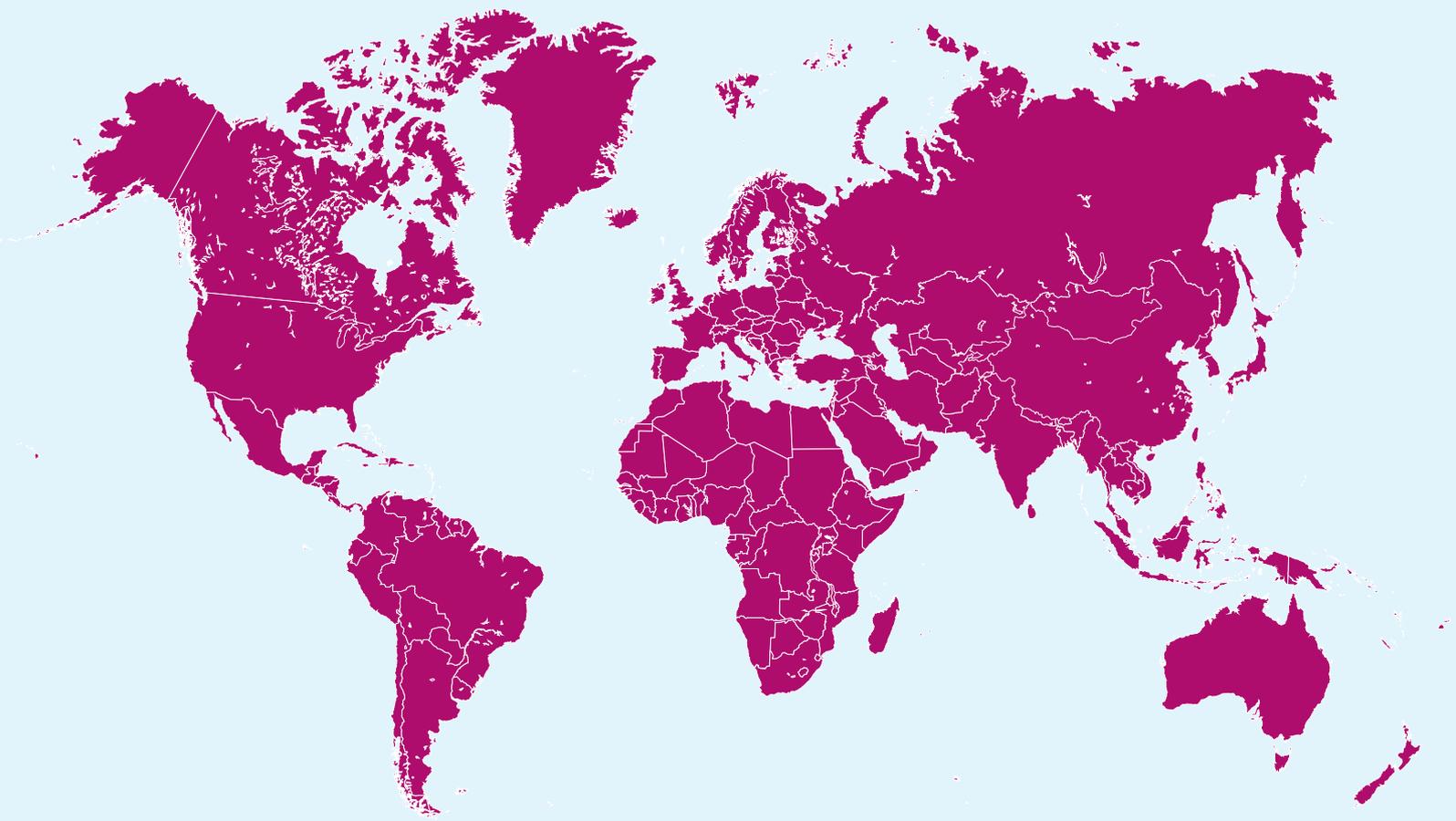


# THE GLOBAL RENTAL INDUSTRY

SEPTEMBER 2020



## WHAT DOES IT OFFER?

- Unique study on the world's largest rental companies
- Analysis of revenues, fleet capex, footprint and headcount
- Analysis by region, speciality and ownership type
- Profiles of leading companies
- Analysis of industry growth against economic indicators
- Industry growth forecasts

## APPLICATIONS

- Rental companies - establish market position, competitive landscape and opportunities for growth
- OEMs - identify new customers and market opportunities
- Financial community - understand global and regional trends and use these to plan investments
- Benchmark rental performance

# THE GLOBAL RENTAL INDUSTRY

The joint study by Off-Highway Research and *International Rental News* magazine for the first time analyses the world's 100 largest rental companies over a ten-year period. It examines changes in revenue, headcount, depot numbers and fleet capex on a global and regional basis to highlight key industry trends. It also looks at the industry in terms of rental companies' specialities, their ownership structure and OEM affiliations. Key contents include:

## ECONOMIC DRIVERS AND EQUIPMENT MARKET TRENDS

- Comparison of rental market trends with benchmark economic data

## RENTAL INDUSTRY BENCHMARKS

- Revenue, headcount and depot number growth trends
- Analysis of specialist rental segments, including AWP's, cranes, power and accommodation
- Analysis by key region
- Examining the influence of OEM-affiliated rental operations

## PROFILES OF LEADING RENTAL COMPANIES

- Revenue, headcount and depot number development
- Company history
- Ownership structure
- Geographic footprint
- Growth strategy and major acquisitions

## EQUIPMENT MARKET FORECASTS

- Globally, by region and by speciality

---

## PRICE

€2,600

US\$3,000

## SPECIALITY COVERAGE

Accommodation  
AWPs  
Cranes  
Events  
Power

## REGIONAL ANALYSIS

Europe  
Japan  
North America

## COMPANY PROFILES

Aggreko  
Ahern Rentals  
Aktio Corp  
Algeco  
Ashtead Group (including Sunbelt)  
Boels Verhuur  
H&E Equipment Services  
Herc Rentals  
Home Depot Rentals  
HSS Hire  
Kanamoto  
Kiloutou  
Maxim Crane  
Nikken Corp  
Nishio Rent All Co  
Shanghai Horizon  
Shanghia Panyuan  
United Rentals  
WillScot  
Xylem  
Zeppelin Rental

For more information visit:

[www.offhighwayresearch.com](http://www.offhighwayresearch.com)

or contact:

[mail@offhighwayresearch.com](mailto:mail@offhighwayresearch.com)

Buy online at:

[www.offhighway-store.com](http://www.offhighway-store.com)