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Portable Generators Market By Fuel Type (Diesel, Gasoline & Others), Power Output (Less than 3kW, 3-10kW, More than 10kW), By Application (Domestic, Commercial, Industrial) - Global Opportunity and Forecast, 2014-2022

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Abstracts

Portable generators are electrical devices used for power generation to cater the need of power consumption for multiple applications such as outdoor activities, lighting in social events, power backup in emergency situations, power generation in remote construction places, temporary camps, and others. The scope of the portable generators market includes small- and mid-sized generators, which are placed for both in-house and outdoor usages. These generators function through multiple fuel sources such as diesel, gasoline, natural gas, and others. Changes in lifestyle and growth in demand for user-friendly products have led to multiple product innovations. For instance, in January 2017, Briggs & Strattorn Corporation launched Bluetooth-enabled portable generator providing advantages such as fuel gauge and power monitoring, distance controlling, and others.
The global portable generators market is expected to witness highest growth rate during the forecast period, owing to rapid industrialization and rise in demand for power backups. In addition, increase in demand for technologically advanced portable generators in developed economies such as North America and Europe drive the growth of the market. However, reduced power supply and stringent environmental norms for fuel usage are expected to hamper the market growth. According to the U.S. Census Bureau, the adoption rate of home generators was 3.5% in 2013, which is considered as a potential area of expansion for major players such as Generac Power Systems, Inc., Briggs & Strattorn Corporation, and Honda Motor Co., Ltd. Additionally, Asia-Pacific portable generators market is anticipated to grow at a significant rate owing to increase in use of portable generators in industrial applications.

The global portable generators market is segmented based on power output, fuel type, application, and geography. On the basis of power output, the market is categorized into less than 3kW, 3–10 kW, and more than 10kW portable generators. By fuel type, the market is classified into diesel, gasoline, and others. Applications covered in the study include domestic, commercial, and industrial. Geographically, the portable generators market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

By fuel type, diesel segment is expected to hold the largest market share in 2015, owing to its easy availability and least flammable nature.

Major players operating in the portable generators market include Generac Power Systems, Inc., Cummins Inc., Briggs & Stratton Corporation, Honda Motor Co., Ltd., Caterpillar, Inc., Eaton Corporation Plc, Kohler Co., Yamaha Motor Corporation, Champion Power Equipment, Inc., Smarter Tools, Inc., and others. These players have adopted strategies such as geographical expansion, mergers & acquisitions, product portfolio expansion, and collaborations to enhance their portable generators market penetration.

KEY BENEFITS

The report provides in-depth market analysis of portable generators market outlining the current trends, key drivers, and potential areas for product investments.

Key players are analyzed with respect to their primary offerings, recent investments, and future development strategies.

Holistic approach of segmentation is carried out through in-depth market study and discussions with industry expertise worldwide.

The report provides highlights of top investment pockets, key impacting factors, and wining strategies for the portable generators market.

Key players positioning is derived with thorough consideration of their industry penetration, product expansion, and strategic developments in the recent years.

Portable Generators Market Key Segments

By Fuel Type

Diesel

Gasoline

Others (Biodiesel, Propane, and Other Natural Gas)

By Power Output

Less than 3kW

3–10kW

More than 10kW

By Application

Domestic

Commercial

Industrial

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key players profiled in the report

Generac Power Systems, Inc.

Cummins Inc.

Briggs & Stratton Corporation

Honda Motor Co., Ltd.

Caterpillar, Inc.

Eaton Corporation plc

Kohler Co.

Yamaha Motor Corporation

Champion Power Equipment, Inc.

Smarter Tools, Inc.

Other Market Players Mentioned in the Report

Perkins Engines Company Limited

Pulsar Products, Inc.

Kirloskar Oil Engines Ltd.

Westinghouse Electric Corporation

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