Storage & moving services rely on demographics:
- People moving to get more storage space
- Increasingly populated urban areas with less in-home storage
- Developing acceptance of storing personal possessions away from home
- Businesses willing to store excess stock and supplies off site
- Formerly unfinished storage areas converted into living space
- Baby boomer downsizing

Self-storage to see rapid growth
Self-storage is projected to achieve the fastest annual gains through 2020. Growth will largely stem from advances in the small but rapidly developing mobile storage segment, which can still price at a premium compared to most fixed storage due to convenience issues. The increasing preference for value-added climate-controlled storage will further assist growth in the self-storage segment.

Full-service moving companies to outpace DIY truck rentals
Full-service moving is forecast to outpace DIY moving truck rental through 2020. This segment will benefit from an increasing number of older households downsizing and moving, as they are often unable or unwilling to perform the moves themselves, but are more likely to be able to afford the assistance. In addition, as the economy continues to improve, more households will pay for the greater convenience of full service moving.

Revenues vary by region
Revenues for self-storage and moving services vary significantly by region, state, and municipal area, as the need for these services is very localized. Regional markets are primarily influenced by local factors such as population size, density, age distribution, mobility, homeownership rates, and growth trends. Economic issues such as personal income patterns, business development trends, and the real estate market also affect industry growth. Since most customers try to rent space and a truck within a few miles of their location, being situated in close geographic proximity to a large pool of customers -- e.g., near a college campus or military base, or within a few miles of a relatively dense urban area -- is important. In 2015, the South and West were the largest regions and will represent 70 percent of the industry gains through 2020. The relatively high mobility rates of these regions will spur gains, even as demand will continue to be concentrated in the urban areas.

Study coverage
This study analyzes the US self-storage and moving services market. It presents historical demand data (2005, 2010, 2015) as well as forecasts (2020, 2025) by service and region. The study also considers market environment factors, analyzes company market share and profiles 29 industry players.
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Revenue for self-storage service is forecast to increase through 2020 by 4.8 percent per year to $39 billion, with 3 billion square feet of rentable space. Advances will be driven by increasing consumer acceptance of self-storage, particularly as access to it becomes increasingly convenient and comfortable to a growing share of the population. The ongoing shift to urban areas will also boost self-storage, as urban dwellings generally have less storage space than suburban homes. Along these lines, a growing number of homes that feature basements are finishing them as living spaces, leaving less unfinished space for storage. Similarly, some of the fastest growing areas include the South and West, where homes are less likely to have basement space due to high water tables or high frost lines that lead to building codes not requiring deep excavation. Gains in self-storage will also be aided by a rising trend toward minimalism in the home, including the decluttering method from Marie Kondo. This trend has led a growing number of households to either purge their unused possessions for sale or donation, or to store them in self-storage units where they do not have to see them on a regular basis. Growth in value terms will also be aided by the growing use of mobile storage, which rents at a premium compared to fixed storage, and the increasing preference for value-added climate-controlled storage.

In general, demand for storage in residential markets is driven by changing conditions in a person’s life. When people move, renovate, or experience a disaster such as a fire, flood, tornado, or other condition that damages their home, they need a place to store their personal items, often temporarily. Longer-term storage is more likely to be required if a family has a death or is downsizing from a larger home to a smaller one. Both of these latter conditions are expected to become drivers for self-storage in the coming years as the large “Baby Boom” generation continues to age.

This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions

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- Using input/output ratios, flow charts & other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts & end users
- Researching a proprietary database that includes trade publications, government reports & corporate literature

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