

# The US Rent to Own Market: Size, Trends & Forecasts (2018-2022) Edition

July 2018



# The US Rent to Own Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Market Analysis

Competitive Landscape

Company Profiles

# The US Rent to Own Market: Coverage

## Scope of the Report

Attributes	Details
Title	The US Rent to Own Market: Size, Trends & Forecasts (2018-2022) Edition
Coverage	The US
Forecast Period of Market	2018-2022
Competition in the Market	Market is highly fragmented.
Key Players	Rent-A-Center, Aaron's Inc., and <i>goeasy</i> 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.

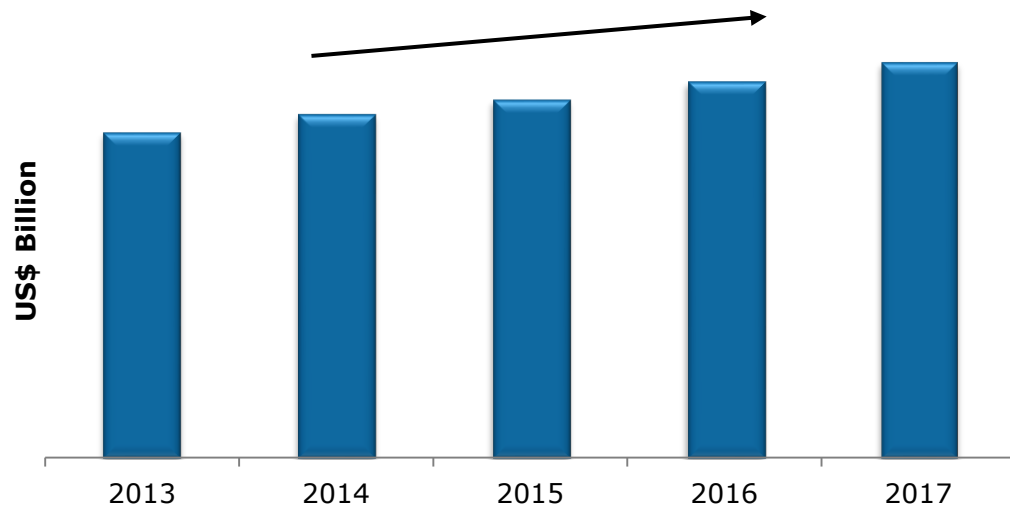
The rent to own agreement has prospective financial advantages and offer benefits to both owner and renter. In such agreements, the buyers have immediate access to household goods for a relatively low week or monthly payment, typically without any down payment or credit check. As the buyer has to make 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.

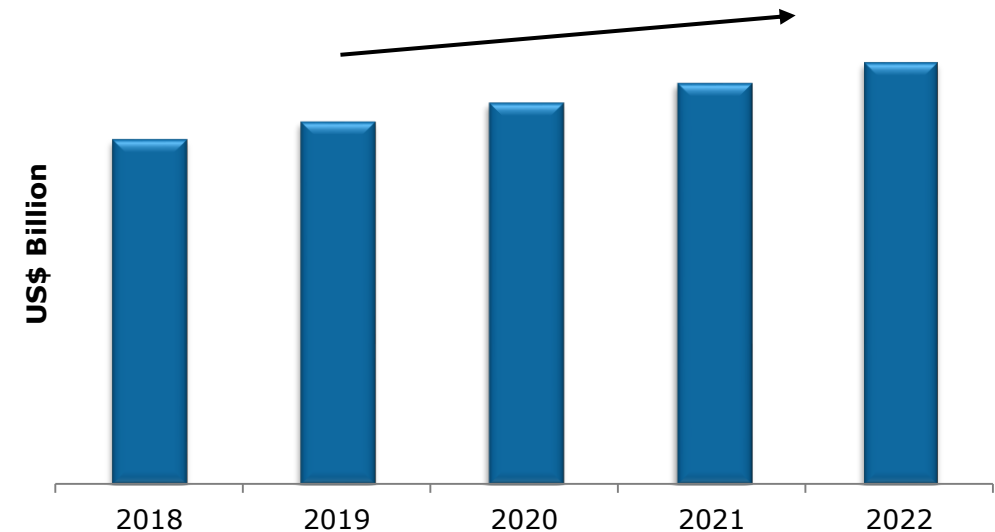
The US rent-to-own market has shown rising trends over the past few years and is projected to progress further during the forecasted period (2018-2022). Growth in the market is supported by growth drivers such as increasing US GDP per-capita, rising millennial population of the region, growing smartphone 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; 2013-2017  
(US\$ Billion)



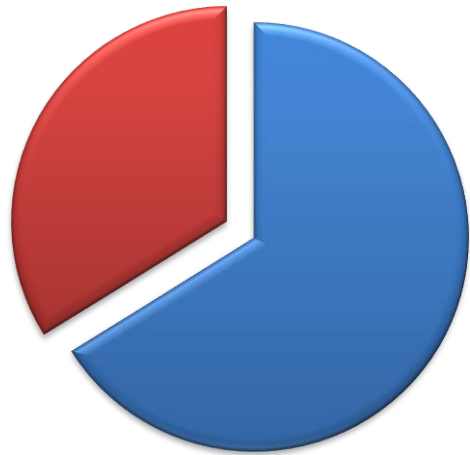
The US Rent to Own Market by Value; 2018-2022E  
(US\$ Billion)



CAGR	
2013-2017	xx%
2018-2022	xx%

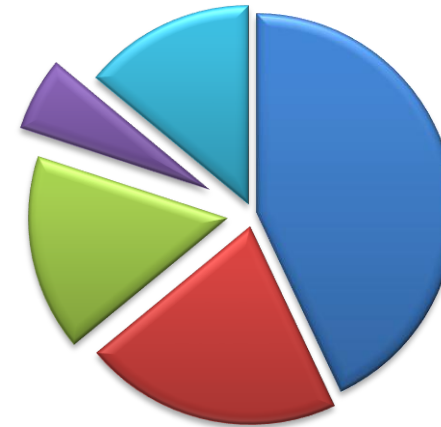
# Rent to Own Market: The US Analysis

**The US Rent to Own Market by Segments (Top Players); 2016**



Segments	Share
Core	xx%
Direct	xx%

**The US Rent to Own Direct/Kiosk Segment by Sub-Segments; 2016**



Segments	Share
Consumer Electronics	xx%
Mobile	xx%
Furniture & Bedding	xx%
Appliances	xx%
Other	xx%

# The US Rent to Own Market: Competitive Landscape

## The US Rent to Own Market by Players; 2017

