

# Global General Purpose Portable Generator Market Research Report 2026(Status and Outlook)

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## Abstracts

A general-purpose portable generator is a versatile power solution designed to provide temporary electricity for a wide range of applications, including home backup power, outdoor events, construction sites, and emergency situations. Compact and easily transportable, these generators typically run on gasoline, diesel, or propane and are equipped with features such as multiple power outlets, overload protection, and fuel-efficient engines. They are available in various power capacities to accommodate diverse needs, from powering small appliances to running heavy-duty equipment. Durable and user-friendly, general-purpose portable generators are essential tools for ensuring reliable power wherever it is needed.

The global General Purpose Portable Generator market size was estimated at USD 4527.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.80% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global General Purpose Portable Generator market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global General

Purpose Portable Generator market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the General Purpose Portable Generator market.

### **Global General Purpose Portable Generator Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Generac  
General Power Limited  
GE  
Cummins Power Generation  
Könnert & Söhnen  
FIRMAN Power Equipment  
Doosan  
Honda  
WEN  
Genelite  
Yamaha Motor  
Hyundai Power Products

## **Market Segmentation (by Type)**

Natural Gas  
Gasoline  
Propane  
Other

## **Market Segmentation (by Application)**

Personal Use  
Commercial Use  
Industrial Use

## **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

## **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the General Purpose Portable Generator Market  
Overview of the regional outlook of the General Purpose Portable Generator Market:

## **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the General Purpose Portable Generator Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of General Purpose Portable Generator, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail,

including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of General Purpose Portable Generator
- 1.2 Key Market Segments
  - 1.2.1 General Purpose Portable Generator Segment by Type
  - 1.2.2 General Purpose Portable Generator Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 GENERAL PURPOSE PORTABLE GENERATOR MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global General Purpose Portable Generator Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global General Purpose Portable Generator Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 GENERAL PURPOSE PORTABLE GENERATOR MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global General Purpose Portable Generator Product Life Cycle
- 3.3 Global General Purpose Portable Generator Sales by Manufacturers (2020-2025)
- 3.4 Global General Purpose Portable Generator Revenue Market Share by Manufacturers (2020-2025)
- 3.5 General Purpose Portable Generator Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global General Purpose Portable Generator Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 General Purpose Portable Generator Market Competitive Situation and Trends

- 3.8.1 General Purpose Portable Generator Market Concentration Rate
- 3.8.2 Global 5 and 10 Largest General Purpose Portable Generator Players Market Share by Revenue
- 3.8.3 Mergers & Acquisitions, Expansion

#### **4 GENERAL PURPOSE PORTABLE GENERATOR INDUSTRY CHAIN ANALYSIS**

- 4.1 General Purpose Portable Generator Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

#### **5 THE DEVELOPMENT AND DYNAMICS OF GENERAL PURPOSE PORTABLE GENERATOR MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global General Purpose Portable Generator Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to General Purpose Portable Generator Market
- 5.7 ESG Ratings of Leading Companies

#### **6 GENERAL PURPOSE PORTABLE GENERATOR MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global General Purpose Portable Generator Sales Market Share by Type (2020-2025)

6.3 Global General Purpose Portable Generator Market Size by Type (2020-2025)

6.4 Global General Purpose Portable Generator Price by Type (2020-2025)

## **7 GENERAL PURPOSE PORTABLE GENERATOR MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global General Purpose Portable Generator Market Sales by Application (2020-2025)

7.3 Global General Purpose Portable Generator Market Size (M USD) by Application (2020-2025)

7.4 Global General Purpose Portable Generator Sales Growth Rate by Application (2020-2025)

## **8 GENERAL PURPOSE PORTABLE GENERATOR MARKET SALES BY REGION**

8.1 Global General Purpose Portable Generator Sales by Region

8.1.1 Global General Purpose Portable Generator Sales by Region

8.1.2 Global General Purpose Portable Generator Sales Market Share by Region

8.2 Global General Purpose Portable Generator Market Size by Region

8.2.1 Global General Purpose Portable Generator Market Size by Region

8.2.2 Global General Purpose Portable Generator Market Size by Region

8.3 North America

8.3.1 North America General Purpose Portable Generator Sales by Country

8.3.2 North America General Purpose Portable Generator Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe General Purpose Portable Generator Sales by Country

8.4.2 Europe General Purpose Portable Generator Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific General Purpose Portable Generator Sales by Region
- 8.5.2 Asia Pacific General Purpose Portable Generator Market Size by Region
- 8.5.3 China Market Overview
- 8.5.4 Japan Market Overview
- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview
- 8.6 South America
  - 8.6.1 South America General Purpose Portable Generator Sales by Country
  - 8.6.2 South America General Purpose Portable Generator Market Size by Country
  - 8.6.3 Brazil Market Overview
  - 8.6.4 Argentina Market Overview
  - 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
  - 8.7.1 Middle East and Africa General Purpose Portable Generator Sales by Region
  - 8.7.2 Middle East and Africa General Purpose Portable Generator Market Size by Region
  - 8.7.3 Saudi Arabia Market Overview
  - 8.7.4 UAE Market Overview
  - 8.7.5 Egypt Market Overview
  - 8.7.6 Nigeria Market Overview
  - 8.7.7 South Africa Market Overview

## **9 GENERAL PURPOSE PORTABLE GENERATOR MARKET PRODUCTION BY REGION**

- 9.1 Global Production of General Purpose Portable Generator by Region(2020-2025)
- 9.2 Global General Purpose Portable Generator Revenue Market Share by Region (2020-2025)
- 9.3 Global General Purpose Portable Generator Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America General Purpose Portable Generator Production
  - 9.4.1 North America General Purpose Portable Generator Production Growth Rate (2020-2025)
  - 9.4.2 North America General Purpose Portable Generator Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe General Purpose Portable Generator Production
  - 9.5.1 Europe General Purpose Portable Generator Production Growth Rate (2020-2025)

9.5.2 Europe General Purpose Portable Generator Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan General Purpose Portable Generator Production (2020-2025)

9.6.1 Japan General Purpose Portable Generator Production Growth Rate (2020-2025)

9.6.2 Japan General Purpose Portable Generator Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China General Purpose Portable Generator Production (2020-2025)

9.7.1 China General Purpose Portable Generator Production Growth Rate (2020-2025)

9.7.2 China General Purpose Portable Generator Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

10.1 Generac

10.1.1 Generac Basic Information

10.1.2 Generac General Purpose Portable Generator Product Overview

10.1.3 Generac General Purpose Portable Generator Product Market Performance

10.1.4 Generac Business Overview

10.1.5 Generac SWOT Analysis

10.1.6 Generac Recent Developments

10.2 General Power Limited

10.2.1 General Power Limited Basic Information

10.2.2 General Power Limited General Purpose Portable Generator Product Overview

10.2.3 General Power Limited General Purpose Portable Generator Product Market Performance

10.2.4 General Power Limited Business Overview

10.2.5 General Power Limited SWOT Analysis

10.2.6 General Power Limited Recent Developments

10.3 GE

10.3.1 GE Basic Information

10.3.2 GE General Purpose Portable Generator Product Overview

10.3.3 GE General Purpose Portable Generator Product Market Performance

10.3.4 GE Business Overview

10.3.5 GE SWOT Analysis

10.3.6 GE Recent Developments

10.4 Cummins Power Generation

10.4.1 Cummins Power Generation Basic Information

10.4.2 Cummins Power Generation General Purpose Portable Generator Product

## Overview

10.4.3 Cummins Power Generation General Purpose Portable Generator Product

## Market Performance

10.4.4 Cummins Power Generation Business Overview

10.4.5 Cummins Power Generation Recent Developments

## 10.5 Kohler and Stamford

10.5.1 Kohler and Stamford Basic Information

10.5.2 Kohler and Stamford General Purpose Portable Generator Product Overview

10.5.3 Kohler and Stamford General Purpose Portable Generator Product Market

## Performance

10.5.4 Kohler and Stamford Business Overview

10.5.5 Kohler and Stamford Recent Developments

## 10.6 FIRMAN Power Equipment

10.6.1 FIRMAN Power Equipment Basic Information

10.6.2 FIRMAN Power Equipment General Purpose Portable Generator Product

## Overview

10.6.3 FIRMAN Power Equipment General Purpose Portable Generator Product

## Market Performance

10.6.4 FIRMAN Power Equipment Business Overview

10.6.5 FIRMAN Power Equipment Recent Developments

## 10.7 Doosan

10.7.1 Doosan Basic Information

10.7.2 Doosan General Purpose Portable Generator Product Overview

10.7.3 Doosan General Purpose Portable Generator Product Market Performance

10.7.4 Doosan Business Overview

10.7.5 Doosan Recent Developments

## 10.8 Honda

10.8.1 Honda Basic Information

10.8.2 Honda General Purpose Portable Generator Product Overview

10.8.3 Honda General Purpose Portable Generator Product Market Performance

10.8.4 Honda Business Overview

10.8.5 Honda Recent Developments

## 10.9 WEN

10.9.1 WEN Basic Information

10.9.2 WEN General Purpose Portable Generator Product Overview

10.9.3 WEN General Purpose Portable Generator Product Market Performance

10.9.4 WEN Business Overview

10.9.5 WEN Recent Developments

## 10.10 Genelite

- 10.10.1 Genelite Basic Information
- 10.10.2 Genelite General Purpose Portable Generator Product Overview
- 10.10.3 Genelite General Purpose Portable Generator Product Market Performance
- 10.10.4 Genelite Business Overview
- 10.10.5 Genelite Recent Developments
- 10.11 Yamaha Motor
  - 10.11.1 Yamaha Motor Basic Information
  - 10.11.2 Yamaha Motor General Purpose Portable Generator Product Overview
  - 10.11.3 Yamaha Motor General Purpose Portable Generator Product Market Performance
  - 10.11.4 Yamaha Motor Business Overview
  - 10.11.5 Yamaha Motor Recent Developments
- 10.12 Hyundai Power Products
  - 10.12.1 Hyundai Power Products Basic Information
  - 10.12.2 Hyundai Power Products General Purpose Portable Generator Product Overview
  - 10.12.3 Hyundai Power Products General Purpose Portable Generator Product Market Performance
  - 10.12.4 Hyundai Power Products Business Overview
  - 10.12.5 Hyundai Power Products Recent Developments

## **11 GENERAL PURPOSE PORTABLE GENERATOR MARKET FORECAST BY REGION**

- 11.1 Global General Purpose Portable Generator Market Size Forecast
- 11.2 Global General Purpose Portable Generator Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe General Purpose Portable Generator Market Size Forecast by Country
  - 11.2.3 Asia Pacific General Purpose Portable Generator Market Size Forecast by Region
  - 11.2.4 South America General Purpose Portable Generator Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of General Purpose Portable Generator by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

- 12.1 Global General Purpose Portable Generator Market Forecast by Type (2026-2035)
  - 12.1.1 Global Forecasted Sales of General Purpose Portable Generator by Type

(2026-2035)

12.1.2 Global General Purpose Portable Generator Market Size Forecast by Type

(2026-2035)

12.1.3 Global Forecasted Price of General Purpose Portable Generator by Type

(2026-2035)

12.2 Global General Purpose Portable Generator Market Forecast by Application

(2026-2035)

12.2.1 Global General Purpose Portable Generator Sales (K Units) Forecast by Application

12.2.2 Global General Purpose Portable Generator Market Size (M USD) Forecast by Application (2026-2035)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global General Purpose Portable Generator Market Size by Type (M USD)

Table 4. Global General Purpose Portable Generator Market Size by Application

Table 5. General Purpose Portable Generator Market Size Comparison by Region (M USD)

Table 6. Global General Purpose Portable Generator Sales (K Units) by Manufacturers (2020-2025)

Table 7. Global General Purpose Portable Generator Sales Market Share by Manufacturers (2020-2025)

Table 8. Global General Purpose Portable Generator Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global General Purpose Portable Generator Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in General Purpose Portable Generator as of 2025)

Table 11. Global Market General Purpose Portable Generator Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global General Purpose Portable Generator Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. General Purpose Portable Generator Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global General Purpose Portable Generator Sales by Type (K Units)

Table 27. Global General Purpose Portable Generator Market Size by Type (M USD)

Table 28. Global General Purpose Portable Generator Sales (K Units) by Type (2020-2025)

Table 29. Global General Purpose Portable Generator Sales Market Share by Type (2020-2025)

Table 30. Global General Purpose Portable Generator Market Size (M USD) by Type (2020-2025)

Table 31. Global General Purpose Portable Generator Market Share by Type (2020-2025)

Table 32. Global General Purpose Portable Generator Price (USD/Unit) by Type (2020-2025)

Table 33. Global General Purpose Portable Generator Sales (K Units) by Application

Table 34. Global General Purpose Portable Generator Market Size by Application

Table 35. Global General Purpose Portable Generator Sales by Application (2020-2025) & (K Units)

Table 36. Global General Purpose Portable Generator Sales Market Share by Application (2020-2025)

Table 37. Global General Purpose Portable Generator Market Size by Application (2020-2025) & (M USD)

Table 38. Global General Purpose Portable Generator Market Share by Application (2020-2025)

Table 39. Global General Purpose Portable Generator Sales Growth Rate by Application (2020-2025)

Table 40. Global General Purpose Portable Generator Sales by Region (2020-2025) & (K Units)

Table 41. Global General Purpose Portable Generator Sales Market Share by Region (2020-2025)

Table 42. Global General Purpose Portable Generator Market Size by Region (2020-2025) & (M USD)

Table 43. Global General Purpose Portable Generator Market Size by Region (2020-2025)

Table 44. North America General Purpose Portable Generator Sales by Country (2020-2025) & (K Units)

Table 45. North America General Purpose Portable Generator Market Size by Country (2020-2025) & (M USD)

Table 46. Europe General Purpose Portable Generator Sales by Country (2020-2025) & (K Units)

Table 47. Europe General Purpose Portable Generator Market Size by Country (2020-2025) & (M USD)

- Table 48. Asia Pacific General Purpose Portable Generator Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific General Purpose Portable Generator Market Size by Region (2020-2025) & (M USD)
- Table 50. South America General Purpose Portable Generator Sales by Country (2020-2025) & (K Units)
- Table 51. South America General Purpose Portable Generator Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa General Purpose Portable Generator Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa General Purpose Portable Generator Market Size by Region (2020-2025) & (M USD)
- Table 54. Global General Purpose Portable Generator Production (K Units) by Region(2020-2025)
- Table 55. Global General Purpose Portable Generator Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global General Purpose Portable Generator Revenue Market Share by Region (2020-2025)
- Table 57. Global General Purpose Portable Generator Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America General Purpose Portable Generator Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe General Purpose Portable Generator Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan General Purpose Portable Generator Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China General Purpose Portable Generator Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Generac Basic Information
- Table 63. Generac General Purpose Portable Generator Product Overview
- Table 64. Generac General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Generac Business Overview
- Table 66. Generac SWOT Analysis
- Table 67. Generac Recent Developments
- Table 68. General Power Limited Basic Information
- Table 69. General Power Limited General Purpose Portable Generator Product Overview
- Table 70. General Power Limited General Purpose Portable Generator Sales (K Units),

Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. General Power Limited Business Overview

Table 72. General Power Limited SWOT Analysis

Table 73. General Power Limited Recent Developments

Table 74. GE Basic Information

Table 75. GE General Purpose Portable Generator Product Overview

Table 76. GE General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. GE Business Overview

Table 78. GE SWOT Analysis

Table 79. GE Recent Developments

Table 80. Cummins Power Generation Basic Information

Table 81. Cummins Power Generation General Purpose Portable Generator Product Overview

Table 82. Cummins Power Generation General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Cummins Power Generation Business Overview

Table 84. Cummins Power Generation Recent Developments

Table 85. K?nner and S?hnen Basic Information

Table 86. K?nner and S?hnen General Purpose Portable Generator Product Overview

Table 87. K?nner and S?hnen General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. K?nner and S?hnen Business Overview

Table 89. K?nner and S?hnen Recent Developments

Table 90. FIRMAN Power Equipment Basic Information

Table 91. FIRMAN Power Equipment General Purpose Portable Generator Product Overview

Table 92. FIRMAN Power Equipment General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. FIRMAN Power Equipment Business Overview

Table 94. FIRMAN Power Equipment Recent Developments

Table 95. Doosan Basic Information

Table 96. Doosan General Purpose Portable Generator Product Overview

Table 97. Doosan General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. Doosan Business Overview

Table 99. Doosan Recent Developments

Table 100. Honda Basic Information

Table 101. Honda General Purpose Portable Generator Product Overview

Table 102. Honda General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Honda Business Overview

Table 104. Honda Recent Developments

Table 105. WEN Basic Information

Table 106. WEN General Purpose Portable Generator Product Overview

Table 107. WEN General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. WEN Business Overview

Table 109. WEN Recent Developments

Table 110. Genelite Basic Information

Table 111. Genelite General Purpose Portable Generator Product Overview

Table 112. Genelite General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Genelite Business Overview

Table 114. Genelite Recent Developments

Table 115. Yamaha Motor Basic Information

Table 116. Yamaha Motor General Purpose Portable Generator Product Overview

Table 117. Yamaha Motor General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. Yamaha Motor Business Overview

Table 119. Yamaha Motor Recent Developments

Table 120. Hyundai Power Products Basic Information

Table 121. Hyundai Power Products General Purpose Portable Generator Product Overview

Table 122. Hyundai Power Products General Purpose Portable Generator Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. Hyundai Power Products Business Overview

Table 124. Hyundai Power Products Recent Developments

Table 125. Global General Purpose Portable Generator Sales Forecast by Region (2026-2035) & (K Units)

Table 126. Global General Purpose Portable Generator Market Size Forecast by Region (2026-2035) & (M USD)

Table 127. North America General Purpose Portable Generator Sales Forecast by Country (2026-2035) & (K Units)

Table 128. North America General Purpose Portable Generator Market Size Forecast by Country (2026-2035) & (M USD)

Table 129. Europe General Purpose Portable Generator Sales Forecast by Country (2026-2035) & (K Units)

Table 130. Europe General Purpose Portable Generator Market Size Forecast by Country (2026-2035) & (M USD)

Table 131. Asia Pacific General Purpose Portable Generator Sales Forecast by Region (2026-2035) & (K Units)

Table 132. Asia Pacific General Purpose Portable Generator Market Size Forecast by Region (2026-2035) & (M USD)

Table 133. South America General Purpose Portable Generator Sales Forecast by Country (2026-2035) & (K Units)

Table 134. South America General Purpose Portable Generator Market Size Forecast by Country (2026-2035) & (M USD)

Table 135. Middle East and Africa General Purpose Portable Generator Sales Forecast by Country (2026-2035) & (Units)

Table 136. Middle East and Africa General Purpose Portable Generator Market Size Forecast by Country (2026-2035) & (M USD)

Table 137. Global General Purpose Portable Generator Sales Forecast by Type (2026-2035) & (K Units)

Table 138. Global General Purpose Portable Generator Market Size Forecast by Type (2026-2035) & (M USD)

Table 139. Global General Purpose Portable Generator Price Forecast by Type (2026-2035) & (USD/Unit)

Table 140. Global General Purpose Portable Generator Sales (K Units) Forecast by Application (2026-2035)

Table 141. Global General Purpose Portable Generator Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of General Purpose Portable Generator
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global General Purpose Portable Generator Market Size (M USD), 2025-2035
- Figure 5. Global General Purpose Portable Generator Market Size (M USD) (2020-2035)
- Figure 6. Global General Purpose Portable Generator Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. General Purpose Portable Generator Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global General Purpose Portable Generator Product Life Cycle
- Figure 13. General Purpose Portable Generator Sales Share by Manufacturers in 2025
- Figure 14. Global General Purpose Portable Generator Revenue Share by Manufacturers in 2025
- Figure 15. General Purpose Portable Generator Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market General Purpose Portable Generator Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by General Purpose Portable Generator Revenue in 2025
- Figure 18. Industry Chain Map of General Purpose Portable Generator
- Figure 19. Global General Purpose Portable Generator Market PEST Analysis
- Figure 20. Global General Purpose Portable Generator Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global General Purpose Portable Generator Market Share by Type
- Figure 27. Sales Market Share of General Purpose Portable Generator by Type (2020-2025)
- Figure 28. Sales Market Share of General Purpose Portable Generator by Type in 2025

Figure 29. Market Share of General Purpose Portable Generator by Type (2020-2025)

Figure 30. Market Share of General Purpose Portable Generator by Type in 2025

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global General Purpose Portable Generator Market Share by Application

Figure 33. Global General Purpose Portable Generator Sales Market Share by Application (2020-2025)

Figure 34. Global General Purpose Portable Generator Sales Market Share by Application in 2025

Figure 35. Global General Purpose Portable Generator Market Share by Application (2020-2025)

Figure 36. Global General Purpose Portable Generator Market Share by Application in 2025

Figure 37. Global General Purpose Portable Generator Sales Growth Rate by Application (2020-2025)

Figure 38. Global General Purpose Portable Generator Sales Market Share by Region (2020-2025)

Figure 39. Global General Purpose Portable Generator Market Size by Region (2020-2025)

Figure 40. North America General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America General Purpose Portable Generator Sales Market Share by Country in 2024

Figure 43. North America General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America General Purpose Portable Generator Market Size by Country in 2024

Figure 45. U.S. General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada General Purpose Portable Generator Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada General Purpose Portable Generator Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico General Purpose Portable Generator Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico General Purpose Portable Generator Market Size (Units) and Growth

Rate (2020-2025)

Figure 51. Europe General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe General Purpose Portable Generator Sales Market Share by Country in 2024

Figure 53. Europe General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe General Purpose Portable Generator Market Size by Country in 2024

Figure 55. Germany General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific General Purpose Portable Generator Sales and Growth Rate (K Units)

Figure 66. Asia Pacific General Purpose Portable Generator Sales Market Share by Region in 2024

Figure 67. Asia Pacific General Purpose Portable Generator Market Size by Region in 2024

Figure 68. China General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan General Purpose Portable Generator Sales and Growth Rate

(2020-2025) & (K Units)

Figure 71. Japan General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America General Purpose Portable Generator Sales and Growth Rate (K Units)

Figure 79. South America General Purpose Portable Generator Sales Market Share by Country in 2024

Figure 80. South America General Purpose Portable Generator Market Size and Growth Rate (M USD)

Figure 81. South America General Purpose Portable Generator Market Size by Country in 2024

Figure 82. Brazil General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa General Purpose Portable Generator Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa General Purpose Portable Generator Sales Market Share by Region in 2024

Figure 90. Middle East and Africa General Purpose Portable Generator Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa General Purpose Portable Generator Market Size by Region in 2024

Figure 92. Saudi Arabia General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa General Purpose Portable Generator Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa General Purpose Portable Generator Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global General Purpose Portable Generator Production Market Share by Region (2020-2025)

Figure 103. North America General Purpose Portable Generator Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe General Purpose Portable Generator Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan General Purpose Portable Generator Production (K Units) Growth Rate (2020-2025)

Figure 106. China General Purpose Portable Generator Production (K Units) Growth Rate (2020-2025)

Figure 107. Global General Purpose Portable Generator Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global General Purpose Portable Generator Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global General Purpose Portable Generator Sales Market Share Forecast

by Type (2026-2035)

Figure 110. Global General Purpose Portable Generator Market Share Forecast by Type (2026-2035)

Figure 111. Global General Purpose Portable Generator Sales Forecast by Application (2026-2035)

Figure 112. Global General Purpose Portable Generator Market Share Forecast by Application (2026-2035)

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