

The US Rent-to-Own Market Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Analysis

Impact of Covid-19

Competitive Landscape

Company Profiles

The US Rent-to-Own Market

Scope of the Report

Attributes	Details
Title	The US Rent-to-Own Market: Size and Forecast with Impact Analysis of Covid-19 (2020-2024)
Coverage	The US
Forecast Period of Market	2020-2024
Competition in the Market	Dominated
Key Players	Rent-A-Center, Aaron's Inc., goeasy Ltd and FlexShopper Inc

The US Rent-to-Own Market

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 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.

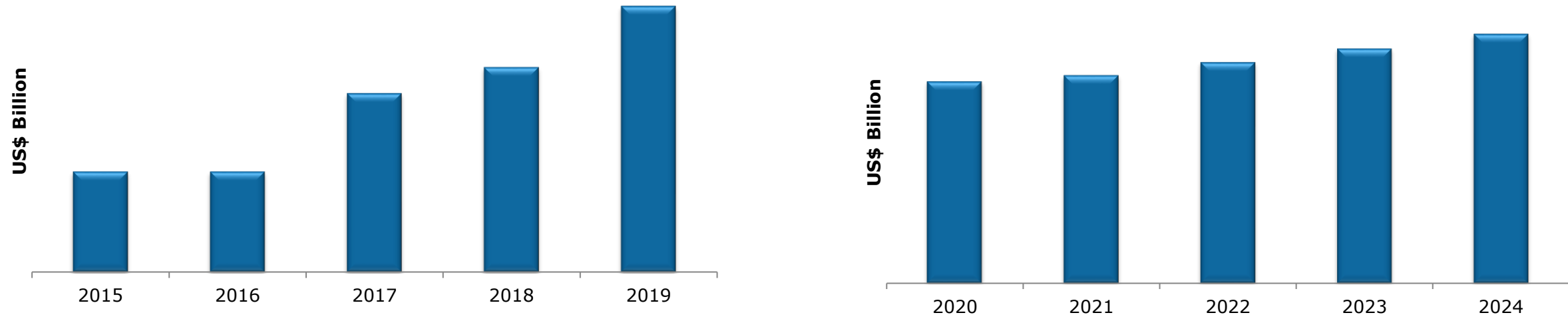
A rent-to-own agreement is made up of two agreements: a standard lease agreement and an option to purchase. A consumer who respects the terms of the contract and pays all rents before acquiring the good leased, generally pays, in total, twice even three times the actual value of the good.

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 (2020-2024). Growth in the market in the last decade was supported by factors such as heightened urbanization, improved GDP, significant population of international migrants and increased usage of virtual rent to own platforms.

Boost in internet penetration, spike in number of smartphone users and increased importance of e-commerce distribution channel are some of the latest trends existing in the market. These trends are expected to gain more prominence in 2020 and the coming years due to the outbreak of Covid-19. The pandemic has made social distancing and stay at home, the new normal throughout the country. In these tough times, more and more people are expected to make RTO transactions online for essential commodities like computers and other appliances.

The US Rent to Own Market Analysis

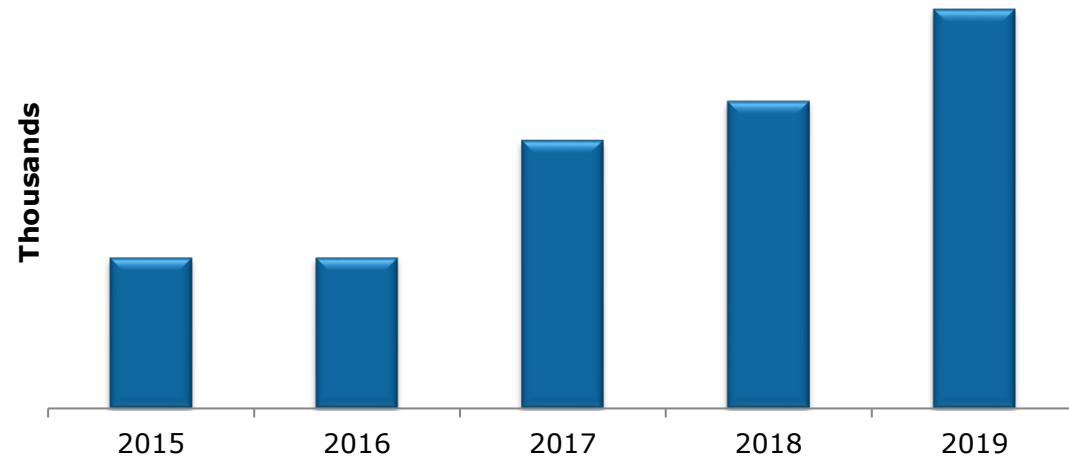
The US Rent to Own Market by Value



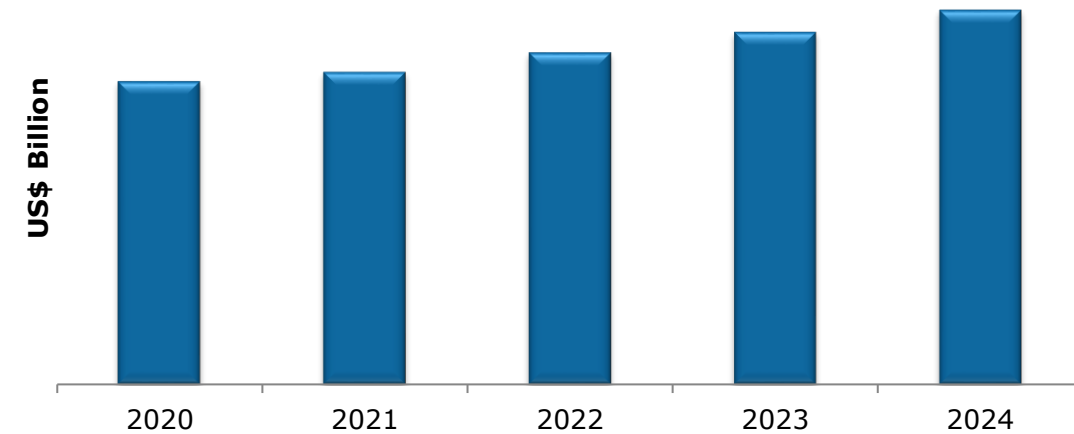
CAGRs	
2020-2024	xx%

The US Rent to Own Market Analysis

The US Rent to Own Market by Number of Stores



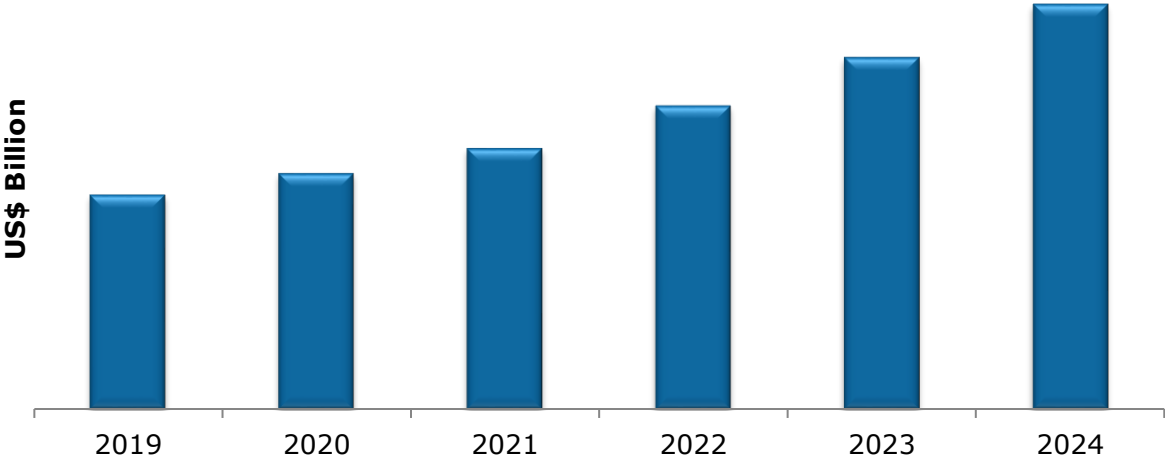
The US Rent to Own Market by Revenues (Top Players)



The US Rent to Own Market: Impact of Covid-19 Analysis

Increased Importance of E-Commerce Distribution Channel

The US E-Commerce Rent-to- Own Market by Value



The US Rent-to-Own Market : Competitive Landscape

Players Profiled

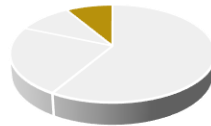
- Rent A Center



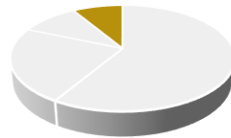
- Aaron Inc.



- FlexShopper Inc.



- goeasy Ltd



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

The US Rent-to-Own Market : Competitive Landscape

Table 18: The US Rent to Own Market Players Comparison; 2019				
	Progressive (Aaron)	Acceptance Now (RCII)	FlexShopper (FPAY)	Zibby (Private)
Payment Offering
Core Channels
Number of Retail Doors
Lease Term
Largest Product Category
Key Retail Partners
<i>Source: Company Filings</i>				