US Rent to Own Market - Industry Analysis, Size, Share, Trends, Growth and Forecast 2017 – 2021

Wiseguyreports.Com Publish New Market Research Report On-"US Rent to Own Market - Industry Analysis, Size, Share, Trends, Growth and Forecast 2017 – 2021".

PUNE, INDIA, May 9, 2017 /EINPresswire.com/ --

US Rent to Own Market 2017

Scope of the Report
The report entitled "The US Rent-to-Own Market: Size, Trends and Forecasts (2016 - 2020)", provides an in-depth study of the US RTO industry with comprehensive analysis of market size and growth, market share and consumer behavior analysis. The analysis encompasses market by value, by volume, market share by top players & product categories and a thorough study of the US RTO industry customer profile.

A detailed analysis of the consumer profile has been discussed in the report. Outline of the customers is portrayed on the basis of age, income & ethnicity and residence status.

Additionally, the report outlines 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 2016-2020, taking into consideration the existing growth patterns, the growth drivers and the current & future trends.

Request a Sample Report @ https://www.wiseguyreports.com/sample-request/613627-the-us-rent-to-own-market-size-trends-and-forecasts-2016-2020

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

Aaron's Inc.
Easyhome Ltd.
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. Previously, rent-to-own agreements specifically deal in the buying and purchasing of homes/property only but nowadays rent-to-on industry consists of dealers that rent furniture, appliances, home electronics, and jewelry to consumers.

The agreement has prospective financial advantages and offer benefits to both owner and renter. In such agreements, the buyers can 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 doesn't create much financial burden on him/her.

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 (2016-2020). Growth in the market is supported by growth drivers such as growing urbanization rate in the US, nation's improving GDP, high income disparity between low and high level income population and technological advancements etc.

Table of Contents

3.1.3 The US Rent-to-Own Market by Number of Stores
3.2 The US Rent-to Own Market: Market Share Analysis
3.2.1 The US Rent-to-Own Market Share by Players
3.2.2 The US Rent-to-Own Market Share by Product Categories

4. Consumer Behaviour Analysis
4.1 The US Rent-to Own Market: Consumer Behavior Analysis
4.1.1 Residence Profile of the US RTO Consumers
4.1.2 Income Profile of the US RTO Consumers
4.1.3 Age Profile of the US RTO Consumers
4.1.4 Ethnicity Profile of the US RTO Consumers
4.1.5 The US Rent-to-Own Payment Options

5. Market Dynamics
5.1 Growth Drivers
5.1.1 Growing Urbanization
5.1.2 Increasing Internet Penetration
5.1.3 Income Inequality
5.1.4 Improving GDP
5.1.5 Increasing Number of Small Players
5.1.6 Rapid Pace in Technological Advancements
5.2 Challenges
5.2.1 High Competition from Small Players
5.2.2 Unfavorable Regulatory Environment
5.2.3 Low Profit Margin
5.2.4 Pricing Pressure
5.3 Market Trends
5.3.1 Rollout of Smartphone as New Category
5.3.2 Focus on Store Consolidation
5.3.3 Serve Customer through E-Commerce
5.3.4 Rising Virtual Rent-to-Own Market
5.3.5 Introduction of Kiosk Model

6. Competitive Landscape

7. Company Profiling
7.1 Rent-A-Center
7.1.1 Business Overview
7.1.2 Financial Overview
7.1.3 Business Strategy
7.2 Aaron's Inc.
7.2.1 Business Overview
7.2.2 Financial Overview
7.2.3 Business Strategy
7.3 Goeasy Ltd.
7.3.1 Business Overview
7.3.2 Financial Overview
7.3.3 Business Strategy
...…..Continued

Norah Trent
Wise Guy Consultants Pvt. Ltd.
+1 (339) 368 6938 (US)/+91 841 198 5042 (IND)
email us here
