

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Portable Generator Market 2018, Forecast to 2023**

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## **Abstracts**

A portable generator is a gas or diesel-powered device which provides temporary electrical power. The engine turns a small turbine, which in turn creates usable electricity up to a certain level of wattage. Users can plug electrical appliance or tools directly into the generator's sockets or the generator can be professionally wired into the sub-panel of a home.

### **Scope of the Report:**

This report focuses on the Portable Generator in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. In the coming years there is an increasing demand for Portable Generator in the regions of North America and Europe that is expected to drive the market for more advanced Portable Generator. Growth in government budgets in the principal countries, increasing of residential fields expenditures, more-intense competition, launches in introducing new products, retrofitting and renovation of old technology, increasing adoption of Portable Generator will drive growth in China markets.

Globally, the Portable Generator industry market is low concentrated as the manufacturing technology of Portable Generator is relatively matures than some high-tech equipment. And some enterprises, like Honda Power, Generac, Briggs & Stratton, Yamaha, etc. are well-known for the wonderful performance of their Portable Generator and related services. At the same time, North America, occupied 37.53% sales market share in 2016, is remarkable in the global Portable Generator industry.

The consumption volume of Portable Generator is related to downstream industries and global economy. As there will always be some uncertain in the global economy in the following years, the growth rate of Portable Generator industry may not keep that fast. But it is surely forecasted that the market of Portable Generator is still promising.

The product average price declined in the past few years due to the technology development, the average price will keep the trend in the few future years due to increasing mature manufacturing technology and lowering cost of raw materials.

The impact on the cost and availability of raw materials and certain components is uncertain due to potential supply changes. The costs of raw materials have a significant impact on the level of expenses. If the prices of raw materials and related factors such as energy prices increase, and if new companies cannot pass those price increases on to customers, their results of operations and financial condition would suffer.

With emerging economies growing faster, a strategy has been adopted by most leading vendors in the Portable Generator market to approach these areas. QYR analysis of the Portable Generator market indicated that North America would account for the highest sales in 2022 with close to 38 percent of global sales coming from this region, but Asia has the highest growth rate. Vendors recognize the importance of this region, particularly in China, and are working towards penetrating this market by strengthening their sales and distribution networks.

Although the market competition of Portable Generator is fierce globally, there are many enterprises can obtain considerable profit form the manufacturing and marketing of Portable Generator and that is the reason that we believe there will also be enterprises enter this market. But it is suggested that enterprises those have plans to enter this industry have careful analysis of this market and the advantages or disadvantages of themselves.

The worldwide market for Portable Generator is expected to grow at a CAGR of roughly 7.2% over the next five years, will reach 3500 million US\$ in 2023, from 2300 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Honda Power

Generac

Briggs & Stratton

Yamaha

United Power Technology

Champion

Wacker Neuson

Hyundai Power

KOHLER

TTI

Sawafuji

Honeywell

Eaton

HGI

Pramac

Mi-T-M

Scott's

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Diesel Type

Gasoline Type

Gas Type

Other Types

Market Segment by Applications, can be divided into

Residential

Commercial

Industrial

There are 15 Chapters to deeply display the global Portable Generator market.

Chapter 1, to describe Portable Generator Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Portable Generator, with sales, revenue, and price of Portable Generator, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Portable Generator, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these

regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Portable Generator market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Portable Generator sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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