



**Docket**  
Waste Software

**2026**

A dark, grayscale photograph of a waste management facility. In the foreground, a white Freightliner truck is parked, facing the viewer. Behind it, several large green dumpsters are lined up. In the background, a yellow excavator is visible near some trees and a building.

# **DUMPSTER RENTAL INDUSTRY**

## **BENCHMARK REPORT**

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# INTRODUCTION

Welcome to the second annual Dumpster Rental Industry Benchmark Report. We looked at rental activity from thousands of haulers nationwide to show you how pricing, fleet mix, customer segments, and driver productivity compare across the country, so you can see where you stand and where the opportunities are.

Running a dumpster rental business means making a hundred decisions a day off your gut instinct: what to charge, what dumpster sizes your fleet needs, whether that new fee is worth adding, etc. We built this report so you don't have to make those calls blind.

**Some things held steady from last year:** contractors and commercial accounts still drive the business, and online booking is still a huge missed opportunity. **Some things changed:** the 20-yard dumpster has overtaken the 30-yard as the country's most-rented size.

We hope you use this benchmark report to see how your business compares to other haulers, and where you might be leaving money on the table.

To create this report, we analyzed

641,655 rentals



from 1,671 companies



from June 2025  
to June 2026

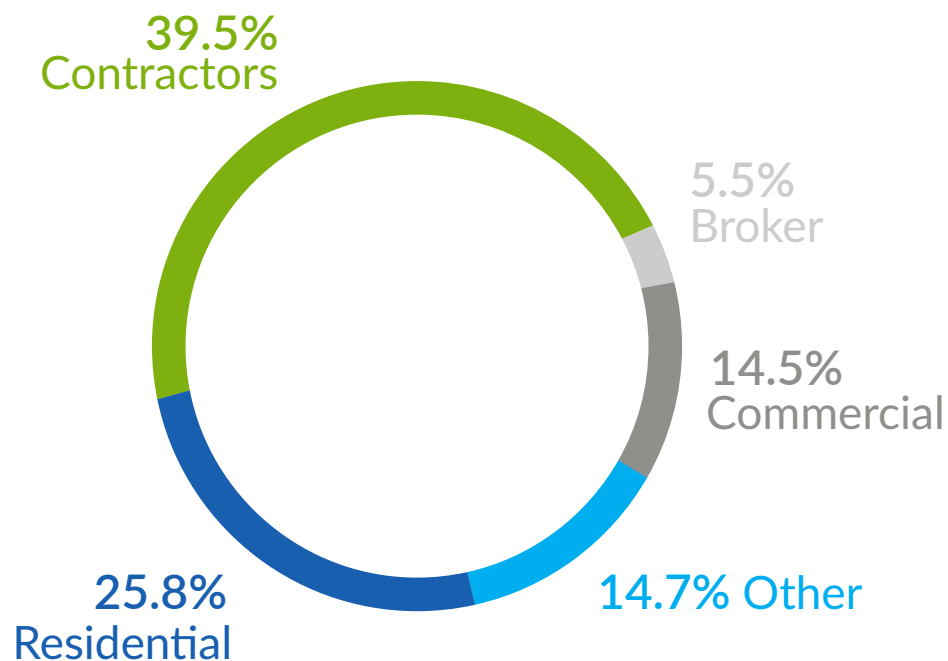


# TOP REVENUE SOURCES



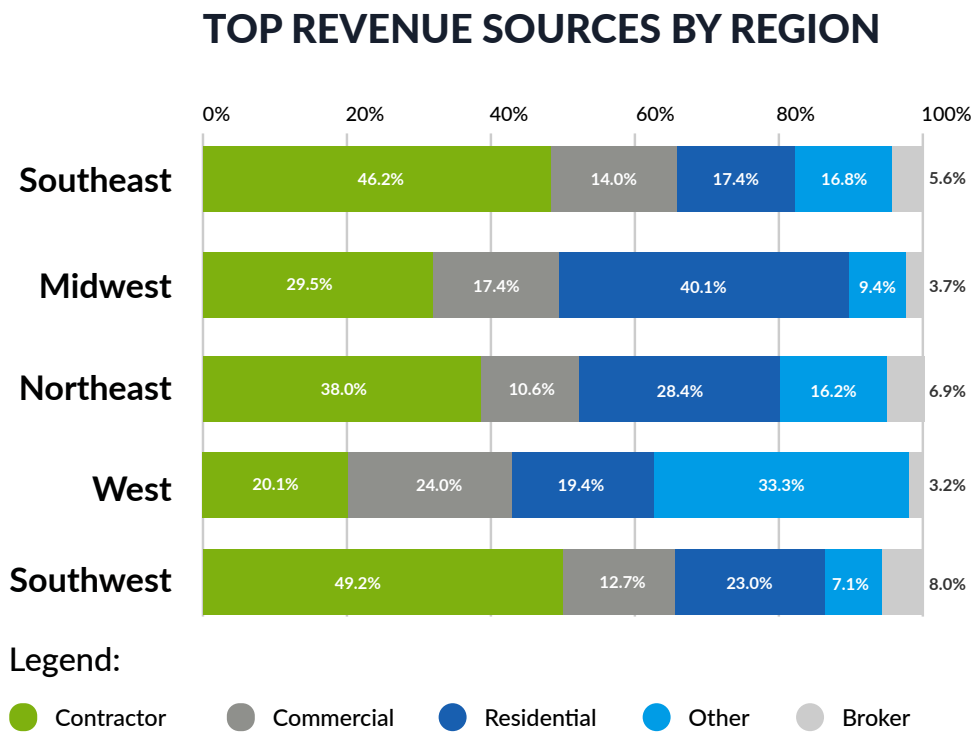
Contractor and Commercial relationships together account for 54% of rental volume nationally, in line with last year's combined B2B share of roughly 58.5%. Brokers held remarkably steady at 5.5% versus 4.8% last year.

## TOP REVENUE SOURCES IN DUMPSTER INDUSTRY



# TOP REVENUE SOURCES

The Midwest region remains the most residential-weighted region (40.1%) while the Southeast and Southwest regions remain the most contractor-driven markets.



## KEY TAKEAWAY

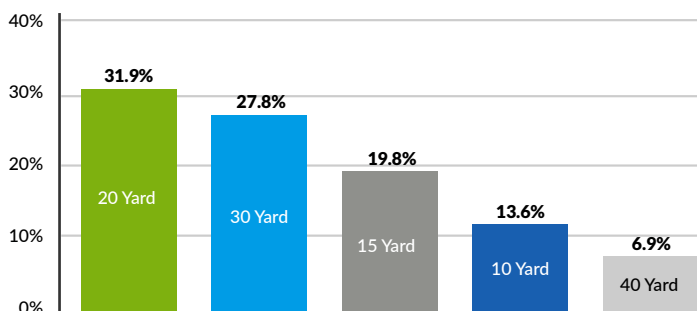
Contractor and Commercial relationships remain the core of the business, together driving roughly half or more of rental volume in every region except the Midwest. Haulers should keep prioritizing B2B sales relationships over residential marketing, especially in the Southeast and Southwest, where contractor demand alone exceeds 45% of volume.



# DUMPSTER SIZE MARKET UTILIZATION

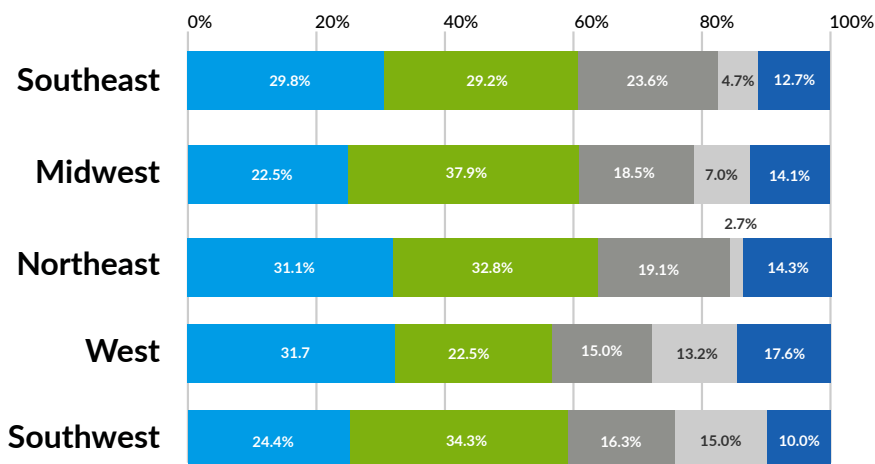
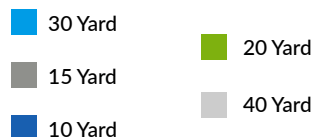
The 20-yard dumpster has overtaken the 30-yard as the industry's most-rented size nationally, 31.9% versus 27.8%, a reversal from last year. The shift is broad-based rather than a regional fluke: 20-yard now leads in the Midwest, Northeast, and Southwest regions, and is essentially tied with 30-yard in the Southeast. The West region is the only region where 30-yard still leads, but that result rides almost entirely on Colorado.

## DUMPSTER SIZE MARKET UTILIZATION



## DUMPSTER SIZE UTILIZATION BY REGION

Legend:



## KEY TAKEAWAY

Haulers building fleet and pricing strategy around the 30-yard as the default “backbone” size should revisit that assumption. The 20-yard is now the size in highest demand across most of the country, and inventory decisions calibrated to last year’s 30-yard-dominant picture may already be out of step with 2026 demand.

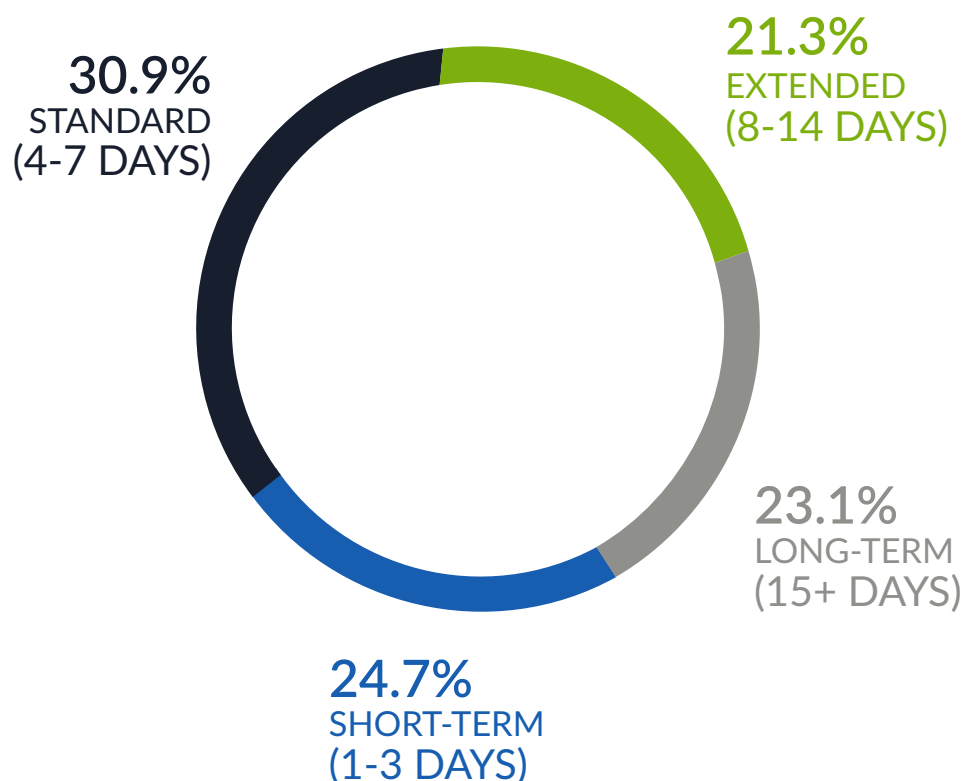
*\*The West region’s 30-yard lead is driven almost entirely by Colorado (52% of the region’s volume, 46% 30-yard). Excluding Colorado, the West region runs 15.8% 30-yard / 26.1% 20-yard / 23.7% 40-yard / 22.6% 10-yard, in line with the national shift toward smaller/mixed sizes seen elsewhere.*

# AVERAGE RENTAL PRICE BY DUMPSTER SIZE AND REGION

Rental prices climb steadily with size, from roughly \$420–\$590 for a 10-yard rental to \$830–\$1,330 for a 40-yard, holding the same pattern as last year. The standout finding: 30-yard pricing is nearly flat across 7, 10, and 14-day terms nationally (\$713–\$871, \$707–\$865, \$717–\$876), unlike every other size, which suggests haulers are pricing it as a flat project rate rather than a per-day rate.

Rental length distribution shifted modestly from last year: standard rentals (4–7 days) grew to 30.9% of all rentals (from 27.8%), while extended rentals (8–14 days) shrank to 21.3% (from 26.5%). Regionally, Colorado continues to pull the West's numbers down relative to the rest of the region, while Florida and Texas both price at a premium within otherwise average-cost regions.

## RENTAL LENGTH DISTRIBUTION



## National price by size

**\*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 | \$417 - \$509   | \$484 - \$591   | \$459 - \$561   |
| 15 YARD | \$422 - \$516   | \$478 - \$584   | \$485 - \$593   |
| 20 YARD | \$502 - \$613   | \$523 - \$640   | \$568 - \$694   |
| 30 YARD | \$713 - \$871   | \$707 - \$865   | \$717 - \$876   |
| 40 YARD | \$953 - \$1,165 | \$828 - \$1,012 | \$908 - \$1,109 |

## Regional Dumpster Rental Pricing For Popular Sizes

### MIDWEST

| SIZE    | 7 DAYS        | 10 DAYS       | 14 DAYS       |
|---------|---------------|---------------|---------------|
| 10 YARD | \$342 - \$417 | \$414 - \$506 | \$423 - \$517 |
| 15 YARD | \$369 - \$452 | \$404 - \$494 | \$443 - \$542 |
| 20 YARD | \$446 - \$545 | \$445 - \$544 | \$509 - \$622 |
| 30 YARD | \$618 - \$755 | \$725 - \$886 | \$657 - \$803 |
| 40 YARD | \$770 - \$941 | \$623 - \$761 | \$706 - \$863 |

### NORTHEAST

| SIZE    | 7 DAYS            | 10 DAYS         | 14 DAYS         |
|---------|-------------------|-----------------|-----------------|
| 10 YARD | \$431 - \$526     | \$476 - \$582   | \$478 - \$584   |
| 15 YARD | \$456 - \$557     | \$480 - \$586   | \$491 - \$600   |
| 20 YARD | \$602 - \$736     | \$584 - \$714   | \$601 - \$734   |
| 30 YARD | \$853 - \$1,042   | \$810 - \$990   | \$821 - \$1,003 |
| 40 YARD | \$1,091 - \$1,333 | \$908 - \$1,109 | \$985 - \$1,204 |

## Regional Dumpster Rental Pricing For Popular Sizes (Cont.)

### SOUTHEAST

| SIZE    | 7 DAYS            | 10 DAYS           | 14 DAYS       |
|---------|-------------------|-------------------|---------------|
| 10 YARD | \$439 - \$536     | \$418 - \$510     | \$468 - \$572 |
| 15 YARD | \$469 - \$574     | \$524 - \$641     | \$503 - \$614 |
| 20 YARD | \$537 - \$656     | \$546 - \$667     | \$618 - \$755 |
| 30 YARD | \$783 - \$957     | \$668 - \$816     | \$751 - \$918 |
| 40 YARD | \$1,083 - \$1,324 | \$1,019 - \$1,246 | \$710 - \$868 |

### SOUTHWEST

| SIZE    | 7 DAYS            | 10 DAYS         | 14 DAYS           |
|---------|-------------------|-----------------|-------------------|
| 10 YARD | \$373 - \$456     | \$737 - \$901   | \$422 - \$516     |
| 15 YARD | \$455 - \$556     | \$459 - \$561   | \$494 - \$603     |
| 20 YARD | \$504 - \$616     | \$559 - \$683   | \$559 - \$683     |
| 30 YARD | \$747 - \$912     | \$627 - \$766   | \$738 - \$903     |
| 40 YARD | \$1,022 - \$1,249 | \$824 - \$1,007 | \$1,103 - \$1,348 |

### WEST

| SIZE    | 7 DAYS            | 10 DAYS         | 14 DAYS         |
|---------|-------------------|-----------------|-----------------|
| 10 YARD | \$562 - \$687     | \$659 - \$805   | \$470 - \$575   |
| 15 YARD | \$381 - \$465     | \$416 - \$508   | \$457 - \$558   |
| 20 YARD | \$480 - \$587     | \$526 - \$643   | \$508 - \$621   |
| 30 YARD | \$688 - \$757     | \$677 - \$828   | \$592 - \$724   |
| 40 YARD | \$1,069 - \$1,307 | \$939 - \$1,148 | \$978 - \$1,195 |

## KEY TAKEAWAY

30-yard's flat pricing across rental lengths signals it's being sold as a project-rate product rather than a time-based rental, haulers may be leaving money on the table by not charging more for longer 30-yard terms the way they do with every other size.

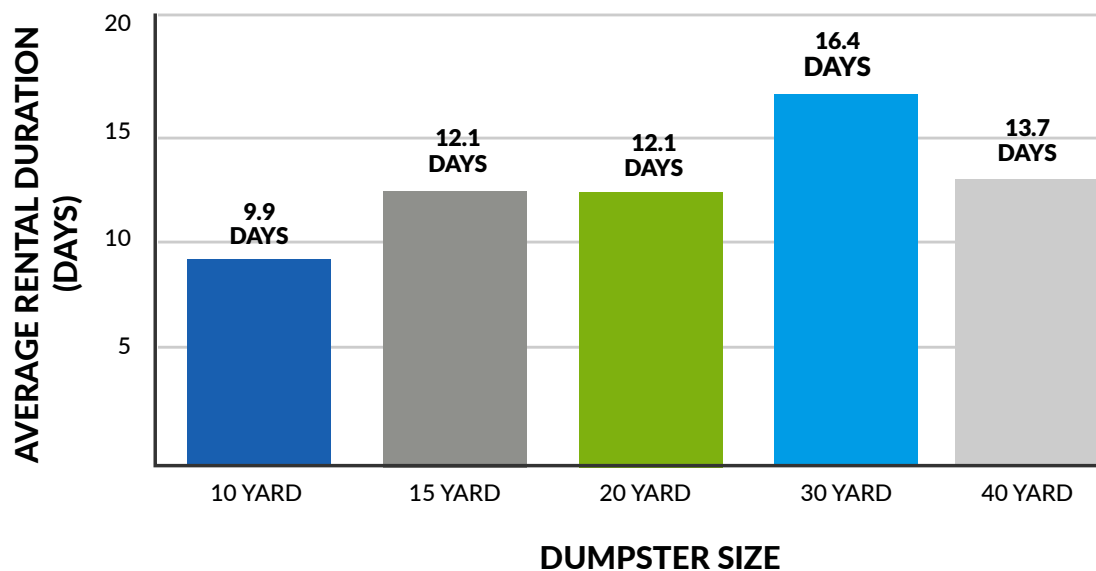
*\*Colorado makes up roughly 69% of West's 7-day rental volume and prices notably below the rest of the region, pulling the West range down.*

# AVERAGE RENTAL LENGTH BY SIZE & REGION

Rental duration generally increases with size, but there's a reshuffling from last year worth flagging: 30-yard is now the longest-held size nationally (16.4 days), overtaking 40-yard (13.7 days), which held that title last year (18.3 vs. 17.0 days). That's a notable split from the utilization section, where 20-yard has become the most-rented size by volume.

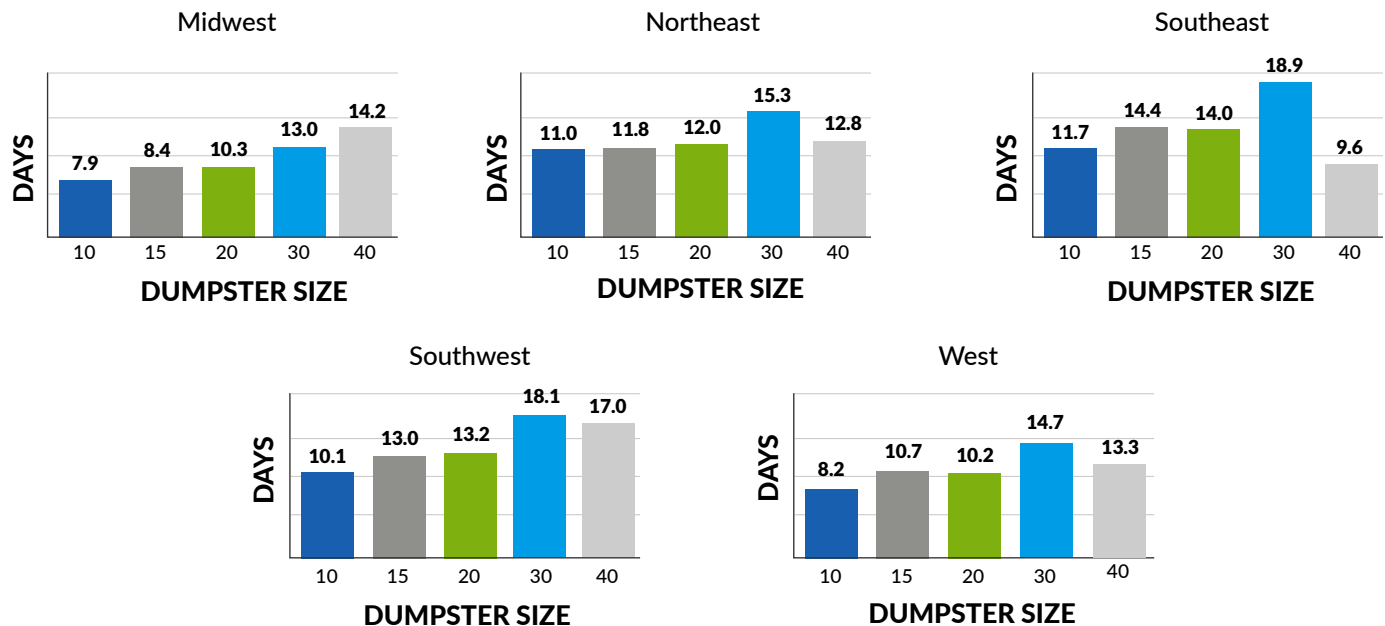
Customers are choosing 20-yard most often, but when they choose 30-yard, they keep it longer than any other size, making 30-yard the container haulers hold onto the longest even though it's no longer the one moving the most units. Durations also shortened broadly versus last year, most notably 15-yard (12.1 days, down from 15.0) and 40-yard (13.7 days, down from 18.3), consistent with the earlier finding that standard-length rentals grew while extended rentals shrank.

## AVERAGE RENTAL LENGTH BY DUMPSTER SIZE



# AVERAGE RENTAL LENGTH BY SIZE & REGION

## AVERAGE RENTAL LENGTH BY REGION AND DUMPSTER SIZE



### KEY TAKEAWAY

The 30-yard dumpster has taken over as the longest-held size in the country, while the 20-yard dumpster has become the most-rented by volume. Fleet planning should prioritize 20-yard dumpsters for turnover-driven demand, but pricing and scheduling for 30-yard dumpsters should account for the fact that it ties up equipment longer than any other size. The broad shortening of rental durations across most sizes suggests customers are turning containers over faster this year.

*\*Southeast's 40-yard average (9.6 days) is the shortest of any region for that size, and it's driven by Florida, which accounts for 73% of the region's 40-yard volume and averages just 6.4 days versus 9-24 days for every other Southeast state. This is likely due to fast-turnaround commercial/event use rather than construction holds.*

*\*\*Colorado makes up 53% of West's volume. Its per-size durations run close to the regional average overall, but notably longer for 10-yard (9.6 vs. 7.2 days ex-Colorado) and 15-yard (12.1 vs. 8.4 days sans Colorado).*

# DAILY TASKS BY DRIVER

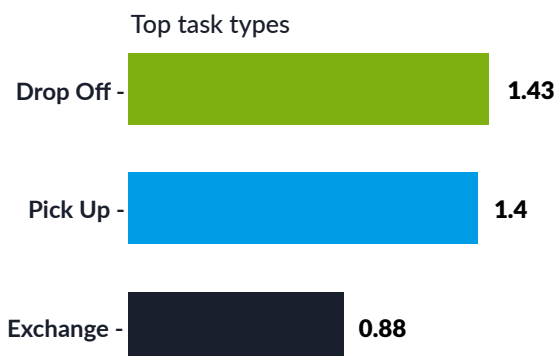


Drivers complete an average of 4.41 tasks per day nationally, Drop Off and Pick Up alone account for nearly two-thirds of that. The West leads regionally (4.88/day, lifted by Colorado); Southwest trails at 4.21.

## TOP 5 ADD-ON REVENUE SOURCES

# 4.41

avg tasks per  
driver per day



## KEY TAKEAWAY

Since Drop Off and Pick Up drive most of a driver's day, dispatch and routing optimization have the biggest impact on saving time and money.

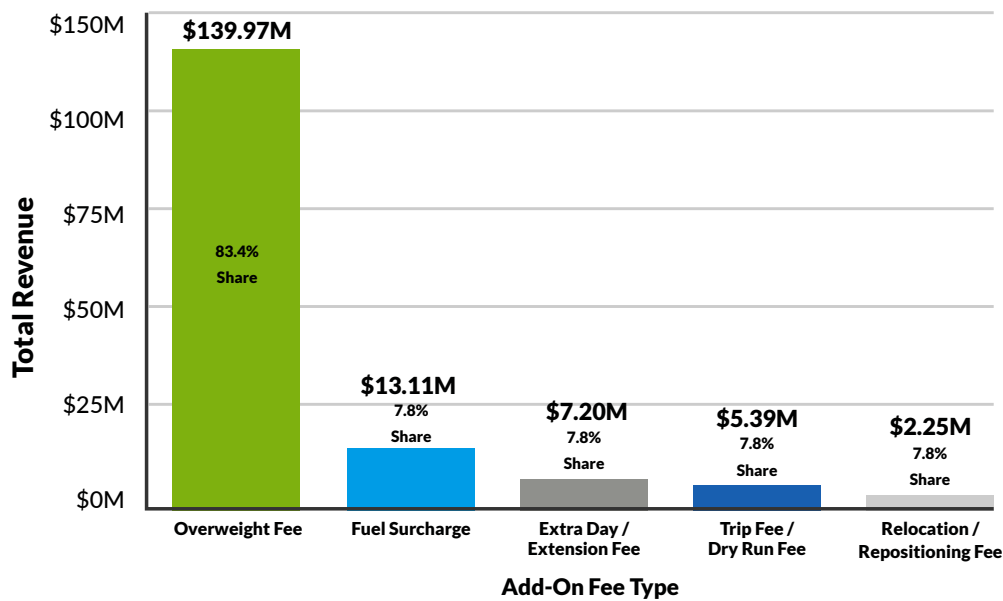


**Docket's IronRouteAI** builds optimized routes in under a minute and is saving haulers up to \$200+ per truck, per day.

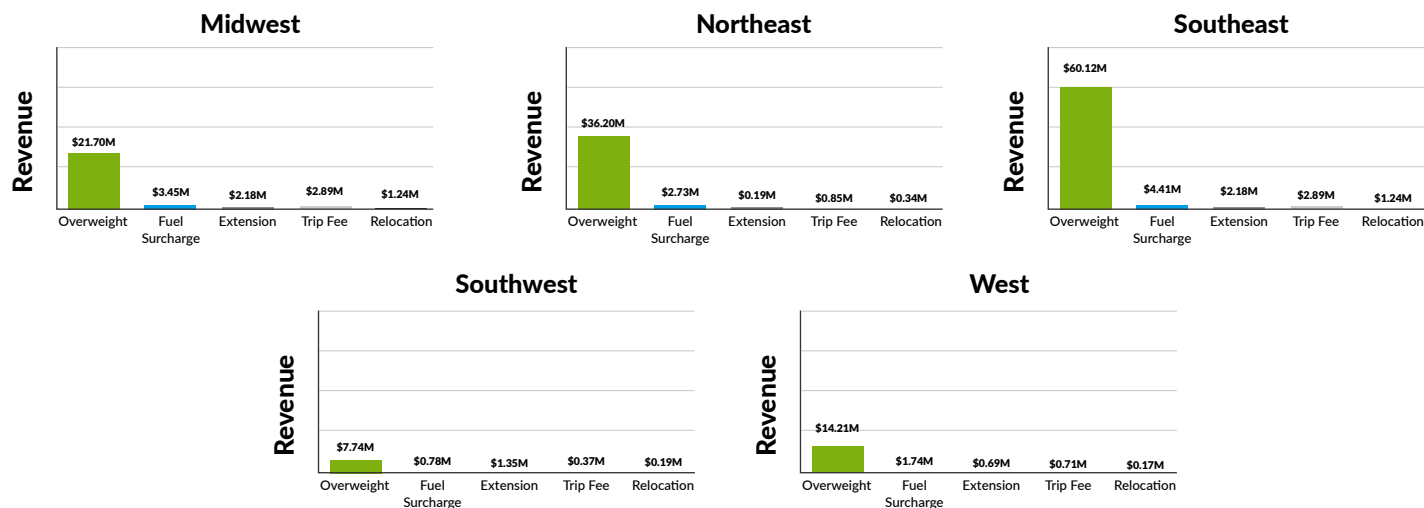
# TOP ADD ON FEES

Overweight fees dominate the add-on revenue landscape, raking in \$139.97M nationally and covering 83.4% of the five tracked fee categories. Southeast leads all regions in overweight fee revenue at \$60.12M. Together, the remaining four categories, Fuel Surcharge, Extension, Trip/Dry Run, and Relocation, make up under 17% of tracked add-on revenue.

## TOP 5 ADD-ON REVENUE SOURCES



## BY REGION

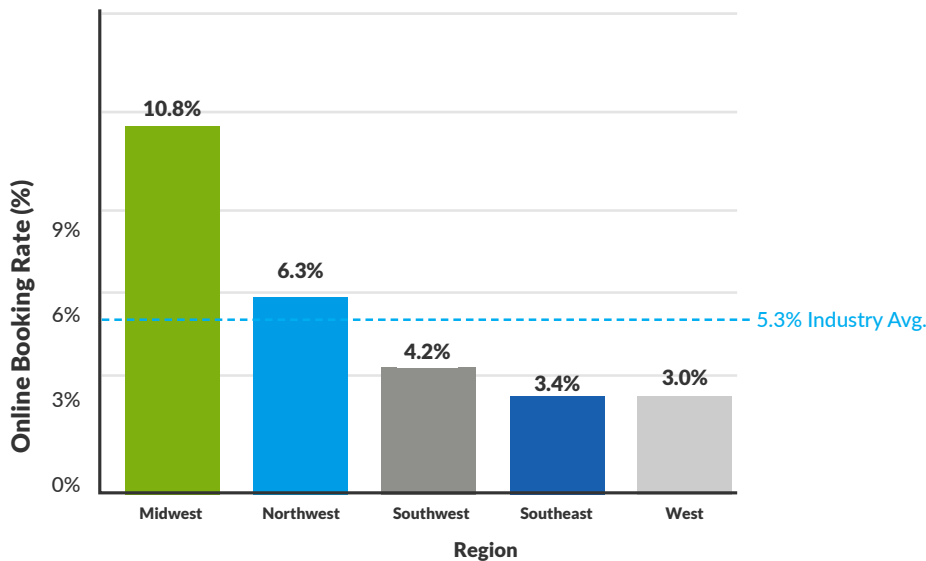


## KEY TAKEAWAY

Weight management and enforcement remains as the single largest opportunity for revenue beyond base rental pricing, and Southeast haulers in particular are capturing far more of it than the rest of the country. Haulers in regions with lower overweight collections (Southwest, West) may be under-enforcing weight limits rather than genuinely having lighter loads.

# PERCENT OF RENTALS BOOKED ONLINE

Online booking remains a largely untapped channel industry-wide. Just 5.3% of rentals were booked online nationally, essentially unchanged from last year's 5.0%.



## KEY TAKEAWAY

Online booking adoption remains low across the industry. Haulers who invest in it have a real opportunity to differentiate on convenience. Online booking also gives you the ability to have a salesperson that works 24/7.

*\*The West region's rate is pulled down almost entirely by Colorado, which is 44% of the region's volume at a 1.0% online rate. The rest of the West runs 4.6%, in line with the national trend.*



# DUMPSTER INDUSTRY EQUIPMENT TREND



## EQUIPMENT TREND: WHY MORE HAULERS ARE CHOOSING STANDARD RAIL

Our partner [Keystone Waste Solutions](#), who builds dumpsters, roll-off trucks, and trailers, shared a trend they're seeing across their customer base: more haulers are choosing **standard rail equipment** over proprietary rail systems.

## STANDARD RAIL VS. PROPRIETARY RAIL, IN PLAIN TERMS

The “rail” is the mounting configuration connecting your hoist to your containers.

### ✓ STANDARD RAIL

A widely used industry configuration that works across hoists and containers from multiple manufacturers.

### ! PROPRIETARY RAIL

Built around one manufacturer's own system. Can look like a good deal upfront, but locks you into that manufacturer for every hoist and container you buy after.

## WHAT KEYSTONE IS SEEING



### A bigger equipment market.

Standard rail isn't tied to one vendor, so haulers have more new and used equipment to choose from.



### Room to grow without getting boxed in.

Many haulers who start with a standard rail trailer come back later for a standard rail or hooklift truck, carrying their existing containers forward instead of starting over.



### A lower-risk upgrade path.

Some are converting containers to dual hook (cable and hooklift) now, setting themselves up to add a hooklift truck later without replacing containers they already own.

## WHY IT MATTERS FOR YOUR BUSINESS

The equipment you buy today either keeps your options open or narrows them later. Proprietary systems can mean higher costs and fewer choices down the road; standard rail keeps you flexible as your business scales.



### NEED HELP WITH DUMPSTER RENTAL EQUIPMENT?

Reach out to our friends at [Keystone Waste Solutions](#) and they'll treat you right! (817) 636-3350.

# SUMMARY

Contractors and commercial accounts still drive more than half of all rental volume, and the Midwest remains the most residential-heavy market in the country. The bigger news: the 20-yard dumpster has overtaken the 30-yard as the nation's most-rented size, a real reversal from last year, and rental durations are trending shorter across the board.

Overweight fees remain your single biggest add-on revenue opportunity at roughly \$140 million industry-wide. And online booking, still just 5.3% of all orders, remains the easiest competitive edge on the table for haulers who invest in it.

**Thanks for taking the time to dig into this  
year's numbers with us.**

**Whether you're already ahead of the curve or spotted a few  
gaps to close, that's exactly why we put this report together.**

If you're ready to put insights like these to work, running a smarter, more profitable operation without the guesswork, we'd love to show you what [Docket Waste Software](#) can do. Schedule a demo today and see why thousands of haulers already run their business on Docket.

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