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CONFERENCE & AWARDS

US MEWP Rental Market Trends

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DUCKER  CARLISLE

We're known for optimizing business performance and accelerating growth for the world's largest companies and private equity firms. By leveraging proprietary data, deep industry knowledge, and strong financial performance, we build trusted partnerships with our clients, delivering customized strategies and insights that lead to exceptional business outcomes.

60⁺

Years of Experience

350⁺

Annual Projects

9

Global Offices

190⁺

Team members



ORGANIC GROWTH

Harnessing customer research, market intelligence, and industry analytics to drive compelling growth strategies and secure a competitive advantage.



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Strategic frameworks and solutions that transform business performance, enhance revenues, optimize supply chains and improve margins.



INORGANIC GROWTH

Accelerating inorganic growth opportunities and de-risking investments through M&A transaction due diligence and post-close portfolio support.

Ducker Carlisle has partnered with IPAF for 16 years to track industry trends and changes, based on feedback from the market.

Primary & Secondary Research Sources Utilized for IPAF Market Study



MEWP Rental Companies



Equipment Manufacturers



Industry Experts and Macro-level Statistics

- Over 15 companies participated (multiple contacts at each)
 - Includes national rental houses and specialist players
-
- Decision makers within leading MEWP OEM organizations
 - Feedback on sales and manufacturing trends
-
- Insights from industry experts from within and outside the IPAF organization
 - Construction and other government data which indicates market direction

Agenda

1



Market Demand Update

Forecast and Trends



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Market Demand Update

2024 marked the end of a strong growth streak in MEWP rentals.



Rental Revenue

\$15.2 B in
2024

1% growth
over 2023



Fleet Size Evolution

858,000 units
in 2024

0% growth
over 2023



Revenue Per Unit

\$17,665 in
2024

1% growth
over 2023

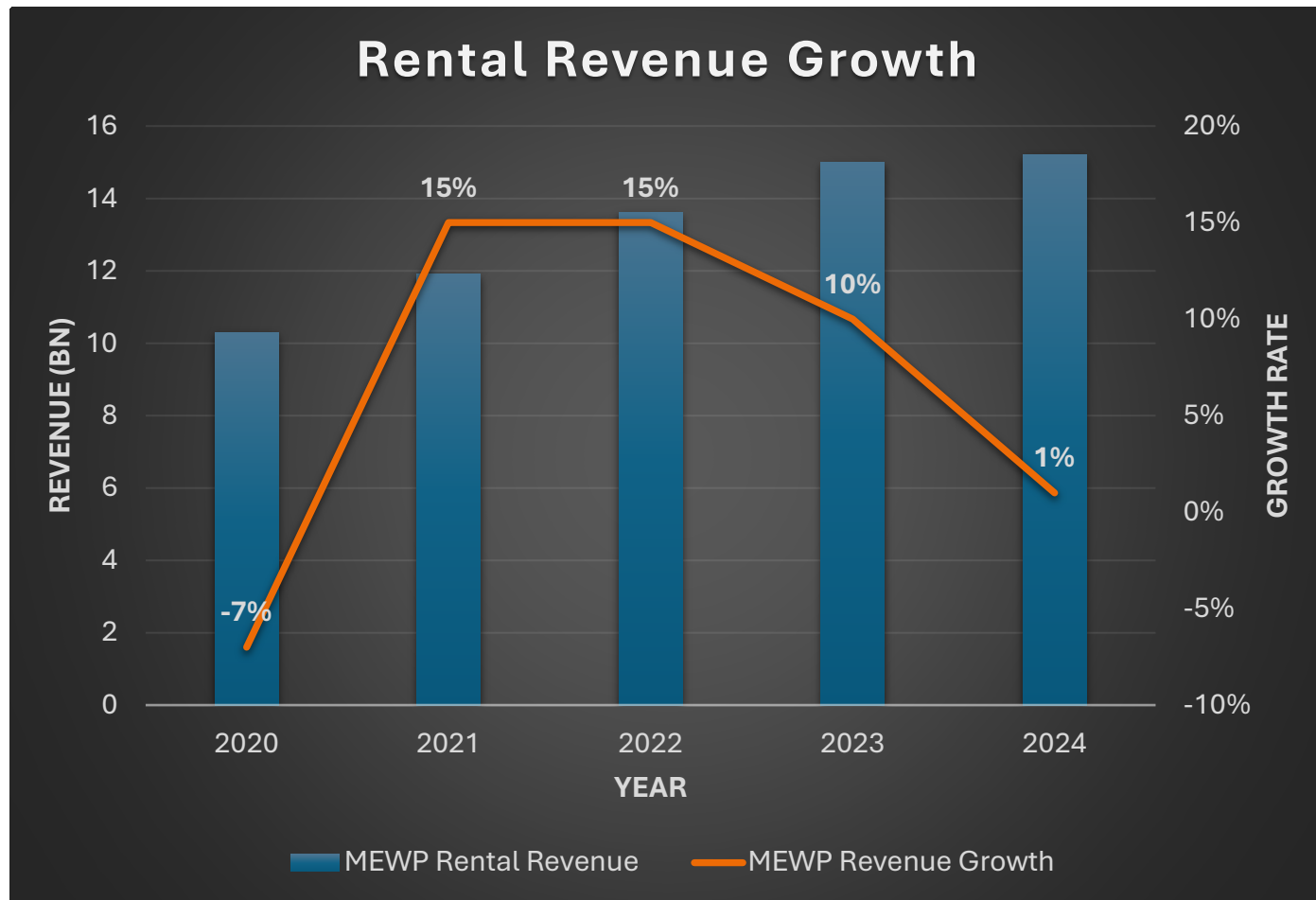


Utilization Rate

71% in 2024

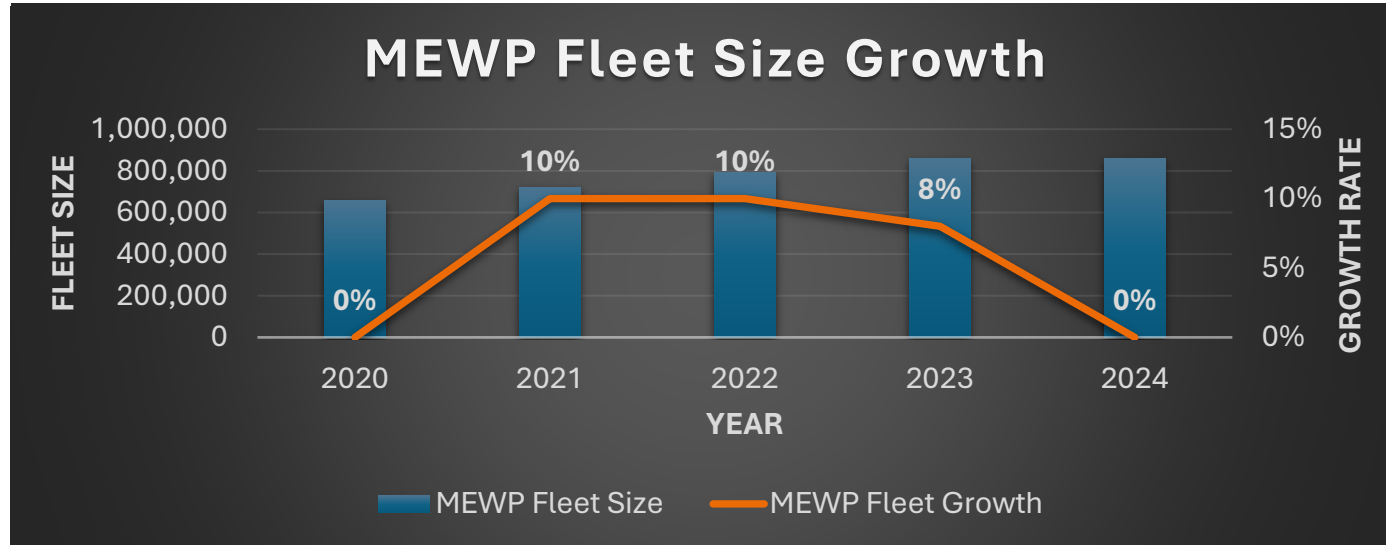
2% decline
compared to
2023

Rental revenue stagnated in 2024 showing just 1% growth over 2023.

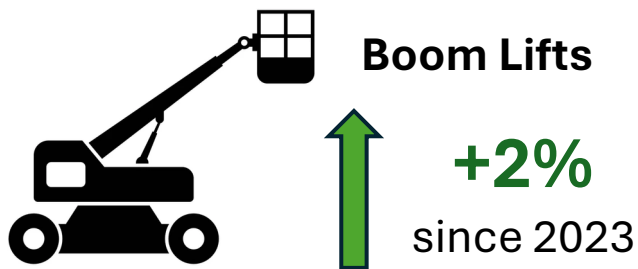


- Economic headwinds created challenges
 - Slowing construction activity
 - General uncertainty
 - High interest rates
- First half of 2024 tracked in line with expectations with a slowing in Q3 and a sharp and unexpected downturn in Q4
- Construction activity (Industrial, Commercial and Oil & Gas) declined slightly as a percentage of application share within the MEWP rental space

Rental companies have chosen to maintain fleet sizes in 2024 for the first time since 2020.



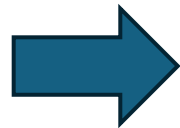
- While fleet size growth of 8% or more has been typical since 2020, the market uncertainty and desire to maintain utilization rates caused rental companies to pause additional fleet size growth
- Both boom and scissor lifts remain in demand; however, boom lift fleet sizes grew at a slightly higher rate than scissor lifts from 2023 to 2024
- It appears market has reached a saturation level based on the high growth levels in previous years, requiring a ‘leveling off’ in 2024 to maintain profitability



Decline in demand has limited the potential for rental houses to significantly raise rental rates in 2024.

Average annual rate
increase 2021 to
2023

+ 4.2%

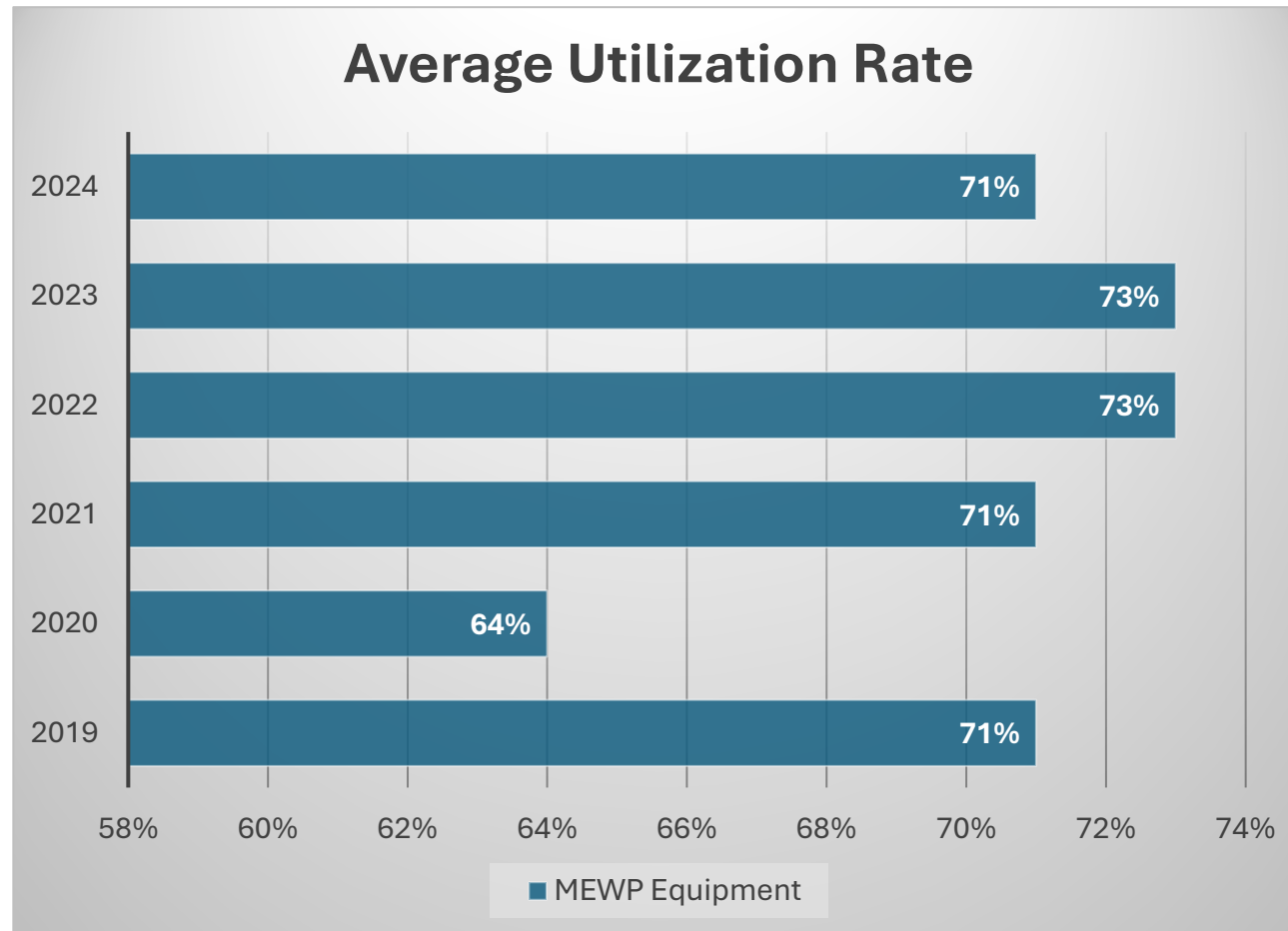


Average annual rate
increase 2024

+ < 1%

- This has had a direct impact on average revenue per unit growth in 2024
- Average MEWP fleet age is stable at approximately 5 years and 5 months
- This was not unexpected as rate increases tend to decline in election years in the US

Utilization rates dropped for MEWPs in 2024 as compared to prior years.



- This marked a return to more typical utilization rates following particularly high performance in 2022 and 2023
- The high utilization prompted rapid equipment acquisition, and the return to normal is driving many of the other statistics discussed previously

In summary, 2024 MEWP rental industry performance is slow but not surprising.

MEWP Rental Industry - US



Economic headwinds driven by market uncertainty slowed overall rental demand in the second half of 2024



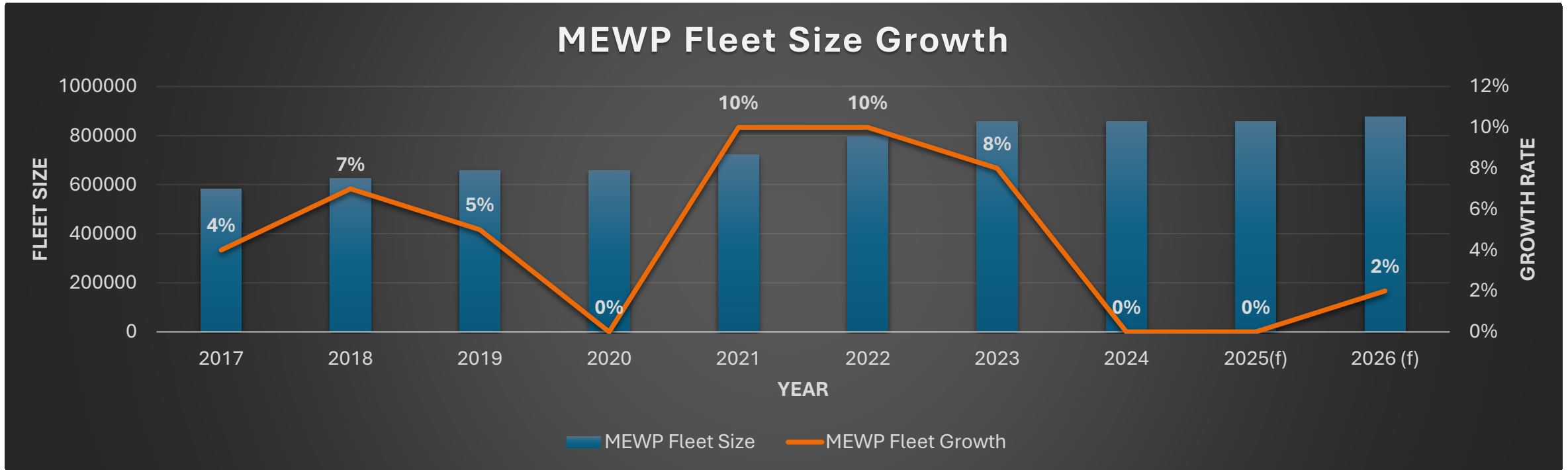
The market is cyclical and relatively predictable, and is following a trajectory similar to other cycles



Rental houses reacted to the changing conditions rapidly and in doing so avoided revenue decline, although growth has slowed

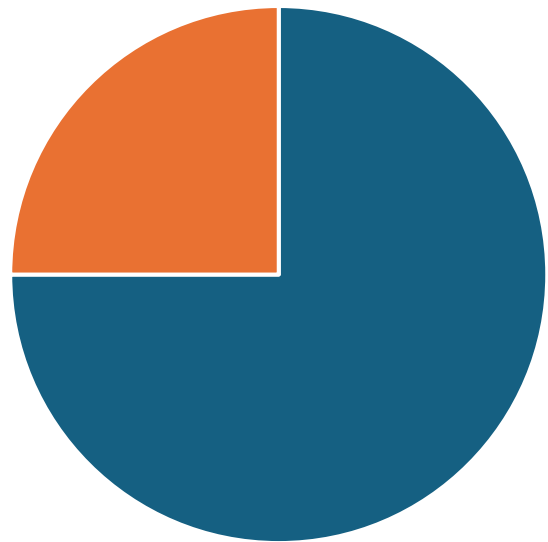
Market Forecast and Trends

The MEWP Rental market is cyclical and is in a period of correction following two years of high demand. The statistics are not unlike the activity during previous cycles.



Ducker Carlisle predicts that market conditions will remain at a slow growth level through 2026, but with noticeable improvement in the second half of next year.

Application Segmentation



■ Construction ■ Non-Construction



Commercial Construction:

- Growth anticipated at 3% to 6% per year through 2026
- Supported by mega projects including infrastructure and data center spending
- Limited by high materials and labor costs and shortages



Industrial Construction:

- Renewed momentum after a period of contraction
- Supported by tariff activity driving on-shoring
- Limited by high raw materials costs and high interest rates delaying investment decisions



Oil and Gas Construction:

- Increased production and export activity projected particularly in the Permian Basin
- Supported by increased efficiency efforts, sustainability initiatives and new technologies
- Limited by rising geopolitical uncertainty

Rental companies are setting themselves up for continued financial success in the next 2 years.



- Shifts toward increased rental of specialty products
 - Power Generation
 - HVAC
 - Fluid Management
 - Trench Safety



- Consolidation
 - Increasing fleet sizes
 - Expanding footprint
 - Expanding global reach



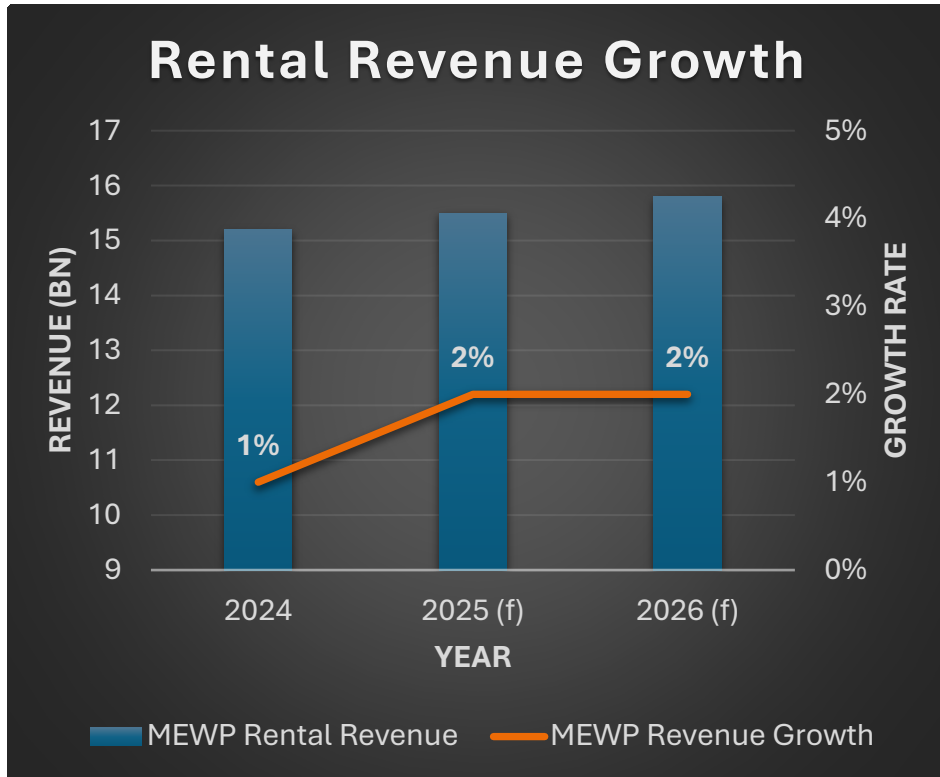
- Wait and see approach
 - Slowing MEWP fleet expansion due to market uncertainty
 - Prepared to adjust to demand
 - Adding services to support fleet plans

Despite the increasingly competitive environment and challenging headwinds, international OEMs are investing in the future of the MEWP industry.

Dingli	Acquired US distributor MEC in 2023
Zoomlion Access	Has a production plant in Mexico and is considering the acquisition of manufacturing facility in the USA
Infore Environmental Technology	Seriously considering the acquisition of a major MEWP manufacturer in the USA

Established players are largely US based and believe the tariff action by the current US government administration may even the playing field with pricing, helping to maintain share segmentation.

Modest MEWP rental revenue performance is expected to continue through 2026. However, the dynamic macro-economic environment could prompt rapid, positive demand shifts.



Construction Material Costs

- A decline in the cost of timber and steel would drive substantial building activity in both the residential and non-residential sector
- Lumber costs continue to rise rapidly, while steel prices remain stable



Interest Rate Adjustments

- The recent activity from the Federal Reserve is expected to reduce mortgage rates in 2026
- This could revitalize residential and commercial construction activity, driving MEWP demand
- A more substantial future shift, would accelerate

In summary, the trend of slow growth is likely to continue through 2026, but in today's environment anything is possible!

Forecasted MEWP Rental Industry Growth



Rental companies are expected to remain cautious with MEWP equipment investment, given the current trajectory.



However, new factors including tariffs and emerging players could rapidly alter the MEWP landscape, driving change.



The cyclical nature of the market suggests the growth pace is likely to return to 'normal' levels in late 2026 or 2027

Thank you!