

The US Rent to Own Market: Size, Trends & Forecasts (2017 Edition)

July 2017



The US Rent to Own Market Report

Scope of the Report

The report entitled “The US Rent-to-Own Market: Size, Trends and Forecasts (2017 Edition)”, provides an in-depth study of the US RTO industry with comprehensive analysis of market size and growth, market share; the analysis also encompasses market by value, by volume, market share by top players, etc.

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 2017-2021, 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 been provided in the report. This section briefs about business overview, financial summary and business policies of these major companies.

Company Coverage

Rent-A-Center, Inc.

Aaron’s Inc.

goeasy Ltd.

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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. Earlier, rent-to-own agreements specifically dealt in the purchasing of homes/property only, but nowadays rent-to-own industry consists of dealers that rent furniture, appliances, home electronics, and jewelry to consumers.

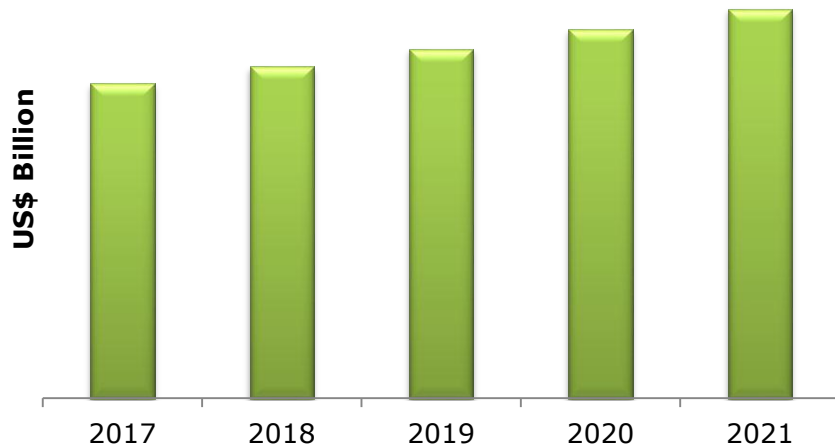
The rent to own agreement has prospective financial advantages and offer benefits to both owner and renter. In such agreements, the buyers have immediate access to household goods for a relatively low week or monthly payment, typically without any down payment or credit check. As the buyer has to make 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 is growing with significant growth rate over the past few years and is expected to improve further during the forecasted period (2017-2021). Growth in the market is supported by growth drivers such as increasing US GDP per-capita, rising millennial population of the region, etc. Yet the market faces some challenges such as consumer protection issue, breach of customer privacy, etc.

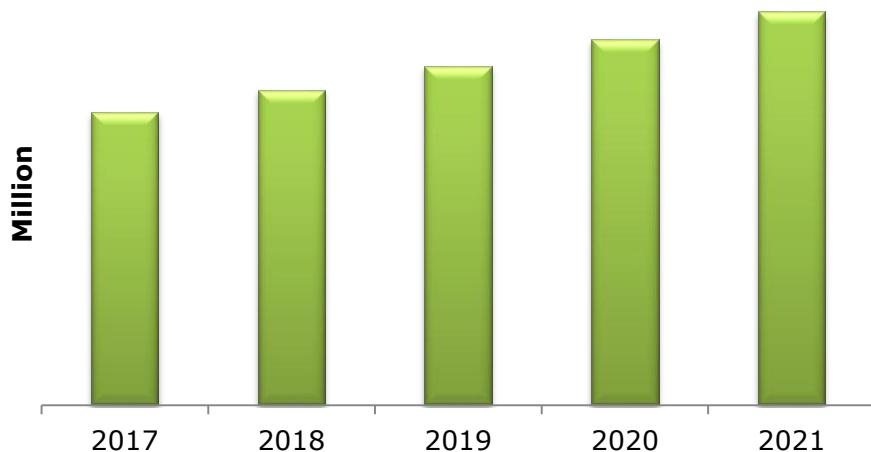
The US Rent to Own Market Overview

**The US Rent to Own Market by Value;
2017-2021 (US\$ Billion)**

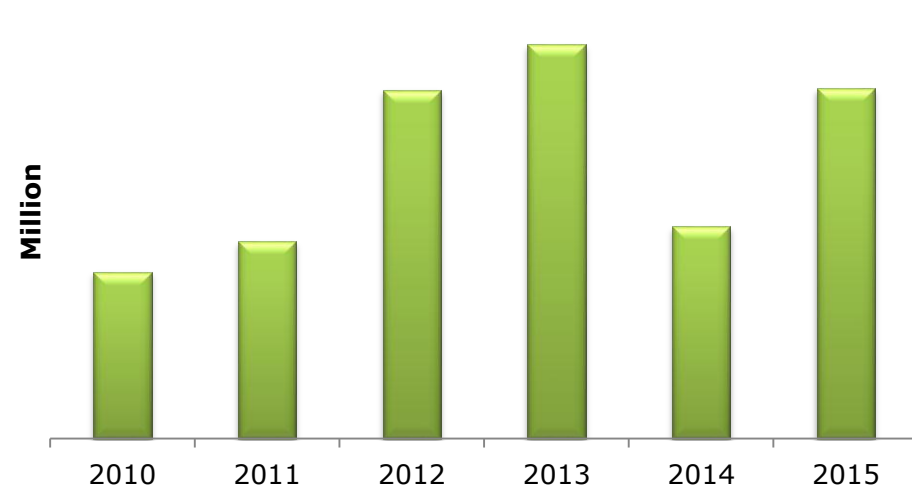


The US Rent to Own market by value is estimated to reach US\$...billion by 2021 from US\$...billion in 2017 at a CAGR of ...% over the years 2017-2021. The US Rent to Own market by volume is expected to reach ...million by 2021 from ...million in 2017 at a CAGR of ..% over the years 2017-2021. There weremillion stores in 2015 in the US rent to own market.

**The US Rent to Own Market by Volume;
2017-2021 (Million)**

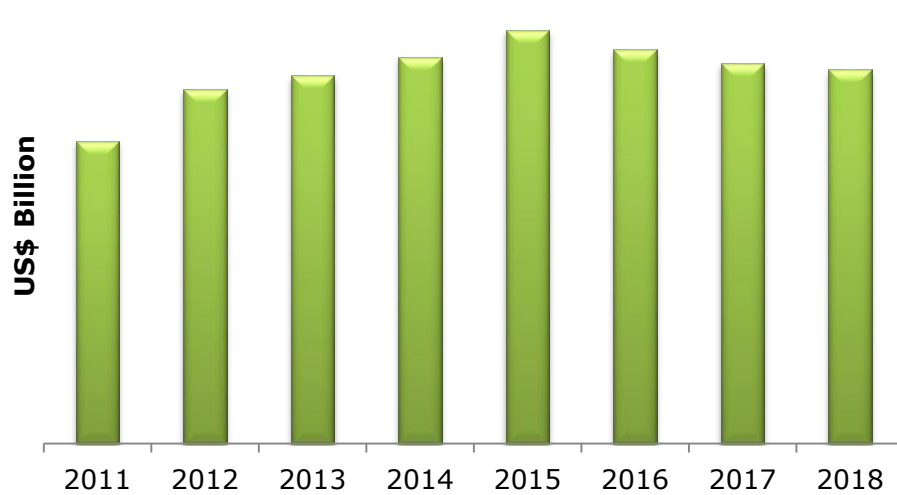


**The US Rent to Own Market by Number of
Stores; 2010-2015 (Million)**

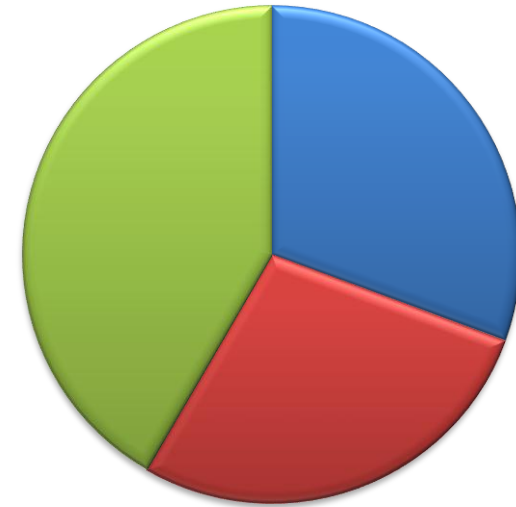


The US Rent to Own Market Top Players Overview

The US Rent to Own Market by Revenue (Top Players); 2011-2018 (US\$ Million)



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

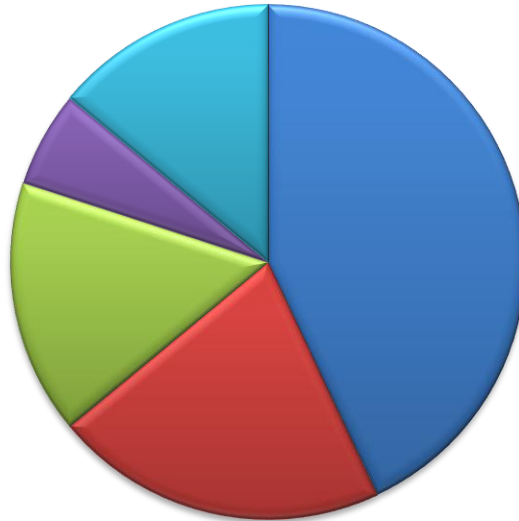


The US Rent to Own market by revenue of top players is ascertained to escalate to US\$....billion by 2018 from US\$...billion in 2011.

The US Rent to Own market is dominated by two players namely ...and who held a share of% and ...% in 2016.

The US Rent to Own Market Segment Overview

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



The US Rent to Own market could be segmented into ... and ... The ...segment had further sub-segments namely ..., ..., ..., and The major share holding segment was ... with ...% share in 2016.