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# From Zero Ownership to Personalized Outcomes: The Rental Economy is Here to Stay



## DECODING THE DYNAMIC CONSUMER ECOSYSTEM

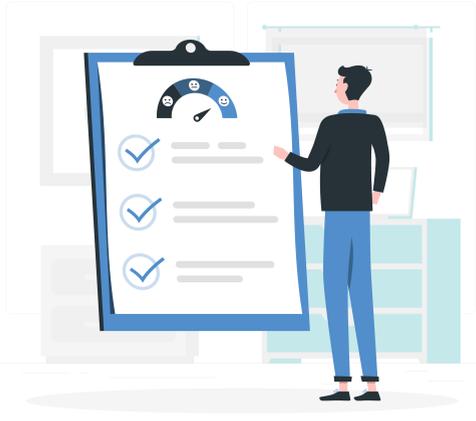
Technology has enabled consumers to be more dynamic and mindful about their purchasing preferences

The rental economy was prevalent in the previous decade but became popular during the pandemic

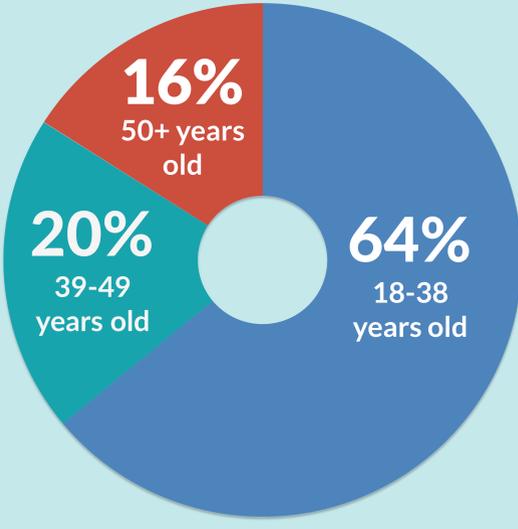
The idea of sharing economy offers varied choices or a slice of luxury to Millennials and GenZ without the expensive overhead

In the early 2000s, when millennials were beginning their careers, they deferred buying new homes due to steep student loan debt and the falling housing market

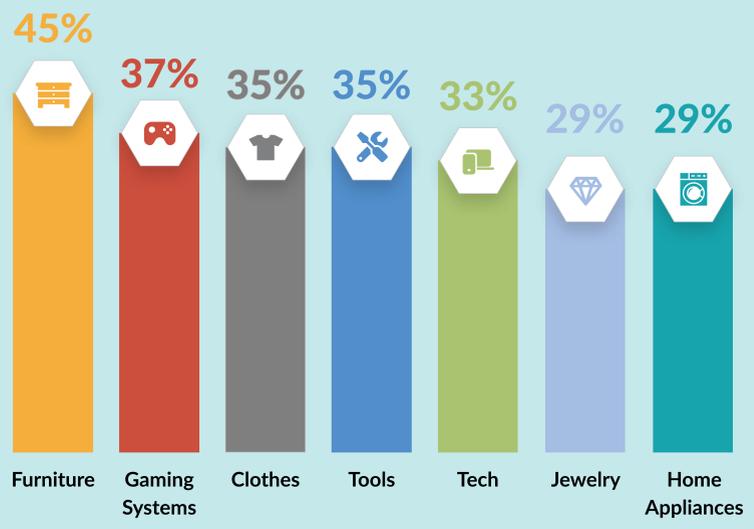
The situation at present is similar, and younger millennials and GenZ also prefer the flexibility renting offers



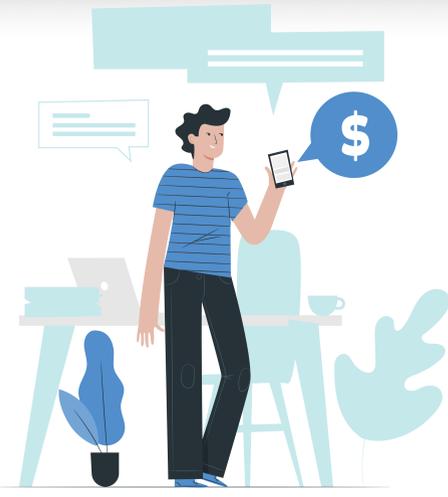
### WHO ARE THE RENTERS?



### WHAT DO THEY RENT?



## THE RENTAL SUBSCRIPTION PARTNERSHIP: CUSTOMER VALUE IS KEY



Consumers were renting the same goods and services repeatedly → Enterprisers began to see value in automatically charging consumers' credit cards every month → Subscription economy was born

But Millennials and GenZ consumers want personalized outcomes with constant enhancements, and brands are forced to rethink their customer experience models

The key to subscription longevity and low churn rates → Creating value for subscribers by providing a personalized offering

*Analytics to the rescue: Use customer data to segment customers and understand their unmet needs. With these insights, you can build a tailor-made subscription model for your customers instead of mimicking existing subscriptions in the market*

## THE ROAD AHEAD



### Offer Flexibility

A good subscription model should offer flexibility, just like how much of the workforce is prioritizing creating a flexible daily life.



### The Advent of Everything as a Service

The SaaS model changed how enterprises purchase software, which offered clear value to the subscriber. This model is being adopted outside of the software industry.



### Focus on Sustainability

As millennials and Gen Z become the decision-makers, minimizing waste and utilizing products and services when needed has become a priority. The rental model is also primed to be widely adopted by enterprises - from sharing physical space to taking advantage of hardware buy-back programs.

*Data analytics and reporting tools can help your M&E company make sense of consumer data. Know more about [LatentView Analytics' Subscription Commerce Growth Accelerator](#) to understand how your business can succeed in the rental and subscription space.*

*At LatentView Analytics, our data science experts seize the opportunity to make sense of big data and turn it into insights for our clients to make data-driven business decisions. Get in touch with us at [consultingservices@latentview.com](mailto:consultingservices@latentview.com).*