

Contribution of rental to the overall economy

The trend towards rental continues. For more and more customers, rental offers a useful and economic solution to flexibly cover their demand for construction machines and equipment.

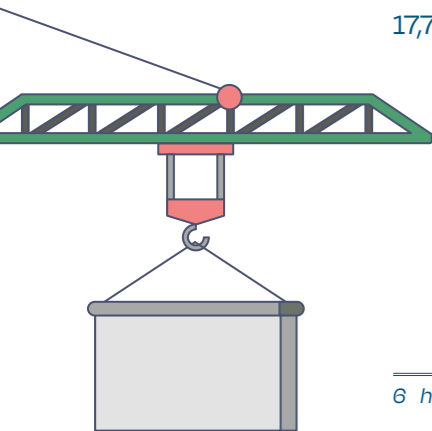
The trend towards rental is not surprising, considering that rental allows flexibility, project-related budgeting and cost control, and eradicates the need for expensive investments in new machines. At times of economic downturn, it is never more important for contractors to reduce the risk associated with their fleet. Many customers, therefore, not only use rental to flexibly cover their demand for machines, but completely delay new investments in their fleet and choose to rent the equipment they need in order to carry out their business.

Every year, the European Rental Association publishes the [ERA Market Report](#)⁶. Developed with the support of the ERA Statistics Committee, the ERA Market Report has been the reference source of intelligence for the European equipment rental market since 2008.

The ERA Market Report, comprising market trends and international comparisons, uses a common methodology and common definitions to analyse 15 European markets, with detailed market size results. These countries account for more than 95% of the equipment rental industry in the EU, European Free Trade Association (EFTA) and UK.

In 2019, equipment rental companies and other companies providing rental services generated a total rental turnover of more than EUR 27.7 billion in these countries (EU-EFTA-UK), with the most recent estimates putting the number of rental companies at 17,725 and people employed in the industry at 144,810.

⁶ <https://erarental.org/market-report-and-rental-tracker>



The ERA TCO Calculator is a financial tool designed to help equipment stakeholders...

ERA TCO Calculator

In 2016, ERA launched a free-to-use calculator that works out the total cost of ownership (TCO) of equipment.

The ERA TCO Calculator is a financial tool designed to help equipment stakeholders better assess the actual cost of equipment by working out the total economic value of the investment. It provides a level of cost analysis not previously available publicly, on a simplified and user-friendly interface.

The calculator offers an independent and unbiased view of buy versus rent, to help equipment stakeholders draw comparisons and make informed decisions.

Beginning in 2017, the scope of the TCO Calculator was expanded to include lease options, both financial and operating, and by introducing the risk factors associated with the operation and management of construction equipment.

The ERA TCO Calculator is an online tool that can also be embedded on other websites and is also available as a mobile application.

Access the ERA TCO Calculator [here](https://equipmentcalculator.org/en)⁷.

⁷ <https://equipmentcalculator.org/en>

