

Global Home Generator Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Home Generator market size was valued at US\$ 3626 million in 2025 and is forecast to a readjusted size of US\$ 6889 million by 2032 with a CAGR of 9.6% during review period.

In 2025, global Home Generator production reached approximately 1.17 million units, with an average global market price of around US\$3k per unit.

A home generator is a backup or emergency power system designed for residential and small commercial applications. It typically consists of an internal combustion engine (gasoline, diesel, or natural gas), an alternator, and a control system that converts fuel into electrical energy to supply power during outages or unstable grid conditions. Home generators can be categorized into portable and standby (fixed) systems, with standby units often integrated with automatic transfer switches (ATS) for seamless operation. These systems emphasize safety, reliability, and ease of use, and are widely applied in residential backup power, villas, and off-grid scenarios, making them an essential component of distributed energy systems and household energy security.

The home generator industry chain includes upstream component and material suppliers, midstream manufacturers and integrators, and downstream end-users and distribution channels. Upstream consists of engines, alternators, control systems, steel structures, and electronic components, with representative suppliers such as Honda and Yamaha for small engines, as well as Cummins and Briggs & Stratton. Midstream includes manufacturers and brands such as Generac, Champion Power Equipment, and Westinghouse, which handle system integration, product design, and sales. Downstream consists of residential users, homeowners, small businesses, and

installation/service providers, with sales through e-commerce platforms like Amazon and offline channels, forming a complete chain from components ? equipment ? residential applications.

The home generator market has been expanding steadily, evolving from a traditional emergency backup solution into an integral part of household energy systems. Increasing extreme weather events driven by climate change, concerns over grid reliability in certain regions, and growing awareness of energy security and quality of life are driving demand for residential backup power, particularly in North America, Europe, and parts of the developing world. Additionally, the rise of outdoor lifestyles and camping culture has boosted demand for portable home generators. Technologically, the industry is moving toward lower noise, higher efficiency, intelligent control, and remote monitoring, with some products integrating battery storage and solar systems to form hybrid energy solutions. However, the market faces several challenges, including stricter environmental regulations on fuel-powered equipment, increasing substitution from lithium battery storage solutions, product homogenization, and intensified price competition. Fuel price volatility also affects long-term usage costs and purchasing decisions. Overall, while the market maintains solid growth fundamentals, it is expected to transition toward cleaner energy, smarter systems, and hybrid energy integration.

This report is a detailed and comprehensive analysis for global Home Generator market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Home Generator market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Home Generator market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Home Generator market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices

(USD/Unit), 2021-2032

Global Home Generator market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Home Generator

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Home Generator market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Westinghouse, Champion Power Equipment, Pramac, DuroMax Power Equipment, Generac, Honda Power Equipment, Energen, Cummins, Caterpillar, Yamaha, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Home Generator market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Portable Type

Fixed Type

Market segment by Power Level

1?3 kW

3?8 kW

8?20 kW

Others

Market segment by Fuel Type

Diesel

Gasoline

Natural Gas

Market segment by Application

Outdoor

Indoor

Major players covered

Westinghouse

Champion Power Equipment

Pramac

DuroMax Power Equipment

Generac

Honda Power Equipment

Energen

Cummins

Caterpillar

Yamaha

Briggs & Stratton

Kohler Home Generators

Ducati Energia

Husqvarna

Kipor

Eaton

Honeywell

Huaquan

Honny Power

Saonon

Lipower

Leespower

Jianghao Generator

Lifan Power

Loncin Motor

Zongshen Power

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Home Generator product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Home Generator, with price, sales quantity, revenue, and global market share of Home Generator from 2021 to 2026.

Chapter 3, the Home Generator competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Home Generator breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Home Generator market forecast, by regions, by Type, and by Application,

with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Home Generator.

Chapter 14 and 15, to describe Home Generator sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Home Generator Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Portable Type

1.3.3 Fixed Type

1.4 Market Analysis by Power Level

1.4.1 Overview: Global Home Generator Consumption Value by Power Level: 2021 Versus 2025 Versus 2032

1.4.2 1?3 kW

1.4.3 3?8 kW

1.4.4 8?20 kW

1.4.5 Others

1.5 Market Analysis by Fuel Type

1.5.1 Overview: Global Home Generator Consumption Value by Fuel Type: 2021 Versus 2025 Versus 2032

1.5.2 Diesel

1.5.3 Gasoline

1.5.4 Natural Gas

1.6 Market Analysis by Application

1.6.1 Overview: Global Home Generator Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.6.2 Outdoor

1.6.3 Indoor

1.7 Global Home Generator Market Size & Forecast

1.7.1 Global Home Generator Consumption Value (2021 & 2025 & 2032)

1.7.2 Global Home Generator Sales Quantity (2021-2032)

1.7.3 Global Home Generator Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Westinghouse

2.1.1 Westinghouse Details

2.1.2 Westinghouse Major Business

- 2.1.3 Westinghouse Home Generator Product and Services
- 2.1.4 Westinghouse Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 Westinghouse Recent Developments/Updates
- 2.2 Champion Power Equipment
 - 2.2.1 Champion Power Equipment Details
 - 2.2.2 Champion Power Equipment Major Business
 - 2.2.3 Champion Power Equipment Home Generator Product and Services
 - 2.2.4 Champion Power Equipment Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.2.5 Champion Power Equipment Recent Developments/Updates
- 2.3 Pramac
 - 2.3.1 Pramac Details
 - 2.3.2 Pramac Major Business
 - 2.3.3 Pramac Home Generator Product and Services
 - 2.3.4 Pramac Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.3.5 Pramac Recent Developments/Updates
- 2.4 DuroMax Power Equipment
 - 2.4.1 DuroMax Power Equipment Details
 - 2.4.2 DuroMax Power Equipment Major Business
 - 2.4.3 DuroMax Power Equipment Home Generator Product and Services
 - 2.4.4 DuroMax Power Equipment Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.4.5 DuroMax Power Equipment Recent Developments/Updates
- 2.5 Generac
 - 2.5.1 Generac Details
 - 2.5.2 Generac Major Business
 - 2.5.3 Generac Home Generator Product and Services
 - 2.5.4 Generac Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 Generac Recent Developments/Updates
- 2.6 Honda Power Equipment
 - 2.6.1 Honda Power Equipment Details
 - 2.6.2 Honda Power Equipment Major Business
 - 2.6.3 Honda Power Equipment Home Generator Product and Services
 - 2.6.4 Honda Power Equipment Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.6.5 Honda Power Equipment Recent Developments/Updates

2.7 Energen

2.7.1 Energen Details

2.7.2 Energen Major Business

2.7.3 Energen Home Generator Product and Services

2.7.4 Energen Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Energen Recent Developments/Updates

2.8 Cummins

2.8.1 Cummins Details

2.8.2 Cummins Major Business

2.8.3 Cummins Home Generator Product and Services

2.8.4 Cummins Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Cummins Recent Developments/Updates

2.9 Caterpillar

2.9.1 Caterpillar Details

2.9.2 Caterpillar Major Business

2.9.3 Caterpillar Home Generator Product and Services

2.9.4 Caterpillar Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Caterpillar Recent Developments/Updates

2.10 Yamaha

2.10.1 Yamaha Details

2.10.2 Yamaha Major Business

2.10.3 Yamaha Home Generator Product and Services

2.10.4 Yamaha Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Yamaha Recent Developments/Updates

2.11 Briggs & Stratton

2.11.1 Briggs & Stratton Details

2.11.2 Briggs & Stratton Major Business

2.11.3 Briggs & Stratton Home Generator Product and Services

2.11.4 Briggs & Stratton Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Briggs & Stratton Recent Developments/Updates

2.12 Kohler Home Generators

2.12.1 Kohler Home Generators Details

2.12.2 Kohler Home Generators Major Business

2.12.3 Kohler Home Generators Home Generator Product and Services

2.12.4 Kohler Home Generators Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 Kohler Home Generators Recent Developments/Updates

2.13 Ducati Energia

2.13.1 Ducati Energia Details

2.13.2 Ducati Energia Major Business

2.13.3 Ducati Energia Home Generator Product and Services

2.13.4 Ducati Energia Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 Ducati Energia Recent Developments/Updates

2.14 Husqvarna

2.14.1 Husqvarna Details

2.14.2 Husqvarna Major Business

2.14.3 Husqvarna Home Generator Product and Services

2.14.4 Husqvarna Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 Husqvarna Recent Developments/Updates

2.15 Kipor

2.15.1 Kipor Details

2.15.2 Kipor Major Business

2.15.3 Kipor Home Generator Product and Services

2.15.4 Kipor Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 Kipor Recent Developments/Updates

2.16 Eaton

2.16.1 Eaton Details

2.16.2 Eaton Major Business

2.16.3 Eaton Home Generator Product and Services

2.16.4 Eaton Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Eaton Recent Developments/Updates

2.17 Honeywell

2.17.1 Honeywell Details

2.17.2 Honeywell Major Business

2.17.3 Honeywell Home Generator Product and Services

2.17.4 Honeywell Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 Honeywell Recent Developments/Updates

2.18 Huaquan

- 2.18.1 Huaquan Details
- 2.18.2 Huaquan Major Business
- 2.18.3 Huaquan Home Generator Product and Services
- 2.18.4 Huaquan Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.18.5 Huaquan Recent Developments/Updates
- 2.19 Honny Power
 - 2.19.1 Honny Power Details
 - 2.19.2 Honny Power Major Business
 - 2.19.3 Honny Power Home Generator Product and Services
 - 2.19.4 Honny Power Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.19.5 Honny Power Recent Developments/Updates
- 2.20 Saonon
 - 2.20.1 Saonon Details
 - 2.20.2 Saonon Major Business
 - 2.20.3 Saonon Home Generator Product and Services
 - 2.20.4 Saonon Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.20.5 Saonon Recent Developments/Updates
- 2.21 Lipower
 - 2.21.1 Lipower Details
 - 2.21.2 Lipower Major Business
 - 2.21.3 Lipower Home Generator Product and Services
 - 2.21.4 Lipower Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.21.5 Lipower Recent Developments/Updates
- 2.22 Leespower
 - 2.22.1 Leespower Details
 - 2.22.2 Leespower Major Business
 - 2.22.3 Leespower Home Generator Product and Services
 - 2.22.4 Leespower Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.22.5 Leespower Recent Developments/Updates
- 2.23 Jianghao Generator
 - 2.23.1 Jianghao Generator Details
 - 2.23.2 Jianghao Generator Major Business
 - 2.23.3 Jianghao Generator Home Generator Product and Services
 - 2.23.4 Jianghao Generator Home Generator Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2021-2026)

2.23.5 Jianghao Generator Recent Developments/Updates

2.24 Lifan Power

2.24.1 Lifan Power Details

2.24.2 Lifan Power Major Business

2.24.3 Lifan Power Home Generator Product and Services

2.24.4 Lifan Power Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.24.5 Lifan Power Recent Developments/Updates

2.25 Loncin Motor

2.25.1 Loncin Motor Details

2.25.2 Loncin Motor Major Business

2.25.3 Loncin Motor Home Generator Product and Services

2.25.4 Loncin Motor Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.25.5 Loncin Motor Recent Developments/Updates

2.26 Zongshen Power

2.26.1 Zongshen Power Details

2.26.2 Zongshen Power Major Business

2.26.3 Zongshen Power Home Generator Product and Services

2.26.4 Zongshen Power Home Generator Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.26.5 Zongshen Power Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: HOME GENERATOR BY MANUFACTURER

3.1 Global Home Generator Sales Quantity by Manufacturer (2021-2026)

3.2 Global Home Generator Revenue by Manufacturer (2021-2026)

3.3 Global Home Generator Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Home Generator by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Home Generator Manufacturer Market Share in 2025

3.4.3 Top 6 Home Generator Manufacturer Market Share in 2025

3.5 Home Generator Market: Overall Company Footprint Analysis

3.5.1 Home Generator Market: Region Footprint

3.5.2 Home Generator Market: Company Product Type Footprint

3.5.3 Home Generator Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Home Generator Market Size by Region

4.1.1 Global Home Generator Sales Quantity by Region (2021-2032)

4.1.2 Global Home Generator Consumption Value by Region (2021-2032)

4.1.3 Global Home Generator Average Price by Region (2021-2032)

4.2 North America Home Generator Consumption Value (2021-2032)

4.3 Europe Home Generator Consumption Value (2021-2032)

4.4 Asia-Pacific Home Generator Consumption Value (2021-2032)

4.5 South America Home Generator Consumption Value (2021-2032)

4.6 Middle East & Africa Home Generator Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global Home Generator Sales Quantity by Type (2021-2032)

5.2 Global Home Generator Consumption Value by Type (2021-2032)

5.3 Global Home Generator Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Home Generator Sales Quantity by Application (2021-2032)

6.2 Global Home Generator Consumption Value by Application (2021-2032)

6.3 Global Home Generator Average Price by Application (2021-2032)

7 NORTH AMERICA

7.1 North America Home Generator Sales Quantity by Type (2021-2032)

7.2 North America Home Generator Sales Quantity by Application (2021-2032)

7.3 North America Home Generator Market Size by Country

7.3.1 North America Home Generator Sales Quantity by Country (2021-2032)

7.3.2 North America Home Generator Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

- 8.1 Europe Home Generator Sales Quantity by Type (2021-2032)
- 8.2 Europe Home Generator Sales Quantity by Application (2021-2032)
- 8.3 Europe Home Generator Market Size by Country
 - 8.3.1 Europe Home Generator Sales Quantity by Country (2021-2032)
 - 8.3.2 Europe Home Generator Consumption Value by Country (2021-2032)
 - 8.3.3 Germany Market Size and Forecast (2021-2032)
 - 8.3.4 France Market Size and Forecast (2021-2032)
 - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
 - 8.3.6 Russia Market Size and Forecast (2021-2032)
 - 8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Home Generator Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Home Generator Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Home Generator Market Size by Region
 - 9.3.1 Asia-Pacific Home Generator Sales Quantity by Region (2021-2032)
 - 9.3.2 Asia-Pacific Home Generator Consumption Value by Region (2021-2032)
 - 9.3.3 China Market Size and Forecast (2021-2032)
 - 9.3.4 Japan Market Size and Forecast (2021-2032)
 - 9.3.5 South Korea Market Size and Forecast (2021-2032)
 - 9.3.6 India Market Size and Forecast (2021-2032)
 - 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
 - 9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

- 10.1 South America Home Generator Sales Quantity by Type (2021-2032)
- 10.2 South America Home Generator Sales Quantity by Application (2021-2032)
- 10.3 South America Home Generator Market Size by Country
 - 10.3.1 South America Home Generator Sales Quantity by Country (2021-2032)
 - 10.3.2 South America Home Generator Consumption Value by Country (2021-2032)
 - 10.3.3 Brazil Market Size and Forecast (2021-2032)
 - 10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Home Generator Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Home Generator Sales Quantity by Application (2021-2032)

11.3 Middle East & Africa Home Generator Market Size by Country

11.3.1 Middle East & Africa Home Generator Sales Quantity by Country (2021-2032)

11.3.2 Middle East & Africa Home Generator Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

12.1 Home Generator Market Drivers

12.2 Home Generator Market Restraints

12.3 Home Generator Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Home Generator and Key Manufacturers

13.2 Manufacturing Costs Percentage of Home Generator

13.3 Home Generator Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Home Generator Typical Distributors

14.3 Home Generator Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Home Generator Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Home Generator Consumption Value by Power Level, (USD Million), 2021 & 2025 & 2032

Table 3. Global Home Generator Consumption Value by Fuel Type, (USD Million), 2021 & 2025 & 2032

Table 4. Global Home Generator Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Westinghouse Basic Information, Manufacturing Base and Competitors

Table 6. Westinghouse Major Business

Table 7. Westinghouse Home Generator Product and Services

Table 8. Westinghouse Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 9. Westinghouse Recent Developments/Updates

Table 10. Champion Power Equipment Basic Information, Manufacturing Base and Competitors

Table 11. Champion Power Equipment Major Business

Table 12. Champion Power Equipment Home Generator Product and Services

Table 13. Champion Power Equipment Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 14. Champion Power Equipment Recent Developments/Updates

Table 15. Pramac Basic Information, Manufacturing Base and Competitors

Table 16. Pramac Major Business

Table 17. Pramac Home Generator Product and Services

Table 18. Pramac Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 19. Pramac Recent Developments/Updates

Table 20. DuroMax Power Equipment Basic Information, Manufacturing Base and Competitors

Table 21. DuroMax Power Equipment Major Business

Table 22. DuroMax Power Equipment Home Generator Product and Services

Table 23. DuroMax Power Equipment Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 24. DuroMax Power Equipment Recent Developments/Updates
- Table 25. Generac Basic Information, Manufacturing Base and Competitors
- Table 26. Generac Major Business
- Table 27. Generac Home Generator Product and Services
- Table 28. Generac Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 29. Generac Recent Developments/Updates
- Table 30. Honda Power Equipment Basic Information, Manufacturing Base and Competitors
- Table 31. Honda Power Equipment Major Business
- Table 32. Honda Power Equipment Home Generator Product and Services
- Table 33. Honda Power Equipment Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 34. Honda Power Equipment Recent Developments/Updates
- Table 35. Energen Basic Information, Manufacturing Base and Competitors
- Table 36. Energen Major Business
- Table 37. Energen Home Generator Product and Services
- Table 38. Energen Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 39. Energen Recent Developments/Updates
- Table 40. Cummins Basic Information, Manufacturing Base and Competitors
- Table 41. Cummins Major Business
- Table 42. Cummins Home Generator Product and Services
- Table 43. Cummins Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 44. Cummins Recent Developments/Updates
- Table 45. Caterpillar Basic Information, Manufacturing Base and Competitors
- Table 46. Caterpillar Major Business
- Table 47. Caterpillar Home Generator Product and Services
- Table 48. Caterpillar Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 49. Caterpillar Recent Developments/Updates
- Table 50. Yamaha Basic Information, Manufacturing Base and Competitors
- Table 51. Yamaha Major Business
- Table 52. Yamaha Home Generator Product and Services
- Table 53. Yamaha Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 54. Yamaha Recent Developments/Updates
- Table 55. Briggs & Stratton Basic Information, Manufacturing Base and Competitors

- Table 56. Briggs & Stratton Major Business
- Table 57. Briggs & Stratton Home Generator Product and Services
- Table 58. Briggs & Stratton Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 59. Briggs & Stratton Recent Developments/Updates
- Table 60. Kohler Home Generators Basic Information, Manufacturing Base and Competitors
- Table 61. Kohler Home Generators Major Business
- Table 62. Kohler Home Generators Home Generator Product and Services
- Table 63. Kohler Home Generators Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 64. Kohler Home Generators Recent Developments/Updates
- Table 65. Ducati Energia Basic Information, Manufacturing Base and Competitors
- Table 66. Ducati Energia Major Business
- Table 67. Ducati Energia Home Generator Product and Services
- Table 68. Ducati Energia Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 69. Ducati Energia Recent Developments/Updates
- Table 70. Husqvarna Basic Information, Manufacturing Base and Competitors
- Table 71. Husqvarna Major Business
- Table 72. Husqvarna Home Generator Product and Services
- Table 73. Husqvarna Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 74. Husqvarna Recent Developments/Updates
- Table 75. Kipor Basic Information, Manufacturing Base and Competitors
- Table 76. Kipor Major Business
- Table 77. Kipor Home Generator Product and Services
- Table 78. Kipor Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 79. Kipor Recent Developments/Updates
- Table 80. Eaton Basic Information, Manufacturing Base and Competitors
- Table 81. Eaton Major Business
- Table 82. Eaton Home Generator Product and Services
- Table 83. Eaton Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 84. Eaton Recent Developments/Updates
- Table 85. Honeywell Basic Information, Manufacturing Base and Competitors
- Table 86. Honeywell Major Business
- Table 87. Honeywell Home Generator Product and Services

Table 88. Honeywell Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 89. Honeywell Recent Developments/Updates

Table 90. Huaquan Basic Information, Manufacturing Base and Competitors

Table 91. Huaquan Major Business

Table 92. Huaquan Home Generator Product and Services

Table 93. Huaquan Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 94. Huaquan Recent Developments/Updates

Table 95. Honny Power Basic Information, Manufacturing Base and Competitors

Table 96. Honny Power Major Business

Table 97. Honny Power Home Generator Product and Services

Table 98. Honny Power Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 99. Honny Power Recent Developments/Updates

Table 100. Saonon Basic Information, Manufacturing Base and Competitors

Table 101. Saonon Major Business

Table 102. Saonon Home Generator Product and Services

Table 103. Saonon Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 104. Saonon Recent Developments/Updates

Table 105. Lipower Basic Information, Manufacturing Base and Competitors

Table 106. Lipower Major Business

Table 107. Lipower Home Generator Product and Services

Table 108. Lipower Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Lipower Recent Developments/Updates

Table 110. Leespower Basic Information, Manufacturing Base and Competitors

Table 111. Leespower Major Business

Table 112. Leespower Home Generator Product and Services

Table 113. Leespower Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 114. Leespower Recent Developments/Updates

Table 115. Jianghao Generator Basic Information, Manufacturing Base and Competitors

Table 116. Jianghao Generator Major Business

Table 117. Jianghao Generator Home Generator Product and Services

Table 118. Jianghao Generator Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 119. Jianghao Generator Recent Developments/Updates

- Table 120. Lifan Power Basic Information, Manufacturing Base and Competitors
- Table 121. Lifan Power Major Business
- Table 122. Lifan Power Home Generator Product and Services
- Table 123. Lifan Power Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 124. Lifan Power Recent Developments/Updates
- Table 125. Loncin Motor Basic Information, Manufacturing Base and Competitors
- Table 126. Loncin Motor Major Business
- Table 127. Loncin Motor Home Generator Product and Services
- Table 128. Loncin Motor Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 129. Loncin Motor Recent Developments/Updates
- Table 130. Zongshen Power Basic Information, Manufacturing Base and Competitors
- Table 131. Zongshen Power Major Business
- Table 132. Zongshen Power Home Generator Product and Services
- Table 133. Zongshen Power Home Generator Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 134. Zongshen Power Recent Developments/Updates
- Table 135. Global Home Generator Sales Quantity by Manufacturer (2021-2026) & (K Units)
- Table 136. Global Home Generator Revenue by Manufacturer (2021-2026) & (USD Million)
- Table 137. Global Home Generator Average Price by Manufacturer (2021-2026) & (USD/Unit)
- Table 138. Market Position of Manufacturers in Home Generator, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 139. Head Office and Home Generator Production Site of Key Manufacturer
- Table 140. Home Generator Market: Company Product Type Footprint
- Table 141. Home Generator Market: Company Product Application Footprint
- Table 142. Home Generator New Market Entrants and Barriers to Market Entry
- Table 143. Home Generator Mergers, Acquisition, Agreements, and Collaborations
- Table 144. Global Home Generator Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR
- Table 145. Global Home Generator Sales Quantity by Region (2021-2026) & (K Units)
- Table 146. Global Home Generator Sales Quantity by Region (2027-2032) & (K Units)
- Table 147. Global Home Generator Consumption Value by Region (2021-2026) & (USD Million)
- Table 148. Global Home Generator Consumption Value by Region (2027-2032) & (USD Million)

- Table 149. Global Home Generator Average Price by Region (2021-2026) & (USD/Unit)
- Table 150. Global Home Generator Average Price by Region (2027-2032) & (USD/Unit)
- Table 151. Global Home Generator Sales Quantity by Type (2021-2026) & (K Units)
- Table 152. Global Home Generator Sales Quantity by Type (2027-2032) & (K Units)
- Table 153. Global Home Generator Consumption Value by Type (2021-2026) & (USD Million)
- Table 154. Global Home Generator Consumption Value by Type (2027-2032) & (USD Million)
- Table 155. Global Home Generator Average Price by Type (2021-2026) & (USD/Unit)
- Table 156. Global Home Generator Average Price by Type (2027-2032) & (USD/Unit)
- Table 157. Global Home Generator Sales Quantity by Application (2021-2026) & (K Units)
- Table 158. Global Home Generator Sales Quantity by Application (2027-2032) & (K Units)
- Table 159. Global Home Generator Consumption Value by Application (2021-2026) & (USD Million)
- Table 160. Global Home Generator Consumption Value by Application (2027-2032) & (USD Million)
- Table 161. Global Home Generator Average Price by Application (2021-2026) & (USD/Unit)
- Table 162. Global Home Generator Average Price by Application (2027-2032) & (USD/Unit)
- Table 163. North America Home Generator Sales Quantity by Type (2021-2026) & (K Units)
- Table 164. North America Home Generator Sales Quantity by Type (2027-2032) & (K Units)
- Table 165. North America Home Generator Sales Quantity by Application (2021-2026) & (K Units)
- Table 166. North America Home Generator Sales Quantity by Application (2027-2032) & (K Units)
- Table 167. North America Home Generator Sales Quantity by Country (2021-2026) & (K Units)
- Table 168. North America Home Generator Sales Quantity by Country (2027-2032) & (K Units)
- Table 169. North America Home Generator Consumption Value by Country (2021-2026) & (USD Million)
- Table 170. North America Home Generator Consumption Value by Country (2027-2032) & (USD Million)
- Table 171. Europe Home Generator Sales Quantity by Type (2021-2026) & (K Units)

Table 172. Europe Home Generator Sales Quantity by Type (2027-2032) & (K Units)

Table 173. Europe Home Generator Sales Quantity by Application (2021-2026) & (K Units)

Table 174. Europe Home Generator Sales Quantity by Application (2027-2032) & (K Units)

Table 175. Europe Home Generator Sales Quantity by Country (2021-2026) & (K Units)

Table 176. Europe Home Generator Sales Quantity by Country (2027-2032) & (K Units)

Table 177. Europe Home Generator Consumption Value by Country (2021-2026) & (USD Million)

Table 178. Europe Home Generator Consumption Value by Country (2027-2032) & (USD Million)

Table 179. Asia-Pacific Home Generator Sales Quantity by Type (2021-2026) & (K Units)

Table 180. Asia-Pacific Home Generator Sales Quantity by Type (2027-2032) & (K Units)

Table 181. Asia-Pacific Home Generator Sales Quantity by Application (2021-2026) & (K Units)

Table 182. Asia-Pacific Home Generator Sales Quantity by Application (2027-2032) & (K Units)

Table 183. Asia-Pacific Home Generator Sales Quantity by Region (2021-2026) & (K Units)

Table 184. Asia-Pacific Home Generator Sales Quantity by Region (2027-2032) & (K Units)

Table 185. Asia-Pacific Home Generator Consumption Value by Region (2021-2026) & (USD Million)

Table 186. Asia-Pacific Home Generator Consumption Value by Region (2027-2032) & (USD Million)

Table 187. South America Home Generator Sales Quantity by Type (2021-2026) & (K Units)

Table 188. South America Home Generator Sales Quantity by Type (2027-2032) & (K Units)

Table 189. South America Home Generator Sales Quantity by Application (2021-2026) & (K Units)

Table 190. South America Home Generator Sales Quantity by Application (2027-2032) & (K Units)

Table 191. South America Home Generator Sales Quantity by Country (2021-2026) & (K Units)

Table 192. South America Home Generator Sales Quantity by Country (2027-2032) & (K Units)

Table 193. South America Home Generator Consumption Value by Country (2021-2026) & (USD Million)

Table 194. South America Home Generator Consumption Value by Country (2027-2032) & (USD Million)

Table 195. Middle East & Africa Home Generator Sales Quantity by Type (2021-2026) & (K Units)

Table 196. Middle East & Africa Home Generator Sales Quantity by Type (2027-2032) & (K Units)

Table 197. Middle East & Africa Home Generator Sales Quantity by Application (2021-2026) & (K Units)

Table 198. Middle East & Africa Home Generator Sales Quantity by Application (2027-2032) & (K Units)

Table 199. Middle East & Africa Home Generator Sales Quantity by Country (2021-2026) & (K Units)

Table 200. Middle East & Africa Home Generator Sales Quantity by Country (2027-2032) & (K Units)

Table 201. Middle East & Africa Home Generator Consumption Value by Country (2021-2026) & (USD Million)

Table 202. Middle East & Africa Home Generator Consumption Value by Country (2027-2032) & (USD Million)

Table 203. Home Generator Raw Material

Table 204. Key Manufacturers of Home Generator Raw Materials

Table 205. Home Generator Typical Distributors

Table 206. Home Generator Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Home Generator Picture

Figure 2. Global Home Generator Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Home Generator Revenue Market Share by Type in 2025

Figure 4. Portable Type Examples

Figure 5. Fixed Type Examples

Figure 6. Global Home Generator Revenue by Power Level, (USD Million), 2021 & 2025 & 2032

Figure 7. Global Home Generator Revenue Market Share by Power Level in 2025

Figure 8. 1?3 kW Examples

Figure 9. 3?8 kW Examples

Figure 10. 8?20 kW Examples

Figure 11. Others Examples

Figure 12. Global Home Generator Revenue by Fuel Type, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Home Generator Revenue Market Share by Fuel Type in 2025

Figure 14. Diesel Examples

Figure 15. Gasoline Examples

Figure 16. Natural Gas Examples

Figure 17. Global Home Generator Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 18. Global Home Generator Revenue Market Share by Application in 2025

Figure 19. Outdoor Examples

Figure 20. Indoor Examples

Figure 21. Global Home Generator Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 22. Global Home Generator Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 23. Global Home Generator Sales Quantity (2021-2032) & (K Units)

Figure 24. Global Home Generator Price (2021-2032) & (USD/Unit)

Figure 25. Global Home Generator Sales Quantity Market Share by Manufacturer in 2025

Figure 26. Global Home Generator Revenue Market Share by Manufacturer in 2025

Figure 27. Producer Shipments of Home Generator by Manufacturer Sales (\$MM) and Market Share (%): 2025

- Figure 28. Top 3 Home Generator Manufacturer (Revenue) Market Share in 2025
- Figure 29. Top 6 Home Generator Manufacturer (Revenue) Market Share in 2025
- Figure 30. Global Home Generator Sales Quantity Market Share by Region (2021-2032)
- Figure 31. Global Home Generator Consumption Value Market Share by Region (2021-2032)
- Figure 32. North America Home Generator Consumption Value (2021-2032) & (USD Million)
- Figure 33. Europe Home Generator Consumption Value (2021-2032) & (USD Million)
- Figure 34. Asia-Pacific Home Generator Consumption Value (2021-2032) & (USD Million)
- Figure 35. South America Home Generator Consumption Value (2021-2032) & (USD Million)
- Figure 36. Middle East & Africa Home Generator Consumption Value (2021-2032) & (USD Million)
- Figure 37. Global Home Generator Sales Quantity Market Share by Type (2021-2032)
- Figure 38. Global Home Generator Consumption Value Market Share by Type (2021-2032)
- Figure 39. Global Home Generator Average Price by Type (2021-2032) & (USD/Unit)
- Figure 40. Global Home Generator Sales Quantity Market Share by Application (2021-2032)
- Figure 41. Global Home Generator Revenue Market Share by Application (2021-2032)
- Figure 42. Global Home Generator Average Price by Application (2021-2032) & (USD/Unit)
- Figure 43. North America Home Generator Sales Quantity Market Share by Type (2021-2032)
- Figure 44. North America Home Generator Sales Quantity Market Share by Application (2021-2032)
- Figure 45. North America Home Generator Sales Quantity Market Share by Country (2021-2032)
- Figure 46. North America Home Generator Consumption Value Market Share by Country (2021-2032)
- Figure 47. United States Home Generator Consumption Value (2021-2032) & (USD Million)
- Figure 48. Canada Home Generator Consumption Value (2021-2032) & (USD Million)
- Figure 49. Mexico Home Generator Consumption Value (2021-2032) & (USD Million)
- Figure 50. Europe Home Generator Sales Quantity Market Share by Type (2021-2032)
- Figure 51. Europe Home Generator Sales Quantity Market Share by Application (2021-2032)
- Figure 52. Europe Home Generator Sales Quantity Market Share by Country

(2021-2032)

Figure 53. Europe Home Generator Consumption Value Market Share by Country (2021-2032)

Figure 54. Germany Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 55. France Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 56. United Kingdom Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 57. Russia Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 58. Italy Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 59. Asia-Pacific Home Generator Sales Quantity Market Share by Type (2021-2032)

Figure 60. Asia-Pacific Home Generator Sales Quantity Market Share by Application (2021-2032)

Figure 61. Asia-Pacific Home Generator Sales Quantity Market Share by Region (2021-2032)

Figure 62. Asia-Pacific Home Generator Consumption Value Market Share by Region (2021-2032)

Figure 63. China Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 64. Japan Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 65. South Korea Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 66. India Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 67. Southeast Asia Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 68. Australia Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 69. South America Home Generator Sales Quantity Market Share by Type (2021-2032)

Figure 70. South America Home Generator Sales Quantity Market Share by Application (2021-2032)

Figure 71. South America Home Generator Sales Quantity Market Share by Country (2021-2032)

Figure 72. South America Home Generator Consumption Value Market Share by Country (2021-2032)

Figure 73. Brazil Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 74. Argentina Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 75. Middle East & Africa Home Generator Sales Quantity Market Share by Type (2021-2032)

Figure 76. Middle East & Africa Home Generator Sales Quantity Market Share by Application (2021-2032)

Figure 77. Middle East & Africa Home Generator Sales Quantity Market Share by Country (2021-2032)

Figure 78. Middle East & Africa Home Generator Consumption Value Market Share by Country (2021-2032)

Figure 79. Turkey Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 80. Egypt Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 81. Saudi Arabia Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 82. South Africa Home Generator Consumption Value (2021-2032) & (USD Million)

Figure 83. Home Generator Market Drivers

Figure 84. Home Generator Market Restraints

Figure 85. Home Generator Market Trends

Figure 86. Porters Five Forces Analysis

Figure 87. Manufacturing Cost Structure Analysis of Home Generator in 2025

Figure 88. Manufacturing Process Analysis of Home Generator

Figure 89. Home Generator Industrial Chain

Figure 90. Sales Channel: Direct to End-User vs Distributors

Figure 91. Direct Channel Pros & Cons

Figure 92. Indirect Channel Pros & Cons

Figure 93. Methodology

Figure 94. Research Process and Data Source

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