

# **Generator Sales Market Size, Share, and Analysis, By Fuel Type (Diesel, Gas, and Others), By Power Rating (Below 75 KVA, 75-375 kVA, 375-750 kVA, and Above 750 kVA), By Application (Continuous Load, Peak Load, and Standby Load), By End-User (Mining, Oil & Gas, Construction, Residential, Industrial, Pharmaceuticals, Commercial, Telecom, Utility, and Others), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034**

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## **Abstracts**

Generator Sales Market Size, Share, and Analysis, By Fuel Type (Diesel, Gas, and Others), By Power Rating (Below 75 KVA, 75-375 kVA, 375-750 kVA, and Above 750 kVA), By Application (Continuous Load, Peak Load, and Standby Load), By End-User (Mining, Oil & Gas, Construction, Residential, Industrial, Pharmaceuticals, Commercial, Telecom, Utility, and Others), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034

## **PRODUCT OVERVIEW**

Generator Sales Market is anticipated to exhibit a Compound Annual Growth Rate (CAGR) of 5.9% during the forecast span from 2024 to 2034. In 2023, the market size was assessed at USD 27.6 billion and is projected to reach USD 52.1 billion by the completion of 2034.

Generator sales refer to the commercial activities of selling generators or devices that produce electricity, that are typically used as backup power sources during outages or in areas without access to a power grid. These sales include a wide range of generator types, such as portable, standby, and industrial-grade units, each of which is customized to address specific needs. Companies that specialize in generator sales offer a variety of models that differ in size, power capacity, and the type of fuel used. Moreover, customers choose generators based on various aspects such as power output, efficiency, and intended applications, which can range from providing emergency backup in homes to ensuring continuous power for businesses and construction sites. Furthermore, generator sales include physical products, along with services such as installation, maintenance, and customer support, which ensures dependable power solutions in multiple settings.

## MARKET HIGHLIGHTS

Generator Sales Market is projected to achieve USD 52.1 billion during the forecast period, owing to increasing demands for dependable power sources across different sectors. This growth is attributed to several aspects, including frequent power disruptions, natural disasters, and the increasing scope of industrial activities. The market offers a range of generators to meet various needs, such as portable generators for household applications and industrial-grade systems for commercial use. Additionally, developing regions with unstable power supply significantly contribute to market growth. Moreover, technological developments have led to the introduction of eco-friendly and efficient generator models, which fits well with environmental conscious consumers. Government incentives to promote clean energy adoption and the rising utilization of renewable energy sources in generators provide a promising growth trajectory for the generator sales market.

### Generator Sales Market Segments:

#### By Fuel Type

Diesel

Gas

Others

#### By Power Rating

Below 75 KVA

75-375 kVA

375-750 kVA

Above 750 kVA

By Application

Continuous Load

Peak Load

Standby Load

By End-User

Mining

Oil & Gas

Construction

Residential

Industrial

Pharmaceuticals

Commercial

Telecom

Utility

Others

## MARKET DYNAMICS

### Growth Drivers

Rising Demand for Backup Power will Propel the Market Forward

Technological Improvements will Create New Opportunities for Growth

### Restraint

Environmental Laws and Concerns May Restrain Market Expansion

### Key Players

Caterpillar Inc.

Cummins Inc.

Generac Holdings Inc.

Kohler Co.

Atlas Copco

Himoinsa S.L.

MTU Onsite Energy GmbH

Yanmar Holdings Co., Ltd.

Wacker Neuson SE

Doosan Corporation

Mitsubishi Heavy Industries, Ltd.

Kirloskar Electric Company Limited

Briggs & Stratton Corporation

Wartsilä Corporation

Honda Power Equipment

Other Prominent Players (Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis)

Global Laboratory Temperature Control Units Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Reasons to Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

Provision of market value (USD Billion) 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 with respect to 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 of 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

3-month post-sales analyst support.

## Contents

### **1.EXECUTIVE SUMMARY**

- 1.1. Regional Market Share
- 1.2. Business Trends
- 1.3. Generator Sales Market: COVID-19 Outbreak
- 1.4. Regional Trends
- 1.5. Segmentation Snapshot

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Objective
- 2.2. Research Approach
- 2.3. Data Sourcing and Methodology
- 2.4. Primary Research
- 2.5. Secondary Research
  - 2.5.1. Paid Sources
  - 2.5.2. Public Sources
- 2.6. Market Size Estimation and Data Triangulation

### **3. MARKET CHARACTERISTICS**

- 3.1. Market Definition
- 3.2. Generator Sales Market: COVID-19 Impact
- 3.3. Key Segmentations
- 3.4. Key Developments
- 3.5. Allied Industry Data

### **4.GENERATOR SALES MARKET – INDUSTRY INSIGHTS**

- 4.1. Industry Segmentation
- 4.2. COVID-19 overview on world economy
- 4.3. Industry ecosystem Channel analysis
- 4.4. Innovation & Sustainability

### **5. MACROECONOMIC INDICATORS**

### **6. RECENT DEVELOPMENTS**

## **7. MARKET DYNAMICS**

- 7.1. Introduction
- 7.2. Growth Drivers
- 7.3. Market Opportunities
- 7.4. Market Restraints
- 7.5. Market Trends

## **8. RISK ANALYSIS**

## **9. MARKET ANALYSIS**

- 9.1. Porters Five Forces
- 9.2. PEST Analysis
  - 9.2.1. Political
  - 9.2.2. Economic
  - 9.2.3. Social
  - 9.2.4. Technological

## **10. GENERATOR SALES MARKET**

- 10.1. Overview
- 10.2. Historical Analysis (2019-2022)
  - 10.2.1. Market Size, Y-o-Y Growth (%) and Market Forecast

## **11. GENERATOR SALES MARKET SIZE & FORECAST 2024A-2034F**

- 11.1. Overview
- 11.2. Key Findings
- 11.3. Market Segmentation
  - 11.3.1. By Fuel Type
    - 11.3.1.1. Diesel
      - 11.3.1.1.1. By Value (USD Million) 2024-2034F
      - 11.3.1.1.2. Market Share (%) 2024-2034F
      - 11.3.1.1.3. Y-o-Y Growth (%) 2024-2034F
    - 11.3.1.2. Gas
      - 11.3.1.2.1. By Value (USD Million) 2024-2034F
      - 11.3.1.2.2. Market Share (%) 2024-2034F



- 11.3.1.2.3.Y-o-Y Growth (%) 2024-2034F
- 11.3.1.3.Others
  - 11.3.1.3.1. By Value (USD Million) 2024-2034F
  - 11.3.1.3.2.Market Share (%) 2024-2034F
  - 11.3.1.3.3.Y-o-Y Growth (%) 2024-2034F
- 11.3.2. By Power Rating
  - 11.3.2.1.Below 75K kVA
    - 11.3.2.1.1. By Value (USD Million) 2024-2034F
    - 11.3.2.1.2.Market Share (%) 2024-2034F
    - 11.3.2.1.3.Y-o-Y Growth (%) 2024-2034F
  - 11.3.2.2. 75-375 kVA
    - 11.3.2.2.1.By Value (USD Million) 2024-2034F
    - 11.3.2.2.2. Market Share (%) 2024-2034F
    - 11.3.2.2.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.2.3. 375-750kVA
    - 11.3.2.3.1.By Value (USD Million) 2024-2034F
    - 11.3.2.3.2. Market Share (%) 2024-2034F
    - 11.3.2.3.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.2.4. Above 750 kVA
    - 11.3.2.4.1.By Value (USD Million) 2024-2034F
    - 11.3.2.4.2. Market Share (%) 2024-2034F
    - 11.3.2.4.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.3.By Application
  - 11.3.3.1.Continuous Load
    - 11.3.3.1.1. By Value (USD Million) 2024-2034F
    - 11.3.3.1.2.Market Share (%) 2024-2034F
    - 11.3.3.1.3.Y-o-Y Growth (%) 2024-2034F
  - 11.3.3.2. Peak Load
    - 11.3.3.2.1.By Value (USD Million) 2024-2034F
    - 11.3.3.2.2. Market Share (%) 2024-2034F
    - 11.3.3.2.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.3.3. Standby load
    - 11.3.3.3.1.By Value (USD Million) 2024-2034F
    - 11.3.3.3.2. Market Share (%) 2024-2034F
    - 11.3.3.3.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.By End-User
  - 11.3.4.1.Mining
    - 11.3.4.1.1. By Value (USD Million) 2024-2034F
    - 11.3.4.1.2.Market Share (%) 2024-2034F

- 11.3.4.1.3.Y-o-Y Growth (%) 2024-2034F
- 11.3.4.2. Oil & Gas
  - 11.3.4.2.1.By Value (USD Million) 2024-2034F
  - 11.3.4.2.2. Market Share (%) 2024-2034F
  - 11.3.4.2.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.3. Construction
  - 11.3.4.3.1.By Value (USD Million) 2024-2034F
  - 11.3.4.3.2. Market Share (%) 2024-2034F
  - 11.3.4.3.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.4.Residential
  - 11.3.4.4.1.By Value (USD Million) 2024-2034F
  - 11.3.4.4.2. Market Share (%) 2024-2034F
  - 11.3.4.4.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.5. Industrial
  - 11.3.4.5.1.By Value (USD Million) 2024-2034F
  - 11.3.4.5.2. Market Share (%) 2024-2034F
  - 11.3.4.5.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.6. Pharmaceuticals
  - 11.3.4.6.1.By Value (USD Million) 2024-2034F
  - 11.3.4.6.2. Market Share (%) 2024-2034F
  - 11.3.4.6.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.7. Commercial
  - 11.3.4.7.1.By Value (USD Million) 2024-2034F
  - 11.3.4.7.2. Market Share (%) 2024-2034F
  - 11.3.4.7.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.8.Telecom
  - 11.3.4.8.1.By Value (USD Million) 2024-2034F
  - 11.3.4.8.2. Market Share (%) 2024-2034F
  - 11.3.4.8.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.9. Utility
  - 11.3.4.9.1.By Value (USD Million) 2024-2034F
  - 11.3.4.9.2. Market Share (%) 2024-2034F
  - 11.3.4.9.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.10. Others
  - 11.3.4.10.1.By Value (USD Million) 2024-2034F
  - 11.3.4.10.2. Market Share (%) 2024-2034F
  - 11.3.4.10.3. Y-o-Y Growth (%) 2024-2034F

## **12.NORTH AMERICA GENERATOR SALES MARKET SIZE & FORECAST**

*Generator Sales Market Size, Share, and Analysis, By Fuel Type (Diesel, Gas, and Others), By Power Rating (Bel...*

**2024A-2034F**

- 12.1. Overview
- 12.2. Key Findings
- 12.3. Market Segmentation
  - 12.3.1. By Fuel Type
  - 12.3.2. By Power Rating
  - 12.3.3. By Application
  - 12.3.4. By End-User
- 12.4. Country
  - 12.4.1. United States
  - 12.4.2. Canada

**13. EUROPE GENERATOR SALES MARKET SIZE & FORECAST 2024A-2034F**

- 13.1. Overview
- 13.2. Key Findings
- 13.3. Market Segmentation
  - 13.3.1. By Fuel Type
  - 13.3.2. By Power Rating
  - 13.3.3. By Application
  - 13.3.4. By End-User
- 13.4. Country
  - 13.4.1. Germany
  - 13.4.2. United Kingdom
  - 13.4.3. France
  - 13.4.4. Italy
  - 13.4.5. Spain
  - 13.4.6. Russia
  - 13.4.7. Rest of Europe (BENELUX, NORDIC, Hungary, Turkey & Poland)

**14. ASIA-PACIFIC GENERATOR SALES MARKET SIZE & FORECAST 2024A-2034F**

- 14.1. Overview
- 14.2. Key Findings
- 14.3. Market Segmentation
  - 14.3.1. By Fuel Type
  - 14.3.2. By Power Rating
  - 14.3.3. By Application

- 14.3.4. By End-User
- 14.4. Country
  - 14.4.1. India
  - 14.4.2. China
  - 14.4.3. South Korea
  - 14.4.4. Japan
  - 14.4.5. Rest of APAC

## **15. MIDDLE EAST AND AFRICA GENERATOR SALES MARKET SIZE & FORECAST 2024A-2034F**

- 15.1. Overview
- 15.2. Key Findings
- 15.3. Market Segmentation
  - 15.3.1. By Fuel Type
  - 15.3.2. By Power Rating
  - 15.3.3. By Application
  - 15.3.4. By End-User
- 15.4. Country
  - 15.4.1. Israel
  - 15.4.2. GCC
  - 15.4.3. North Africa
  - 15.4.4. South Africa
  - 15.4.5. Rest of Middle East and Africa

## **16. LATIN AMERICA GENERATOR SALES MARKET SIZE & FORECAST 2024A-2034F**

- 16.1. Overview
- 16.2. Key Findings
- 16.3. Market Segmentation
  - 16.3.1. By Fuel Type
  - 16.3.2. By Power Rating
  - 16.3.3. By Application
  - 16.3.4. By End-User
- 16.4. Country
  - 16.4.1. Mexico
  - 16.4.2. Brazil
  - 16.4.3. Rest of Latin America

## **17. COMPETITIVE LANDSCAPE**

17.1. Company market share, 2023

17.2. Key player overview

17.3. Key stakeholders

## **18. COMPANY PROFILES**

18.1. Caterpillar Inc.

18.1.1. Company Overview

18.1.2. Financial Overview

18.1.3. Key Product; Analysis

18.1.4. Company Assessment

18.1.4.1. Product Portfolio

18.1.4.2. Key Clients

18.1.4.3. Market Share

18.1.4.4. Recent News & Development (Last 3 Yrs.)

18.1.4.5. Executive Team

18.2. Cummins Inc.

18.3. Generac Holdings Inc.

18.4. Kohler Co.

18.5. Atlas Copco AB

18.6. Himoina S.L.

18.7. MTU Onsite Energy GmbH

18.8. Yanmar Holdings Co., Ltd.

18.9. Wacker Neuson SE

18.10. Doosan Corporation

18.11. Mitsubishi Heavy Industries, Ltd.

18.12. Kirloskar Electric Company Limited

18.13. Briggs & Stratton Corporation

18.14. Wartsila Corporation

18.15. Honda Power Equipment

18.16. Other Prominent Players

## **19. APPENDIX**

## **20. CONSULTANT RECOMMENDATION**

## I would like to order

Product name: Generator Sales Market Size, Share, and Analysis, By Fuel Type (Diesel, Gas, and Others), By Power Rating (Below 75 KVA, 75-375 kVA, 375-750 kVA, and Above 750 kVA), By Application (Continuous Load, Peak Load, and Standby Load), By End-User (Mining, Oil & Gas, Construction, Residential, Industrial, Pharmaceuticals, Commercial, Telecom, Utility, and Others), and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034

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