

The background features a collage of financial data visualizations. At the top, a line chart with multiple colored lines (blue, green, purple) tracks data points across months from February to August. Below this, a bar chart with green bars shows an upward trend from February to December. A magnifying glass with a black handle and frame is positioned in the center-right, focusing on the bar chart. The overall theme is financial analysis and market research.

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**European rental  
equipment market**

**#WEMAKE2BUILD**

# European rental equipment market

**Main impact happened in Q2, 2020**

**Recent update of the ERA Market report covering 2019 – 2022**

**Zoom on main European rental Markets in 2020**

**Outlook for the European rental market in 2021**

# COVID-19 Impact on European equipment rental market

- Q Main impact happened in Q2, 2020
- Q Impact of the COVID-19 particularly severe in the first wave of the crisis in the second quarter of 2020.
- Q - Clear divide between Northern and Southern Europe caused by the different responses to the pandemic from national authorities.
- Q Three categories of countries, with similar and consistent patterns, including Nordic, Central and Southern countries: - 5 to -10% in the Nordic countries, - 0 to -10% in Central Europe, -20 to - 40% in Southern Europe and - 40% in the UK.
- Q H2 2020 better-than-expected, however this regional categorisation remained, with France, the United Kingdom, Spain and Italy still lagging behind.

# Trends on the European Equipment rental market

- 🔍 Recent update of the ERA Market report covering 2019 – 2022
- 🔍 Delivery of estimated year-on-year variations against previous forecast for Rental turn-over, Construction and GDP.
- 🔍 In 2020, In many countries of the Northern and Central regions, better construction performance lifted the rental initial forecasts. In Southern Europe, minor changes except for France who underperformed from initial forecast.
- 🔍 In 2021, the recovery continues, however with some difficulties here and there: In Germany, the access market is slow, in Switzerland equipment delivery time is high particularly in access, in France rental rates are still under pressure and in Finland, the impact of a worsening sanitary crisis is now increasing.

# Zoom on main European rental Markets in 2020

## 🔍 Starting from North to South

- 🔍 Sweden shows -2.2% in rental activity against -4.2% previously, due mainly to construction which shows -1.5% against -4.5%.
- 🔍 Netherland shows -2.3% in rental activity against -5.3%, also because of construction -0,9% against -4.0%.
- 🔍 Germany shows -3.1% against -4.7% for the same reason, construction at +1.7% against -2.8%.
- 🔍 France is an exception with a negative trend and a rental activity at -15.0% compared to -14.3% previously, due to construction at -10.1% now against -7.6% previously. As a mechanical effect of this largest decrease in rental activity in 2020, this update shows the largest recovery in 2021 at +9.5%.
- 🔍 UK shows -14.8% compared to -16.3% previously. This is caused by a similar improvement of the construction activity from -9% previously at -5.6% now for this update.

# Outlook for the European rental market in 2021

🔍 Main driver is construction

- 🔍 Relative inertia of the construction sector and expected pro-cyclical policies from governments result in a better-than-expected outlook for the equipment rental industry. On the long term, economic uncertainty and limited CAPEX investments from contractors could support rental contracts
- 🔍 In 2021, it is important to notice that the recovery will be due to activity resumption and to a mechanical base effect. Among the 'top' performers, France with 9.5%, Italy with 5.3%, Spain with 5.1%, and the United Kingdom with 4.7% are among the most impacted in 2020.
- 🔍 As of today, however, we anticipate that only Germany (2020: -3.1%, 2021: 5.1%), the Netherlands (e.g., 2020: -2.3%, 2021: 4.2%) and Denmark (e.g., 2020: -2.3, 2021: 4.0%) could reach by the end of 2021 their pre Covid activity level.