

Consumer goods rental sector, 2019

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Firms in the consumer goods rental and general rental centres industry groups generated \$3.1 billion in operating revenue in 2019, up 5.9% from 2018. Operating expenses rose 5.5%, to \$2.5 billion, leading to a 17.9% operating profit margin, the largest since 2016.

The increase in 2019 was driven in part by rising demand for water heater and appliance rentals.

The four provinces with the largest shares of operating revenue in 2019 were Ontario (58.4%), Quebec (18.9%), British Columbia (8.2%) and Alberta (7.4%).

The majority of sales in these industry groups were to individuals and households, which accounted for 65.4% of all sales in 2019. Sales to the business sector represented 29.0% of all sales, and the remaining 5.6% of sales were attributable to sales to governments, not-for-profit organizations, public institutions and clients outside Canada.

The largest operating expense for these industry groups was salaries, wages, commissions and benefits (28.7%), followed by amortization and depreciation (20.5%), and cost of goods sold (17.3%).

Consumer goods rental and general rental centre sales are up

The sector is composed of the consumer goods rental industry group and the general rental centres industry group. Consumer goods rental firms are primarily engaged in renting or leasing personal and household goods (e.g., consumer electronics, appliances, exercise equipment, furniture and boats). General rental centres are primarily engaged in renting a range of consumer, commercial and industrial equipment (e.g., contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies).

In 2019, operating revenue for the consumer goods rental industry group increased 5.1%, to \$2.5 billion. Operating expenses for the industry group grew by 4.5%, to \$2.0 billion, resulting in an operating profit margin of 19.6%.

In the general rental centres industry group, operating revenue increased 9.6% from the previous year, to \$608.8 million. Operating expenses grew by 9.3%, to \$542.3 million, leading to a 10.9% operating profit margin in 2019.

Note to readers

Data for 2018 have been revised.

The data for reference year 2019 were collected during the spring and summer of 2020. This collection period includes the events and business disruptions related to COVID-19 and, in general, response rates have been lower. As a result, there may be larger-than-normal revisions to the data in future releases. For more information on data quality and revisions, please refer to [2434 — Annual Survey of Service Industries: Consumer Goods Rental](#).

Available tables: [21-10-0015-01](#) to [21-10-0017-01](#) .

Definitions, data sources and methods: survey number [2434](#).

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; STATCAN.infostats-infostats.STATCAN@canada.ca) or Media Relations (613-951-4636; STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca).