



Docket
Dumpster Software

2025

DUMPSTER RENTAL INDUSTRY

BENCHMARK REPORT

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ABOUT THIS REPORT

Ever wonder if you're charging too much, or not enough? How much of your rentals should come from online bookings? Or what add-ons make haulers extra money? We've got the answers to these questions and more—it's all here in the first Dumpster Rental Industry Benchmark Report.

We looked at hundreds of thousands of rentals from haulers all over the nation to show what's happening in 2025 so you can see how you compare, and find ways to make your business stronger.

To Create This Report, We Analyzed . . .

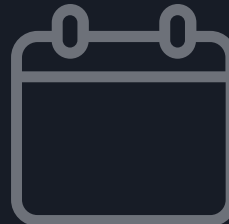
380,261 rentals



from 1,440 companies



from Jan 1, 2025
to July 31, 2025



TOP REVENUE SOURCES

Nearly 60% of the revenue for the dumpster rental industry comes from the commercial and contractor segments of the market.

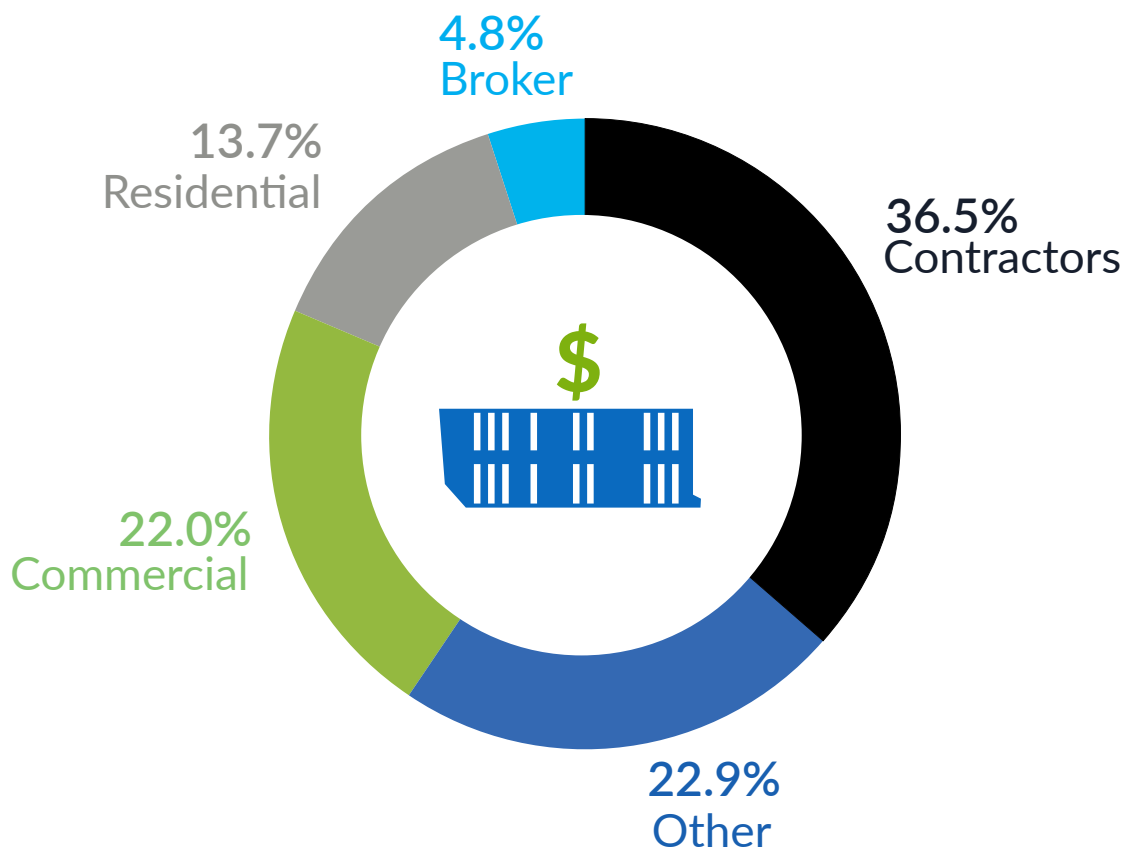
The **commercial segment** represents ongoing businesses that generate consistent waste streams, while the **contractor segment** is project based and includes general contractors, roofers, builders, etc.

“Other” includes miscellaneous client types like municipal accounts, event services, specialty industries, property management, tax-exempt organizations, and various niche market segments.

KEY TAKEAWAY

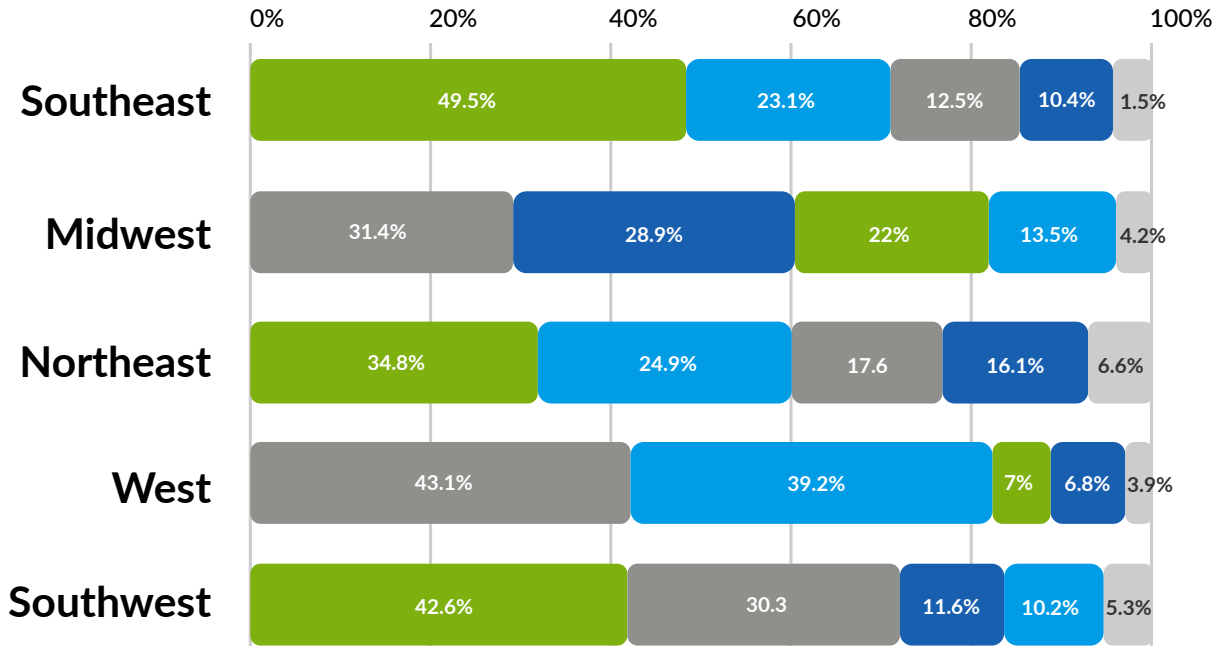
It's good to diversify your clients, but haulers should prioritize B2B relationships and sales strategies over residential marketing to maximize revenue growth. By prioritizing recurring revenue streams, your business will grow more predictably.

Top Revenue Sources in the Dumpster Industry



TOP REVENUE SOURCES

Top Revenue Sources by Region



Legend:

- Contractor
- Commercial
- Residential
- Other
- Broker

In the Midwest, the residential category makes up a large portion of revenue while the Southeast, Northeast, and West have “other” as a significant percentage of revenue. As you’ll see later in this report, the dumpster sizes that are more prevalent in those regions align with those revenue streams.



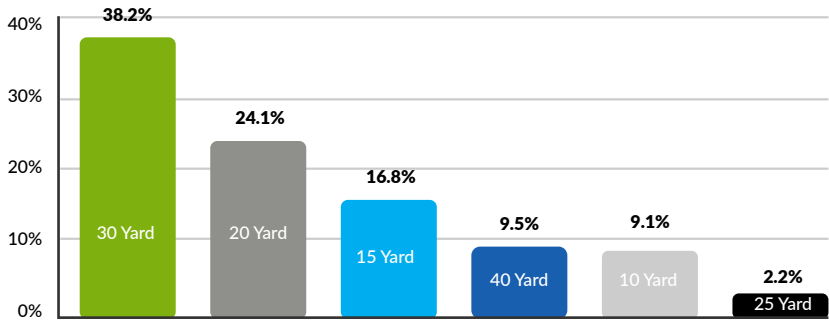
DUMPSTER SIZE MARKET UTILIZATION

30-yard dumpsters dominate the market with over 1/3 of all rentals. It's the Goldilocks dumpster—not too small for efficiency, not too big for access, and perfectly sized for the contractor-driven market that represents the core of the dumpster rental industry.

KEY TAKEAWAY

Most haulers (excluding those in the Midwest) should prioritize 30-yard dumpster inventory as their fleet backbone, targeting contractor relationships and pricing this size competitively since it represents nearly 40% of actual market demand.

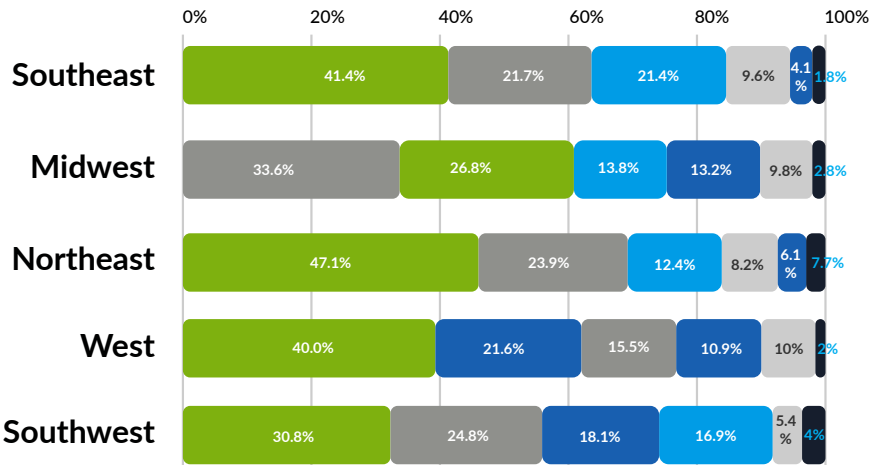
DUMPSTER SIZE MARKET UTILIZATION



DUMPSTER SIZE UTILIZATION BY REGION

Legend:

- 30 Yard
- 20 Yard
- 15 Yard
- 40 Yard
- 10 Yard
- 25 Yard

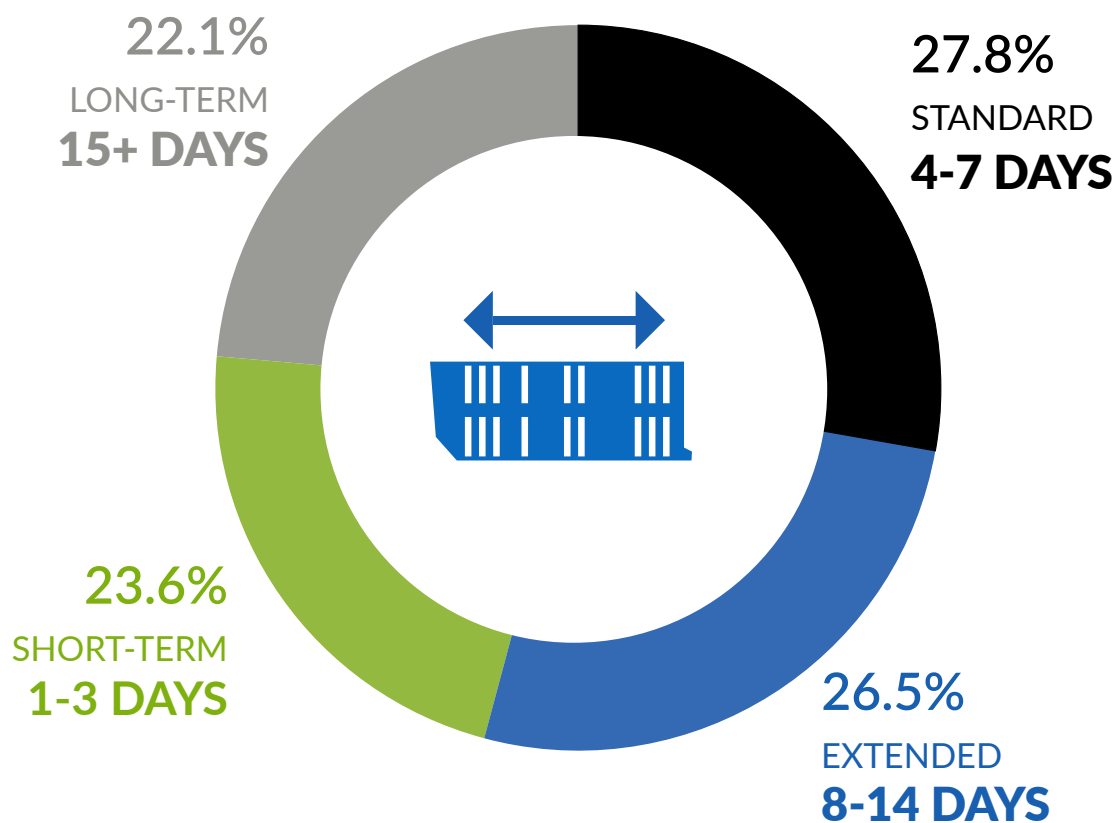


In the Midwest, the 20-yard dumpster is the most popular because revenue from the residential category is 28.9%, and brings in 31% more revenue than the contractor category. In the Southeast the 15-yard dumpster is the second most popular size, likely due to this region's unfortunate abundance of natural disasters. The 15-yard dumpster is the perfect size for residential cleanups.

AVERAGE RENTAL LENGTH & PRICE BY DUMPSTER SIZE AND REGION

Dumpster rental prices go up steadily with size, starting at \$361-\$489 for the smallest 10-yard containers and reaching \$956-\$1,294 for the largest 40-yard ones. Prices increase about 10-15% for longer rentals and the 30-yard dumpster is the biggest money-maker since they're most popular with contractors and businesses.

DUMPSTER RENTAL LENGTH



Dumpster Rental Pricing For Popular Sizes (US)

***Disclaimer:** This data is provided for informational and benchmarking purposes only. Pricing ranges represent historical market observations and should not be used to set or coordinate pricing with competitors. Each business should determine pricing independently based on their own costs, market conditions, and business strategy. Docket makes no warranties regarding the completeness, accuracy, or applicability of this information to any specific market or business situation. This data is proprietary to Docket. Redistribution or commercial use of this report is prohibited without written consent.

SIZE	7 DAYS	10 DAYS	14 DAYS	
10 YARD	\$361 - \$489	\$395 - \$535	\$412 - \$558	
15 YARD	\$438 - \$593	\$480 - \$650	\$506 - \$684	Most popular for natural disasters
20 YARD	\$540 - \$731	\$591 - \$799	\$625 - \$845	Most popular for residential
25 YARD	\$616 - \$834	\$667 - \$903	\$701 - \$949	
30 YARD	\$761 - \$1,029	\$829 - \$1,121	\$871 - \$1,179	Most popular for commercial and contractor market segments
40 YARD	\$956 - \$1,294	\$1,050 - \$1,420	\$1,101 - \$1,489	

Regional Dumpster Rental Pricing For Popular Sizes

MIDWEST

SIZE	7 DAYS	10 DAYS	14 DAYS
10 YARD	\$331 - \$448	\$415 - \$562	\$383 - \$518
15 YARD	\$367 - \$496	\$381 - \$515	\$425 - \$574
20 YARD	\$502 - \$680	\$443 - \$600	\$538 - \$728
25 YARD	\$527 - \$712	\$556 - \$752	\$624 - \$844
30 YARD	\$850 - \$1,151	\$612 - \$828	\$730 - \$988
40 YARD	\$1,046 - \$1,416	\$445 - \$603	\$743 - \$1,006

NORTHEAST

SIZE	7 DAYS	10 DAYS	14 DAYS
10 YARD	\$433 - \$586	\$391 - \$530	\$411 - \$556
15 YARD	\$461 - \$624	\$465 - \$629	\$655 - \$886
20 YARD	\$556 - \$753	\$547 - \$741	\$566 - \$766
25 YARD	\$622 - \$842	\$1,372 - \$1,857	\$790 - \$1,068
30 YARD	\$824 - \$1,115	\$621 - \$840	\$641 - \$867
40 YARD	\$810 - \$1,096	\$931 - \$1,260	\$763 - \$1,033

Regional Dumpster Rental Pricing For Popular Sizes (Cont.)

SOUTHEAST

SIZE	7 DAYS	10 DAYS	14 DAYS
10 YARD	\$356 - \$482	\$377 - \$510	\$402 - \$544
15 YARD	\$406 - \$549	\$380 - \$514	\$416 - \$563
20 YARD	\$495 - \$670	\$476 - \$644	\$586 - \$793
25 YARD	\$492 - \$665	\$477 - \$645	\$552 - \$746
30 YARD	\$868 - \$1,175	\$581 - \$786	\$1,107 - \$1,497
40 YARD	\$875 - \$1,184	\$511 - \$692	\$975 - \$1,319

SOUTHWEST

SIZE	7 DAYS	10 DAYS	14 DAYS
10 YARD	\$299 - \$404	\$264 - \$357	\$478 - \$647
15 YARD	\$477 - \$646	\$442 - \$599	\$434 - \$587
20 YARD	\$802 - \$1,085	\$462 - \$625	\$418 - \$565
25 YARD	\$624 - \$844	\$483 - \$653	\$887 - \$1,200
30 YARD	\$4,789 - \$6,479	\$676 - \$914	\$912 - \$1,234
40 YARD	\$2,521 - \$3,411	\$508 - \$688	\$598 - \$809

WEST

SIZE	7 DAYS	10 DAYS	14 DAYS
10 YARD	\$624 - \$844	\$931 - \$1,260	\$1,177 - \$1,592
15 YARD	\$470 - \$636	\$504 - \$682	\$388 - \$526
20 YARD	\$597 - \$807	\$685 - \$927	\$689 - \$932
25 YARD	\$578 - \$783	\$624 - \$844	\$522 - \$706
30 YARD	\$959 - \$1,297	\$722 - \$977	\$883 - \$1,195
40 YARD	\$1,279 - \$1,731	\$640 - \$866	\$2,835 - \$3,836

KEY TAKEAWAY

Optimize your inventory for the revenue-driving customer segments in your market. That's the 30-yard for commercial and contractors, and the 20-yard for residential.

AVERAGE RENTAL LENGTH BY SIZE & REGION

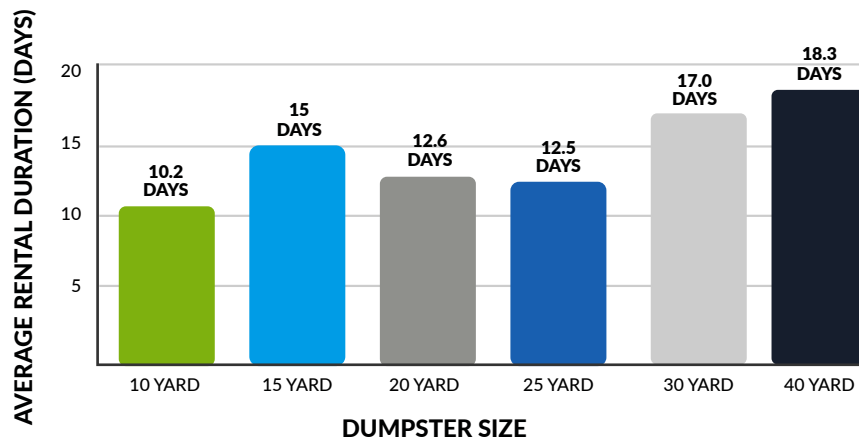
In most cases, larger dumpsters equal longer rentals. This makes sense considering that the largest revenue drivers (commercial and contractor categories) require the larger dumpster sizes, and those rentals tend to be longer. So what's driving up the rental length of the 15-yard dumpster?

In regions where natural disasters are more prevalent (Southeast, Southwest, West) the 15-yard dumpster is a workhorse. They are the perfect size for residential cleanup. Homeowners often need extended time to sort through damaged belongings, coordinate with insurance adjusters, make repairs, etc. And homeowners' insurance often covers cleanup costs, reducing price sensitivity.

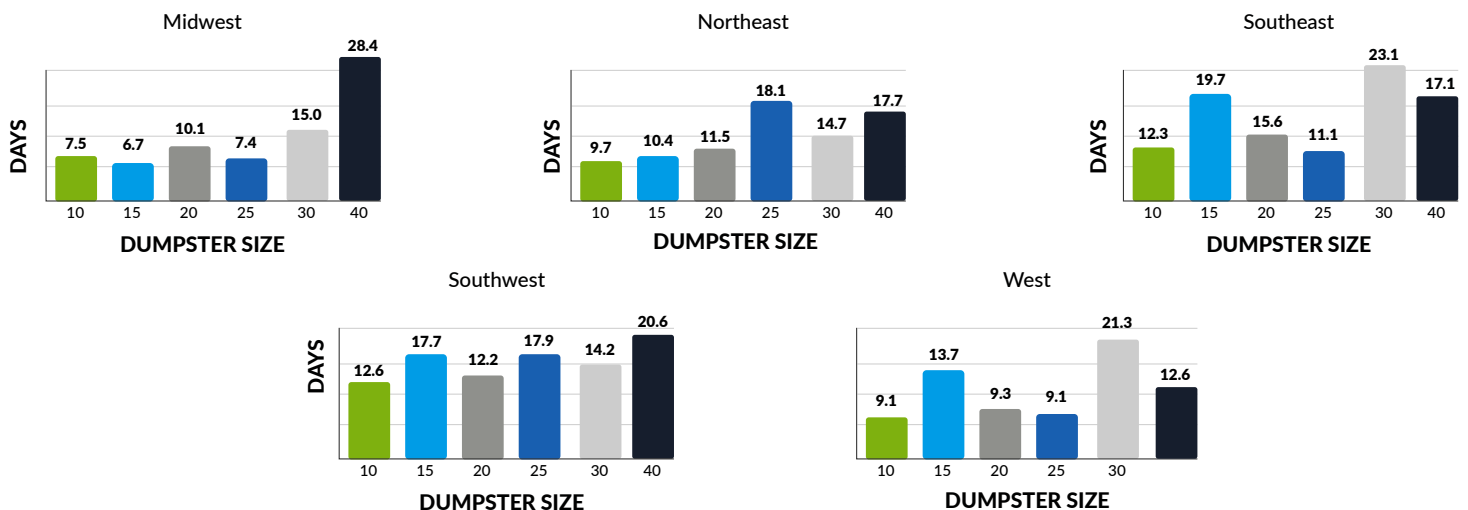
KEY TAKEAWAY

Align your inventory with the bread and butter revenue streams in your region.

AVERAGE RENTAL LENGTH BY DUMPSTER SIZE



AVERAGE RENTAL LENGTH BY REGION AND DUMPSTER SIZE



TOP ADD ON FEES

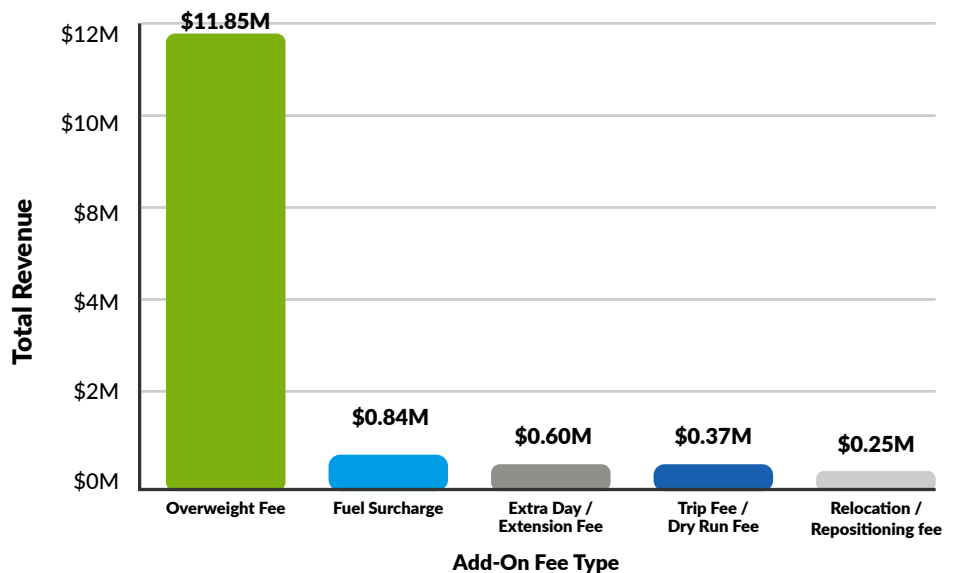
Overweight fees dominate the add-on revenue landscape, generating \$11.85 million in the first half of 2025 for the 1,440 haulers in this benchmark report.

The remaining four categories combined generate less than \$2 million, with fuel surcharges providing steady small-dollar income, extension fees showing customer demand for rental flexibility, and relocation fees commanding premium pricing.

KEY TAKEAWAY

Weight management and enforcement represents haulers' single largest opportunity for additional revenue beyond base rental pricing.

TOP 5 ADD-ON REVENUE SOURCES



PERCENT OF RENTALS BOOKED ONLINE

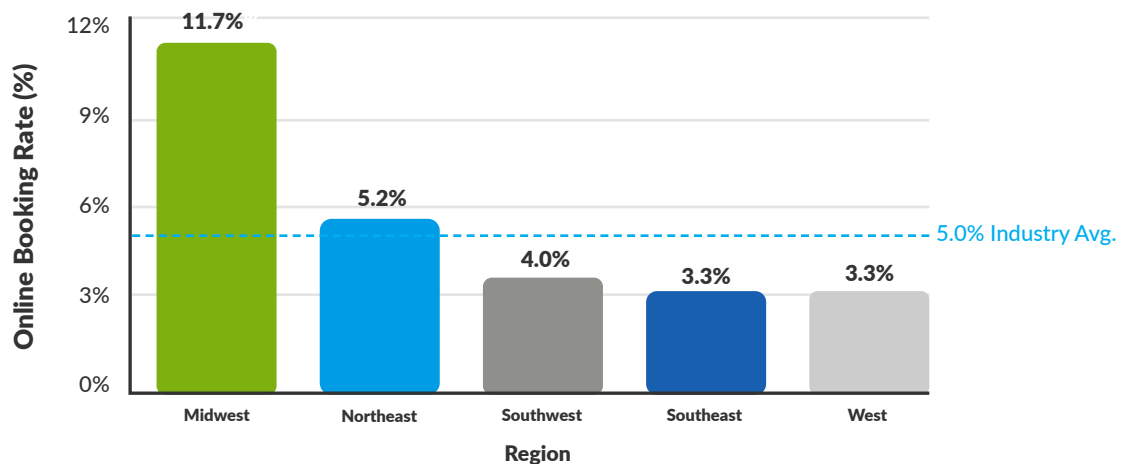
The online booking data reveals a *massive opportunity* for the dumpster rental industry. The dumpster rental industry's average from online bookings is only 5%, creating a big opportunity for haulers who invest in online booking platforms (like Docket Dumpster Software).

WHY THIS IS A BIG DEAL!

- Online orders reduce phone handling, scheduling conflicts, and manual data entry
- Online booking systems enable dynamic pricing, upselling, and add-on services
- Haulers with online booking capabilities have an advantage over their competitors because they provide online booking for clients 24/7

KEY TAKEAWAY

If you currently don't have the ability for your clients to rent dumpsters online, you're missing out on a competitive advantage, and a major revenue generator.



SUMMARY

The 2025 Dumpster Rental Industry Benchmark Report reveals critical insights and opportunities for haulers looking to optimize their operations and maximize revenue.

Using data from hundreds of thousands of rentals across the country, we discovered that the commercial and contractor segments drive nearly 60% of industry revenue, with 30-yard dumpsters dominating market demand at over one-third of all rentals. Regional pricing varies dramatically, while rental durations follow predictable patterns.

Overweight fees alone generate \$11.85 million in additional revenue, representing 85% of all identifiable add-on income, while 95% of orders still come through traditional channels creating a major opportunity for haulers to offer online booking for operational cost savings and 24/7 customer convenience.

We hope you found these insights valuable and thank you for taking the time to explore this comprehensive analysis of the dumpster rental industry.

Want to make your dumpster business more efficient and profitable? Schedule a demo of Docket Dumpster Software today!

We'll show you why thousands of haulers like you trust Docket to help them run their dumpster rental businesses.

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SCHEDULE YOUR DEMO**

