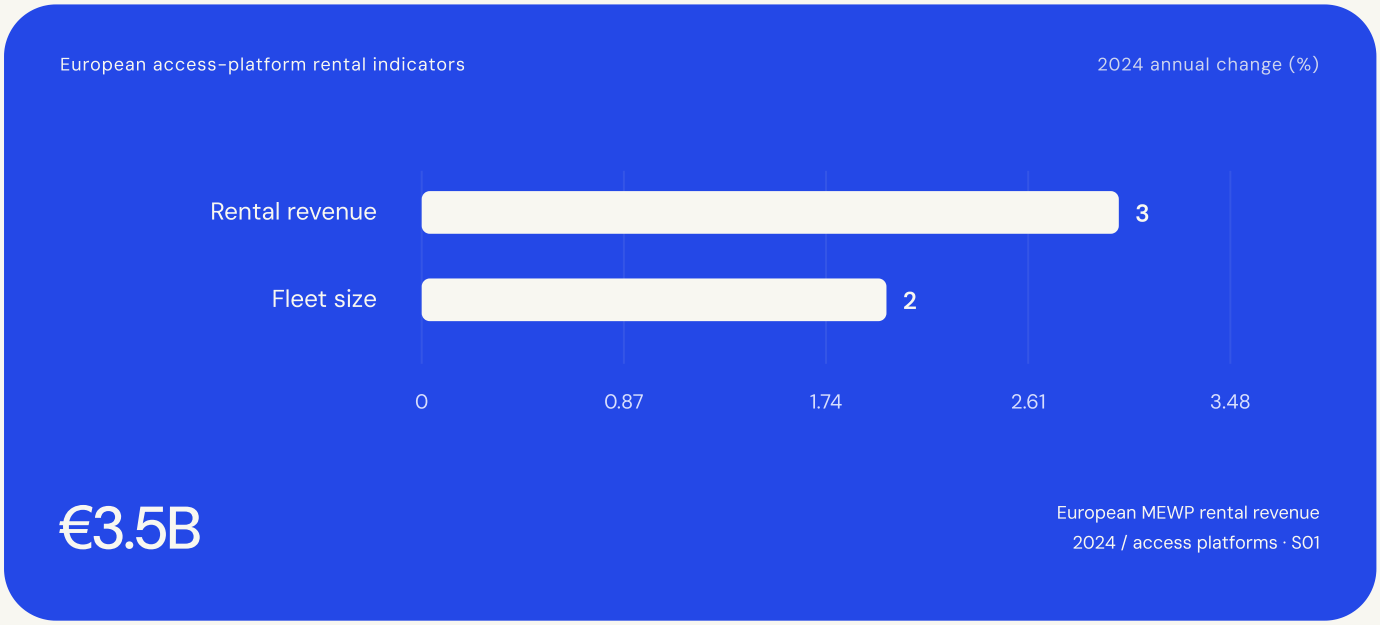
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Construction equipment rental companies

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Equipment rental research starts with the work your fleet can perform. Suitability depends on the task, site access and rental period together.

€3.5B
European MEWP rental revenue
2024 / access platforms [S01]

+3%
Annual revenue change
Europe / 2024 [S01]

+2%
Fleet expansion
Europe / 2024 [S01]

01 What you can offer

Offer contractors and operators equipment options for a defined task and duration.

02 Where to start

Choose one equipment group from your fleet.

03 What to ask

Establish the task, dates and site access.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

European access-platform rental data describe one equipment category. Select prospects for your own fleet by the machine's task and your service area.

European MEWP rental revenue

2024 / access platforms [S01]

€3.5B

Annual revenue change

Europe / 2024 [S01]

+3%

Fleet expansion

Europe / 2024 [S01]

+2%

What these figures cover

The figures cover European mobile elevating work platforms, not all equipment or worldwide rental. Revenue growth and fleet growth measure different things.

Consider international customers

International contractors working locally can be customers; cross-border equipment hire has different logistics and responsibility.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

European access-platform rental indicators

2024 annual change (%)

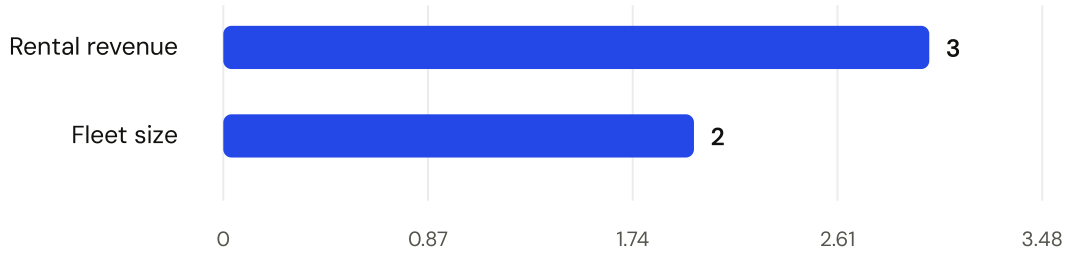


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose one equipment group from your fleet. Research local contractors and maintenance teams with work suited to it.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

International contractors working locally can be customers; cross-border equipment hire has different logistics and responsibility.

The figures cover European mobile elevating work platforms, not all equipment or worldwide rental. Revenue growth and fleet growth measure different things.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Construction contractors

What to discuss

Discuss the task and construction-site access with contractors.

Who to speak with

Site manager or equipment buyer

PROFILE
02
Potential buyer

Industrial maintenance teams

What to discuss

Plan duration and permitted operating hours with industrial maintenance teams.

Who to speak with

Site manager or equipment buyer

PROFILE
03
Potential buyer

Warehouse operators

What to discuss

Ask warehouse operators about handling or access needs and site conditions.

Who to speak with

Site manager or equipment buyer

PROFILE
04
Potential buyer

Project subcontractors

What to discuss

Agree rental and delivery dates that fit the subcontractor's main work programme.

Who to speak with

Site manager or equipment buyer

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose one equipment group from your fleet. Research local contractors and maintenance teams with work suited to it.

Next step

Research a small group of relevant firms.

02

Define the work together

Establish the task, dates and site access. Agree operator, transport, maintenance and return responsibilities before booking.

Next step

Write down the agreed requirements.

03

Look across borders

International contractors working locally can be customers; cross-border equipment hire has different logistics and responsibility.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **2025 Rental Market Reports**

International Powered Access Federation · 2025 / 2024 data

www.ipaf.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/construction-equipment-rental-companies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION