


CAGRs	
2014-2018	xx%
2019-2023	xx%

The US rent-to-own market volume was at ... million in 2018, increased as compared to ... million in 2017 at a CAGR of ...% from 2014 to 2018. The US rent-to-own market volume is anticipated to reach up to ... million by 2023 from ... million in 2019..

Rent-to-Own Market: The US Analysis

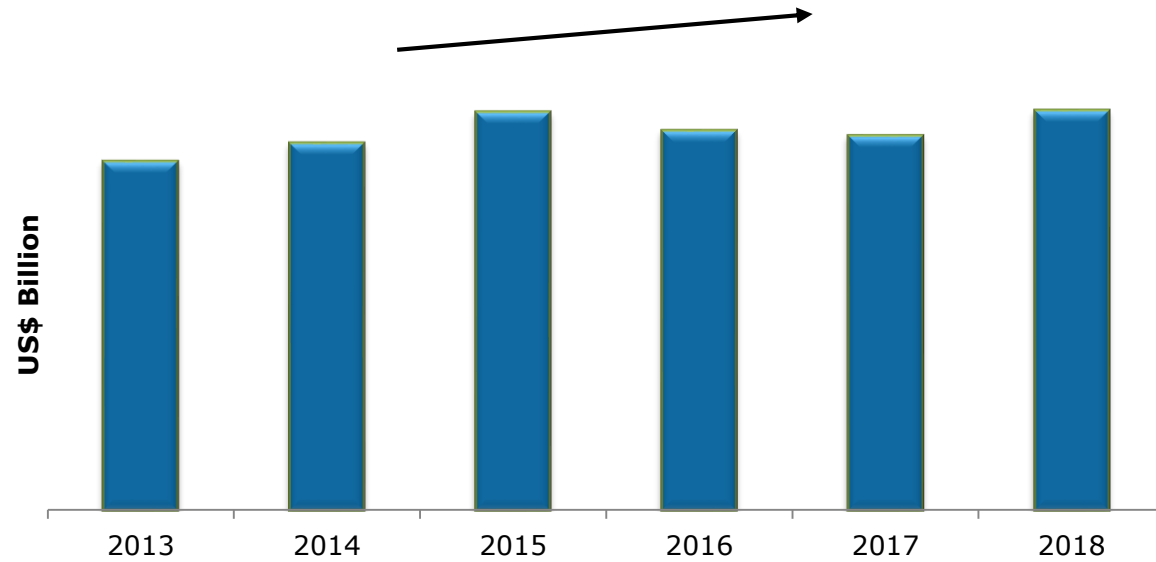
The US Rent-to-Own Market by Number of Stores



The US rent-to-own market by number of stores was at ... thousand in 2018, increased as compared to ... thousand in 2017.

The US Rent-to-Own Market: Top Players Analysis

The US Rent-to-Own Market by Revenue



The US rent-to-own market revenue, valued at US\$... billion in 2018, increased as compared to US\$... billion in 2017

The US Rent-to-Own Market: Direct/Kiosk Segment Analysis

The US Rent-to-Own Direct/Kiosk Segment by Sub-Segments; 2018



Segments	Share
Furniture	xx%
Jewelry	xx%
Mattress	xx%
Automobile	xx%
Cellphones	xx%
Others	xx%

Rent-to-Own Market: Dynamics



Rent-to-Own Market: Competitive Landscape

Players Profiled

- Rent-A-Center Inc.



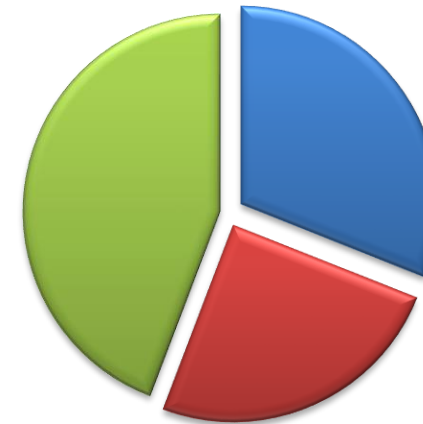
- Aaron's Inc.



- Goeasy Ltd.



The US Rent-to-Own Players by Market Share; 2017



Note: The graphs on this slide are only for sample representation.