

Comprehensive Insights Of The Global Gaming Console Rental Services Market: Key Drivers, Trends, Growth

*The Business Research Company's
Gaming Console Rental Services Global
Market Report 2025 – Market Size,
Trends, And Global Forecast 2025-2034*

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/EINPresswire.com/ -- The researchers

found that the market size for gaming

console rental services will grow from \$2.08 billion in 2024 to \$2.33 billion in 2025 at a compound annual growth rate CAGR of 11.7%. This growth can be attributed to the rising demand for affordable gaming options, the increased popularity of gaming among youth, a surge in short-term entertainment needs, the enhanced penetration of the internet, and the growing frequency of gaming events and parties.



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What's Fueling The Growth Of The Gaming Console Rental
Services Market Going Forward?

Moreover, the gaming console rental services market size is expected to witness rapid growth in the upcoming years, reaching \$3.58 billion in 2029 at a CAGR of 11.4%. The forecast period's growth can be tied to increased awareness of rental services through online platforms, a growing interest in multiplayer and social gaming experiences, the rise in short-term usage needs for parties

and events, a greater adoption of sustainable and sharing economy models, and the wider availability of subscription-based rental models.

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What's Driving The [Gaming Console Rental Services Market Growth?](#)

Strikingly, the rise of e-sports is projected to be a key driver in the gaming console rental services

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market's upward trajectory. The increased online viewership due to more people streaming competitive gaming, attracting larger audiences and boosting sponsorship and investment, has led to this surge in e-sports. This growth in e-sports has spurred more interest in high-performance gaming, leading more people to seek premium consoles. Rental services provide an affordable access appealing to both casual gamers and serious e-sports enthusiasts.

What Key Player Strategies Are Driving The Gaming Console Rental Services Market?

Aaron's LLC, Rent-A-Center Inc., Mr Rental Australia Pty Ltd., Rent One LLC, Grover Group GmbH, GameFly Inc., Rent The Roo Pty Ltd, Premier Rental-Purchase LLC, Rent4Keeps Pty Ltd, SharePal, Boomerang Rentals Ltd., IndianRenters.com, Fully Loaded Electronics LLC, Abbey Road Entertainment Inc., Hughes Electrical Ltd, Etech Rentals LLC, Fat Llama Ltd., Rentit4Me India Pvt. Ltd., CarnivalGuru, Craving For Gaming, Gearbooker B.V., and Game Wagon India are some of the key players operating within this market.

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What Are The Emerging Trends In The Gaming Console Rental Services Market?

To thrive and stay competitive in the gaming console rental services market, companies are focusing on innovative solutions such as physical discs and video game rental services. These services allow customers to rent games for limited periods of time, providing a cost-effective option to experience various titles without purchasing them outright.

How Is The [Gaming Console Rental Services Market Segmented](#)?

Additionally, the gaming console rental services market report reveals segmentation by console type, game library type, rental model, rental duration, and target audience. For instance, the console type includes PlayStation, Xbox, Nintendo, and other console types. The game library type consists of new releases, classic games, exclusive titles, and multiplayer options. Rental models range from online rental services to in-store rental options, subscription-based rentals, and pay-per-use rentals.

What Are The Regional Insights In The Gaming Console Rental Services Market?

Regionally, North America was the largest gaming console rental services market in 2024. The report also covers other geographical regions including Asia-Pacific, Western Europe, Eastern Europe, South America, the Middle East, and Africa.

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