

Leasing Market Competition Analysis 2026: How Players Are Shaping Growth

*The Business Research Company's
Leasing Global Market Report 2026 –
Market Size, Trends, And Global Forecast
2026-2035*

LONDON, GREATER LONDON, UNITED KINGDOM, January 9, 2026
/EINPresswire.com/ -- The [Leasing market](#) is dominated by a mix of global multinational financial institutions and specialized regional leasing providers.

Companies are focusing on flexible financing models, digital platforms, and advanced asset management solutions to strengthen market presence and enhance customer experience. With evolving regulatory requirements and rising demand for operational efficiency, organizations are also prioritizing compliance-driven frameworks and data-driven decision-making. Understanding the competitive landscape is key for stakeholders seeking



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growth opportunities and strategic collaborations in this expanding market.

Which Market Player Is Leading the Leasing Market?

According to our research, Volkswagen Leasing GmbH led global sales in 2024 with a 2% market share. The Lease Income division of the company completely involved in the [leasing market provides](#) leasing solutions for new and used vehicles from Volkswagen Group brands, primarily in Germany, Poland, and Italy. The company's leasing income is derived from ongoing lease instalments, proceeds from

the disposal of former lease vehicles, and income from related services.

How Concentrated Is the Leasing Market?

The market is fragmented, with the top 10 players accounting for 6% of total market revenue in 2024. This level of fragmentation reflects a low level of market concentration and the sector's openness to varied operating models, regulatory environments, and localized service structures.

Leading vendors such as Volkswagen Leasing GmbH, Mercedes-Benz AG, United Rentals, Ayvens (ALD Automotive), Ashtead Group, Deutsche Leasing AG, Hertz Global Holdings, AerCap, Localiza Rent a Car, and Toyota Financial Services maintain their positions through extensive portfolios, strong brand credibility, and established customer relationships, while numerous smaller operators address niche leasing needs across vehicles, equipment, aviation, and mobility services. As demand for flexible financing solutions and asset-as-a-service models continues to rise, strategic partnerships, digitalization initiatives, and selective consolidation are expected to gradually enhance the market influence of major players while still leaving room for specialized entrants to thrive.

• Leading companies include:

- o Volkswagen Leasing GmbH (2%)
- o Mercedes-Benz AG (1%)
- o United Rentals Inc. (1%)
- o Ayvens (ALD Automotive) (1%)
- o Ashtead Group (1%)
- o Deutsche Leasing AG (0.4%)
- o Hertz Global Holdings Inc (0.4%)
- o AerCap Holdings N.V. (0.4%)
- o Localiza Rent a Car S.A (0.4%)
- o Toyota Financial Services Corporation (0.4%)

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Which Companies Are Leading Across Different Regions?

- North America: AustinPx, TAQ, LeaseBusters, United Rentals Inc., Deutsche Leasing AG, Air Lease Corporation, GTL Leasing, Plug Power Inc., Ryder, CWB National Leasing, Element Fleet Management Corp., Jim Pattison Lease, LeasePlan Canada, RCAP Leasing, DLL Group, CIT Group, Amur Equipment Finance and Willis Lease Finance Corporation are leading companies in this region.
- Asia Pacific: Mirvac, Serenitas, United Rentals Inc., Mercedes-Benz AG, Hertz Global Holdings Inc., Air Lease Corporation, Deutsche Leasing AG, X-Press Feeders, China Ocean Shipping (Group) Company, DP World, Rilox EV, Rent Alpha Private Limited, ORIX Corporation, Mitsubishi HC Capital Inc., and Sumitomo Mitsui Finance and Leasing (SMFL) are leading companies in this region.
- Western Europe: Volkswagen Leasing GmbH, Mercedes-Benz AG, United Rentals Inc., Hertz Global Holdings Inc., LeasePlan, ALD Automotive, Loveelectric, Leasing.com, Citygate Holdings, Soft4Leasing, Deutsche Leasing and Motor Corporation Limited are leading companies in this region.
- Eastern Europe: Arval Romania, Moov Leasing, Mercedes-Benz AG, Deutsche Leasing AG, Volkswagen Leasing GmbH, GTLK, Rosagroleasing, CTP Invest, spol. s r.o. and Mkango Polska Sp. z o.o are leading companies in this region.

- South America: Localiza, Unidas Frotas, Movida Locação de Veículos S.A., Europcar Tattersall, Chilean Rent-A-Car, Arval BNP Paribas, Ayvens, TraXall, Renting Colombia, CSI Leasing, Inc., Rentek S.A.S. and XCMG Chile are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Used vehicle leasing model offers cost-effective and sustainable fleet solutions is transforming to provide cost-effective and sustainable solutions through innovative leasing models.
- Example: Arval Romania Arval Re-Lease (May 2025) assigns unique identities for used vehicles on the Romanian market.
- These innovations enable companies to access cost-effective fleet management solutions by offering the core advantages of operational leasing—such as fixed monthly costs, vehicle maintenance, insurance, roadside assistance.

Which Strategies Are Companies Adopting to Stay Ahead?

- Launching strategic partnership initiatives to strengthen market position, Volkswagen Leasing GmbH focuses on expanding its growth opportunities
- Enhancing capital efficiency and funding structures to improve liquidity, support portfolio growth, and optimize cost of funds
- Focusing on data-driven customer insights, digital onboarding, and AI-enabled credit/risk assessment to improve operational efficiency and customer experience
- Leveraging cloud-based leasing platforms and automation solutions to streamline asset lifecycle management, ensure compliance, and scale operations efficiently

Access the detailed Leasing Market report here

<https://www.thebusinessresearchcompany.com/report/leasing-global-market-report>

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