

A Quarterly Recap of Retail Rental Rate Trends

2024 Q3 in Review

- Number of Participating Rental Companies: 493
- Number of Equipment Types Covered: 258
- Total number of rates collected: 2,970,907

Rental Market at a Crossroads: Growth Persists, But Uncertainty Looms

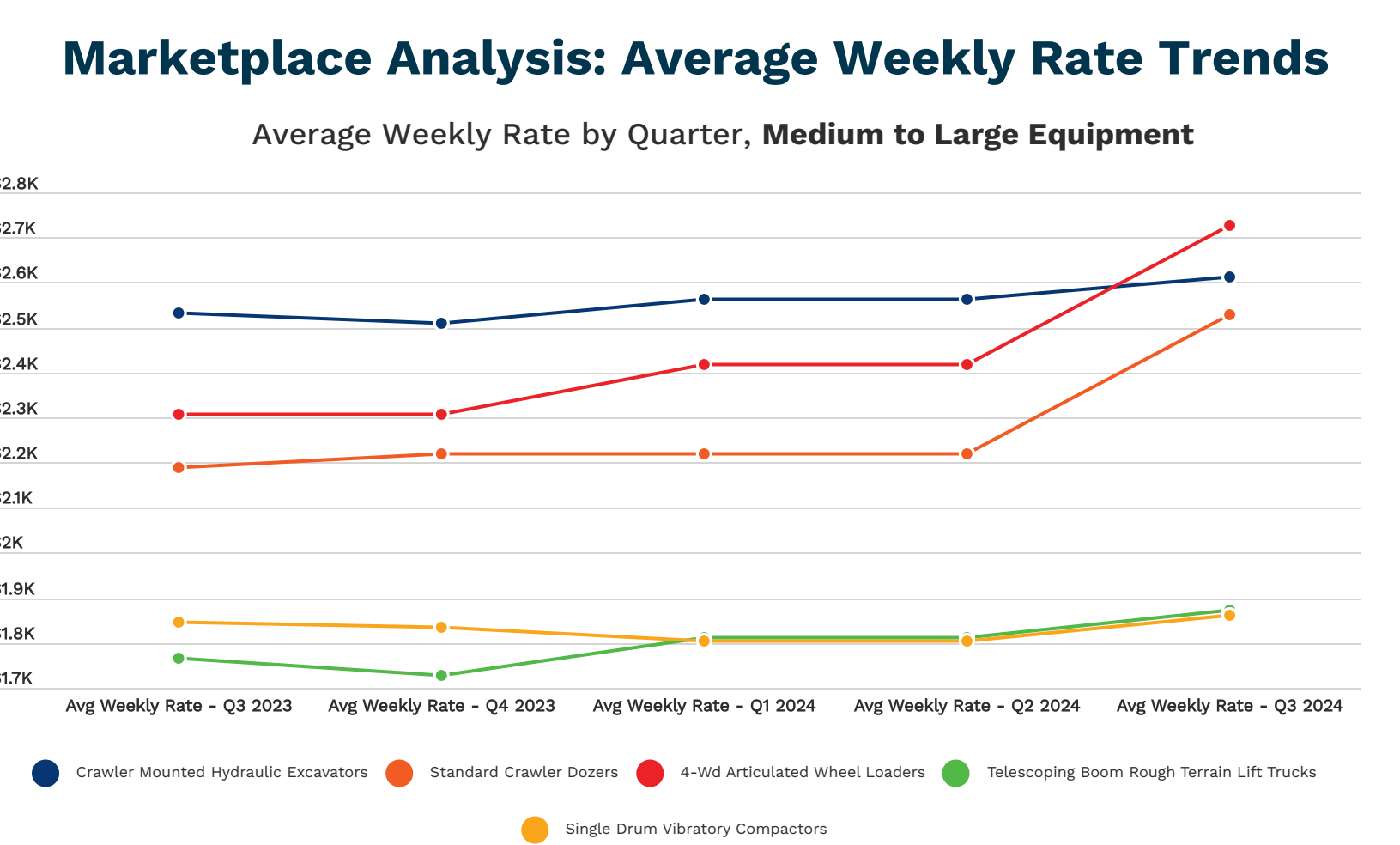
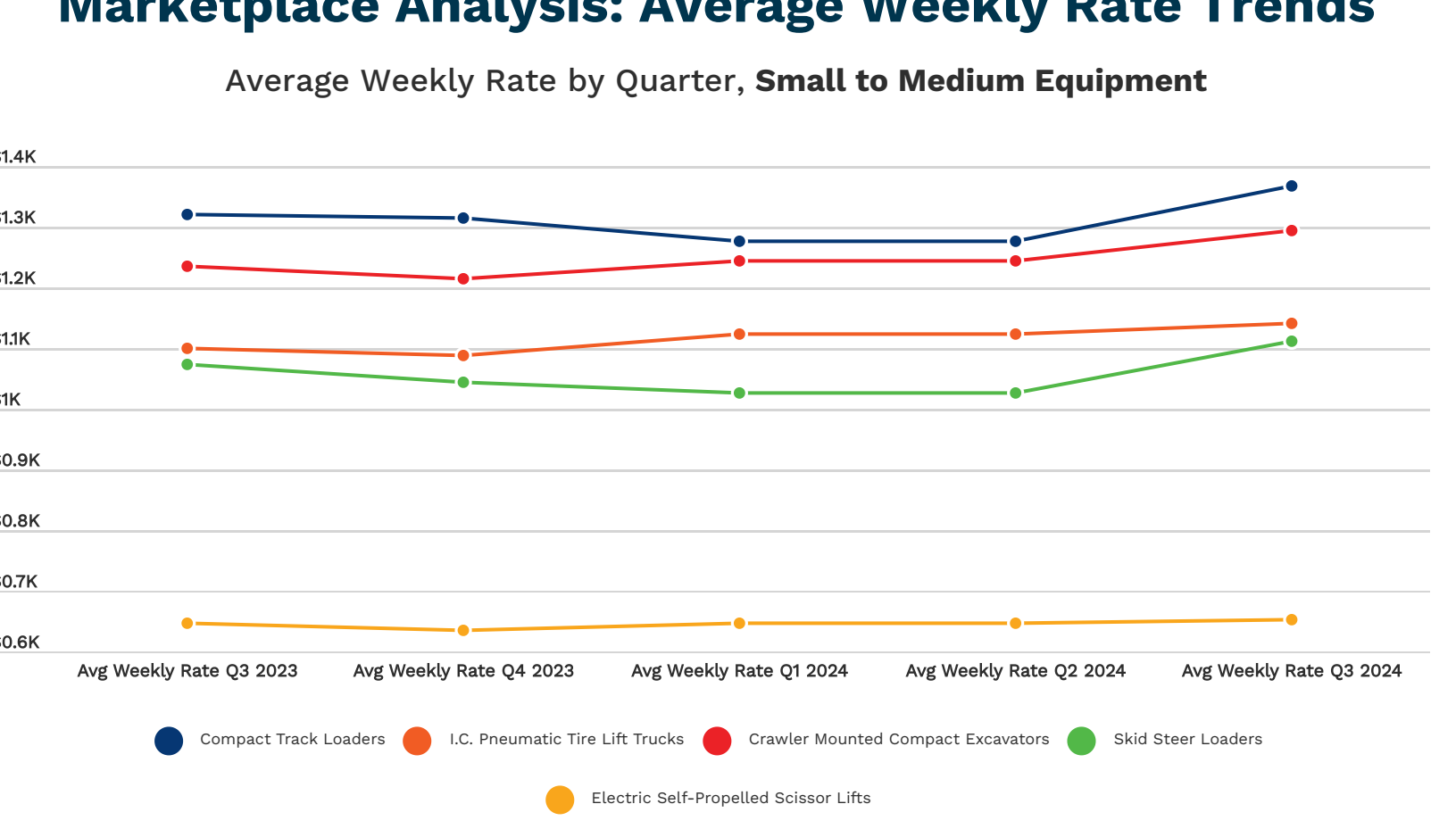
In early 2024, the American Rental Association (ARA) projected a robust 7.9 percent growth for the equipment rental industry, forecasting a total of \$77.3 billion in revenue.¹ This optimism was fueled by favorable factors like interest rates, inflation, and government spending, with experts suggesting these tailwinds would drive further growth. However, despite the positive outlook, there were already murmurs of caution within the industry, with some analysts questioning whether this growth could be sustained in the face of looming uncertainty. The industry was on the rise, but the cracks were beginning to show.

Equipment Type	Daily		Weekly		Monthly	
	Avg. Rental Rate	Avg. Change from Previous Quarter	Avg. Rental Rate	Avg. Change from Previous Quarter	Avg. Rental Rate	Avg. Change from Previous Quarter
Crawler Mounted Hydraulic Excavators	\$949	0.88%	\$2,611	1.04%	\$6,777	0.88%
Standard Crawler Dozers	\$849	2.17%	\$2,527	1.57%	\$7,039	0.50%
4-Wd Articulated Wheel Loaders	\$938	0.56%	\$2,727	2.06%	\$7,438	2.73%
Telescoping Boom Rough Terrain Lift Trucks	\$725	-4.26%	\$1,873	-3.21%	\$4,412	-2.98%
Single Drum Vibratory Compactors	\$643	1.16%	\$1,860	0.26%	\$4,870	-0.31%
I.C. Pneumatic Tire Lift Trucks	\$452	-0.69%	\$1,142	0.13%	\$2,785	0.31%
Compact Track Loaders	\$482	3.31%	\$1,368	2.75%	\$3,331	2.65%
Crawler Mounted Compact Excavators	\$456	0.08%	\$1,294	-0.57%	\$3,225	-0.38%
Skid Steer Loaders	\$377	3.54%	\$1,112	2.48%	\$2,680	3.15%
Electric Self-Propelled Scissor Lifts	\$297	-0.64%	\$654	-0.64%	\$1,348	-0.17%

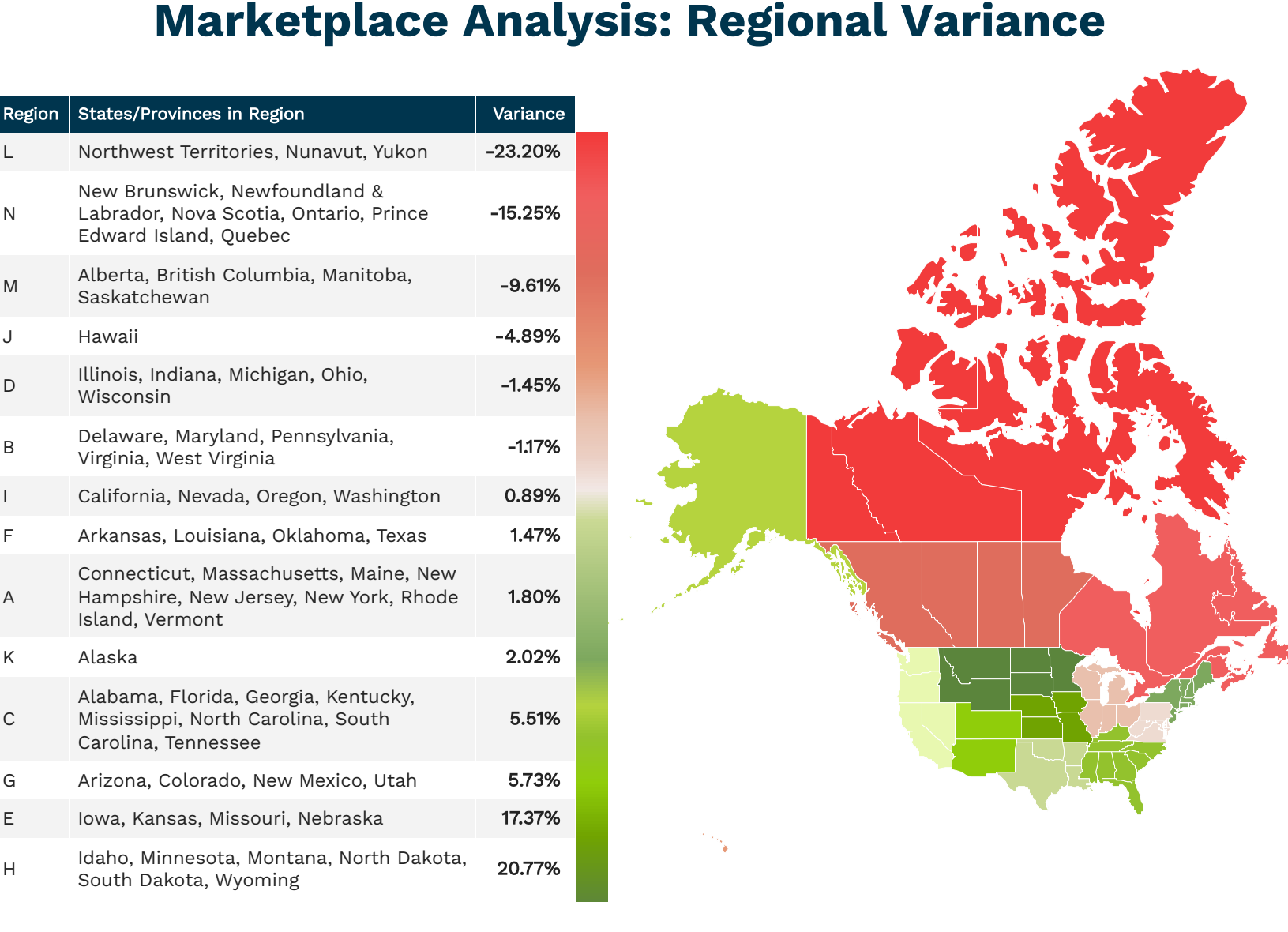
Quarterly change in rates for the top ten equipment types by volume. These retail rental rates are an overall average by equipment type and are derived from average rates advertised by distributors throughout the United States and Canada. All rates included were either publicly advertised online or obtained through exclusive rental house partnerships.



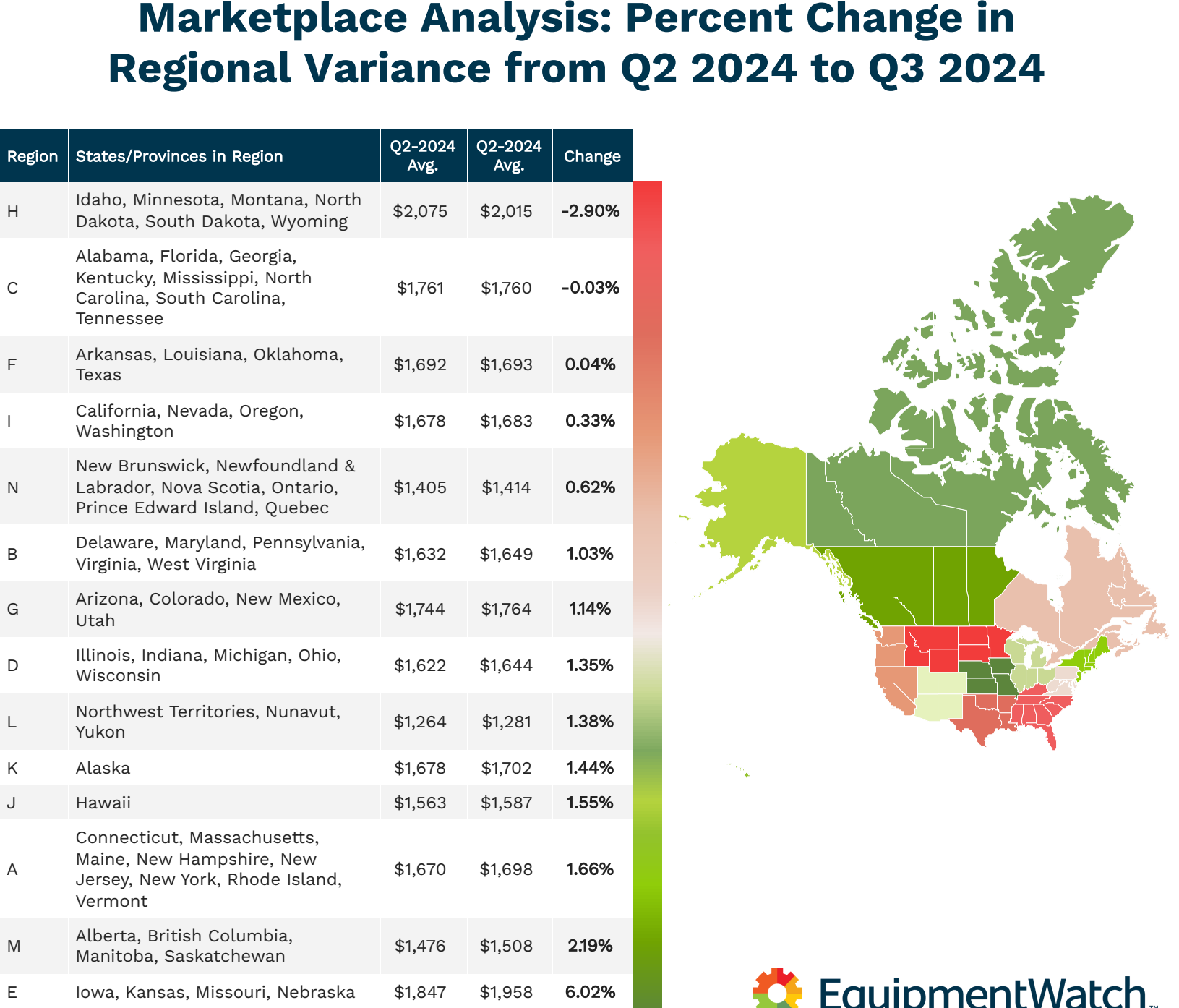
i Fast forward to the most recent report early this fall, and those early warnings seem to be coming to fruition. The ARA has now adjusted its 2024 growth forecast to 8.9 percent, slightly higher than before, with projected revenues hitting \$78.7 billion.² However, the tone has shifted, and while growth remains, the industry is showing signs of softening. With GDP growth expected to fall below trend at 1.6 percent, uncertainty continues to cloud the future.³



i Meanwhile, rental rates reflect this mixed landscape: while Daily Telescoping Boom Rough Terrain Lift Trucks are down 4.26 percent, other equipment like Skid Steer Loaders and Four-Wheel Drive Wheel Loaders have seen slight increases, up 2.48 and 2.73 percent respectively. The market remains positive, but the momentum may be slowing.



These regional rate modifiers represent the regional deviation from the average for a select group of equipment categories. In the instances where there may be insufficient data for a region within an equipment category the modifier shown is based on a comparison of all equipment categories. Canadian data was collected and converted into U.S. dollars using the current exchange rate of 0.802 USD to CAD.



1 ARA's most up-to-date economic forecast released. 2 ARA releases third quarter economic forecast for US and Canada. 3 ARA releases third quarter economic forecast for US and Canada