

# 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

## Contents

### 1 MARKET OVERVIEW

- 1.1 Portable Generator Introduction
- 1.2 Market Analysis by Type
  - 1.2.1 Diesel Type
  - 1.2.2 Gasoline Type
  - 1.2.3 Gas Type
  - 1.2.4 Other Types
- 1.3 Market Analysis by Applications
  - 1.3.1 Residential
  - 1.3.2 Commercial
  - 1.3.3 Industrial
- 1.4 Market Analysis by Regions
  - 1.4.1 North America (United States, Canada and Mexico)
    - 1.4.1.1 United States Market States and Outlook (2013-2023)
    - 1.4.1.2 Canada Market States and Outlook (2013-2023)
    - 1.4.1.3 Mexico Market States and Outlook (2013-2023)
  - 1.4.2 Europe (Germany, France, UK, Russia and Italy)
    - 1.4.2.1 Germany Market States and Outlook (2013-2023)
    - 1.4.2.2 France Market States and Outlook (2013-2023)
    - 1.4.2.3 UK Market States and Outlook (2013-2023)
    - 1.4.2.4 Russia Market States and Outlook (2013-2023)
    - 1.4.2.5 Italy Market States and Outlook (2013-2023)
  - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
    - 1.4.3.1 China Market States and Outlook (2013-2023)
    - 1.4.3.2 Japan Market States and Outlook (2013-2023)
    - 1.4.3.3 Korea Market States and Outlook (2013-2023)
    - 1.4.3.4 India Market States and Outlook (2013-2023)
    - 1.4.3.5 Southeast Asia Market States and Outlook (2013-2023)
  - 1.4.4 South America, Middle East and Africa
    - 1.4.4.1 Brazil Market States and Outlook (2013-2023)
    - 1.4.4.2 Egypt Market States and Outlook (2013-2023)
    - 1.4.4.3 Saudi Arabia Market States and Outlook (2013-2023)
    - 1.4.4.4 South Africa Market States and Outlook (2013-2023)
    - 1.4.4.5 Nigeria Market States and Outlook (2013-2023)
- 1.5 Market Dynamics
  - 1.5.1 Market Opportunities

1.5.2 Market Risk

1.5.3 Market Driving Force

## **2 MANUFACTURERS PROFILES**

### **2.1 Honda Power**

#### **2.1.1 Business Overview**

##### **2.1.1.1 Honda Power Description**

##### **2.1.1.2 Honda Power Headquarter, Main Business and Finance Overview**

#### **2.1.2 Honda Power Portable Generator Product Introduction**

##### **2.1.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors**

##### **2.1.2.2 Portable Generator Product Information**

#### **2.1.3 Honda Power Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)**

##### **2.1.3.1 Honda Power Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)**

##### **2.1.3.2 Global Honda Power Portable Generator Market Share in 2017**

### **2.2 Generac**

#### **2.2.1 Business Overview**

##### **2.2.1.1 Generac Description**

##### **2.2.1.2 Generac Headquarter, Main Business and Finance Overview**

#### **2.2.2 Generac Portable Generator Product Introduction**

##### **2.2.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors**

##### **2.2.2.2 Portable Generator Product Information**

#### **2.2.3 Generac Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)**

##### **2.2.3.1 Generac Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)**

##### **2.2.3.2 Global Generac Portable Generator Market Share in 2017**

### **2.3 Briggs & Stratton**

#### **2.3.1 Business Overview**

##### **2.3.1.1 Briggs & Stratton Description**

##### **2.3.1.2 Briggs & Stratton Headquarter, Main Business and Finance Overview**

#### **2.3.2 Briggs & Stratton Portable Generator Product Introduction**

##### **2.3.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors**

##### **2.3.2.2 Portable Generator Product Information**

#### **2.3.3 Briggs & Stratton Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)**

##### **2.3.3.1 Briggs & Stratton Portable Generator Sales, Price, Revenue, Gross Margin**

and Market Share (2016-2017)

2.3.3.2 Global Briggs & Stratton Portable Generator Market Share in 2017

2.4 Yamaha

2.4.1 Business Overview

2.4.1.1 Yamaha Description

2.4.1.2 Yamaha Headquarter, Main Business and Finance Overview

2.4.2 Yamaha Portable Generator Product Introduction

2.4.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors

2.4.2.2 Portable Generator Product Information

2.4.3 Yamaha Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4.3.1 Yamaha Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4.3.2 Global Yamaha Portable Generator Market Share in 2017

2.5 United Power Technology

2.5.1 Business Overview

2.5.1.1 United Power Technology Description

2.5.1.2 United Power Technology Headquarter, Main Business and Finance Overview

2.5.2 United Power Technology Portable Generator Product Introduction

2.5.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors

2.5.2.2 Portable Generator Product Information

2.5.3 United Power Technology Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5.3.1 United Power Technology Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5.3.2 Global United Power Technology Portable Generator Market Share in 2017

2.6 Champion

2.6.1 Business Overview

2.6.1.1 Champion Description

2.6.1.2 Champion Headquarter, Main Business and Finance Overview

2.6.2 Champion Portable Generator Product Introduction

2.6.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors

2.6.2.2 Portable Generator Product Information

2.6.3 Champion Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6.3.1 Champion Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6.3.2 Global Champion Portable Generator Market Share in 2017



## 2.7 Wacker Neuson

### 2.7.1 Business Overview

#### 2.7.1.1 Wacker Neuson Description

#### 2.7.1.2 Wacker Neuson Headquarter, Main Business and Finance Overview

### 2.7.2 Wacker Neuson Portable Generator Product Introduction

#### 2.7.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors

#### 2.7.2.2 Portable Generator Product Information

### 2.7.3 Wacker Neuson Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

#### 2.7.3.1 Wacker Neuson Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

#### 2.7.3.2 Global Wacker Neuson Portable Generator Market Share in 2017

## 2.8 Hyundai Power

### 2.8.1 Business Overview

#### 2.8.1.1 Hyundai Power Description

#### 2.8.1.2 Hyundai Power Headquarter, Main Business and Finance Overview

### 2.8.2 Hyundai Power Portable Generator Product Introduction

#### 2.8.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors

#### 2.8.2.2 Portable Generator Product Information

### 2.8.3 Hyundai Power Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

#### 2.8.3.1 Hyundai Power Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

#### 2.8.3.2 Global Hyundai Power Portable Generator Market Share in 2017

## 2.9 KOHLER

### 2.9.1 Business Overview

#### 2.9.1.1 KOHLER Description

#### 2.9.1.2 KOHLER Headquarter, Main Business and Finance Overview

### 2.9.2 KOHLER Portable Generator Product Introduction

#### 2.9.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors

#### 2.9.2.2 Portable Generator Product Information

### 2.9.3 KOHLER Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

#### 2.9.3.1 KOHLER Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

#### 2.9.3.2 Global KOHLER Portable Generator Market Share in 2017

## 2.10 TTI

### 2.10.1 Business Overview

#### 2.10.1.1 TTI Description

- 2.10.1.2 TTI Headquarter, Main Business and Finance Overview
- 2.10.2 TTI Portable Generator Product Introduction
  - 2.10.2.1 Portable Generator Production Bases, Sales Regions and Major Competitors
  - 2.10.2.2 Portable Generator Product Information
- 2.10.3 TTI Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
  - 2.10.3.1 TTI Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
  - 2.10.3.2 Global TTI Portable Generator Market Share in 2017
- 2.11 Sawafuji
  - 2.11.1 Business Overview
  - 2.11.2 Sawafuji Portable Generator Product Introduction
  - 2.11.3 Sawafuji Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.12 Honeywell
  - 2.12.1 Business Overview
  - 2.12.2 Honeywell Portable Generator Product Introduction
  - 2.12.3 Honeywell Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.13 Eaton
  - 2.13.1 Business Overview
  - 2.13.2 Eaton Portable Generator Product Introduction
  - 2.13.3 Eaton Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.14 HGI
  - 2.14.1 Business Overview
  - 2.14.2 HGI Portable Generator Product Introduction
  - 2.14.3 HGI Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.15 Pramac
  - 2.15.1 Business Overview
  - 2.15.2 Pramac Portable Generator Product Introduction
  - 2.15.3 Pramac Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.16 Mi-T-M
  - 2.16.1 Business Overview
  - 2.16.2 Mi-T-M Portable Generator Product Introduction
  - 2.16.3 Mi-T-M Portable Generator Sales, Price, Revenue, Gross Margin and Market

Share (2016-2017)

2.17 Scott's

2.17.1 Business Overview

2.17.2 Scott's Portable Generator Product Introduction

2.17.3 Scott's Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

### **3 GLOBAL PORTABLE GENERATOR MARKET COMPETITION, BY MANUFACTURER**

3.1 Global Portable Generator Sales and Market Share by Manufacturer (2016-2017)

3.2 Global Portable Generator Revenue and Market Share by Manufacturer (2016-2017)

3.3 Global Portable Generator Price by Manufacturer (2016-2017)

3.4 Market Concentration Rate

3.4.1 Top 3 Portable Generator Manufacturer Market Share in 2017

3.4.2 Top 5 Portable Generator Manufacturer Market Share in 2017

3.5 Market Competition Trend

### **4 GLOBAL PORTABLE GENERATOR MARKET ANALYSIS BY REGIONS**

4.1 Global Portable Generator Sales, Revenue and Market Share by Regions

4.1.1 Global Portable Generator Sales by Regions (2013-2018)

4.1.2 Global Portable Generator Revenue by Regions (2013-2018)

4.2 North America Portable Generator Sales, Revenue and Growth Rate (2013-2018)

4.3 Europe Portable Generator Sales, Revenue and Growth Rate (2013-2018)

4.4 Asia-Pacific Portable Generator Sales, Revenue and Growth Rate (2013-2018)

4.5 South America Portable Generator Sales, Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa Portable Generator Sales, Revenue and Growth Rate (2013-2018)

### **5 NORTH AMERICA PORTABLE GENERATOR BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS**

5.1 North America Portable Generator Sales, Revenue and Market Share by Countries

5.1.1 North America Portable Generator Sales by Countries (2013-2018)

5.1.2 North America Portable Generator Revenue by Countries (2013-2018)

5.1.3 United States Portable Generator Sales and Growth Rate (2013-2018)

5.1.4 Canada Portable Generator Sales and Growth Rate (2013-2018)

- 5.1.5 Mexico Portable Generator Sales and Growth Rate (2013-2018)
- 5.2 North America Portable Generator Sales and Revenue (Value) by Manufacturers (2016-2017)
  - 5.2.1 North America Portable Generator Sales by Manufacturers (2016-2017)
  - 5.2.2 North America Portable Generator Revenue by Manufacturers (2016-2017)
- 5.3 North America Portable Generator Sales, Revenue and Market Share by Type (2013-2018)
  - 5.3.1 North America Portable Generator Sales and Sales Share by Type (2013-2018)
  - 5.3.2 North America Portable Generator Revenue and Revenue Share by Type (2013-2018)
- 5.4 North America Portable Generator Sales, Revenue and Market Share by Application (2013-2018)
  - 5.4.1 North America Portable Generator Sales and Sales Share by Application (2013-2018)
  - 5.4.2 North America Portable Generator Revenue and Revenue Share by Application (2013-2018)

## **6 EUROPE PORTABLE GENERATOR BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS**

- 6.1 Europe Portable Generator Sales, Revenue and Market Share by Countries
  - 6.1.1 Europe Portable Generator Sales by Countries (2013-2018)
  - 6.1.2 Europe Portable Generator Revenue by Countries (2013-2018)
  - 6.1.3 Germany Portable Generator Sales and Growth Rate (2013-2018)
  - 6.1.4 UK Portable Generator Sales and Growth Rate (2013-2018)
  - 6.1.5 France Portable Generator Sales and Growth Rate (2013-2018)
  - 6.1.6 Russia Portable Generator Sales and Growth Rate (2013-2018)
  - 6.1.7 Italy Portable Generator Sales and Growth Rate (2013-2018)
- 6.2 Europe Portable Generator Sales and Revenue (Value) by Manufacturers (2016-2017)
  - 6.2.1 Europe Portable Generator Sales by Manufacturers (2016-2017)
  - 6.2.2 Europe Portable Generator Revenue by Manufacturers (2016-2017)
- 6.3 Europe Portable Generator Sales, Revenue and Market Share by Type (2013-2018)
  - 6.3.1 Europe Portable Generator Sales and Sales Share by Type (2013-2018)
  - 6.3.2 Europe Portable Generator Revenue and Revenue Share by Type (2013-2018)
- 6.4 Europe Portable Generator Sales, Revenue and Market Share by Application (2013-2018)
  - 6.4.1 Europe Portable Generator Sales and Sales Share by Application (2013-2018)
  - 6.4.2 Europe Portable Generator Revenue and Revenue Share by Application

(2013-2018)

## **7 ASIA-PACIFIC PORTABLE GENERATOR BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS**

### 7.1 Asia-Pacific Portable Generator Sales, Revenue and Market Share by Countries

7.1.1 Asia-Pacific Portable Generator Sales by Countries (2013-2018)

7.1.2 Asia-Pacific Portable Generator Revenue by Countries (2013-2018)

7.1.3 China Portable Generator Sales and Growth Rate (2013-2018)

7.1.4 Japan Portable Generator Sales and Growth Rate (2013-2018)

7.1.5 Korea Portable Generator Sales and Growth Rate (2013-2018)

7.1.6 India Portable Generator Sales and Growth Rate (2013-2018)

7.1.7 Southeast Asia Portable Generator Sales and Growth Rate (2013-2018)

### 7.2 Asia-Pacific Portable Generator Sales and Revenue (Value) by Manufacturers (2016-2017)

7.2.1 Asia-Pacific Portable Generator Sales by Manufacturers (2016-2017)

7.2.2 Asia-Pacific Portable Generator Revenue by Manufacturers (2016-2017)

### 7.3 Asia-Pacific Portable Generator Sales, Revenue and Market Share by Type (2013-2018)

7.3.1 Asia-Pacific Portable Generator Sales and Sales Share by Type (2013-2018)

7.3.2 Asia-Pacific Portable Generator Revenue and Revenue Share by Type (2013-2018)

### 7.4 Asia-Pacific Portable Generator Sales, Revenue and Market Share by Application (2013-2018)

7.4.1 Asia-Pacific Portable Generator Sales and Sales Share by Application (2013-2018)

7.4.2 Asia-Pacific Portable Generator Revenue and Revenue Share by Application (2013-2018)

## **8 SOUTH AMERICA PORTABLE GENERATOR BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS**

### 8.1 South America Portable Generator Sales, Revenue and Market Share by Countries

8.1.1 South America Portable Generator Sales by Countries (2013-2018)

8.1.2 South America Portable Generator Revenue by Countries (2013-2018)

8.1.3 Brazil Portable Generator Sales and Growth Rate (2013-2018)

8.1.4 Argentina Portable Generator Sales and Growth Rate (2013-2018)

8.1.5 Colombia Portable Generator Sales and Growth Rate (2013-2018)

### 8.2 South America Portable Generator Sales and Revenue (Value) by Manufacturers

(2016-2017)

8.2.1 South America Portable Generator Sales by Manufacturers (2016-2017)

8.2.2 South America Portable Generator Revenue by Manufacturers (2016-2017)

8.3 South America Portable Generator Sales, Revenue and Market Share by Type (2013-2018)

8.3.1 South America Portable Generator Sales and Sales Share by Type (2013-2018)

8.3.2 South America Portable Generator Revenue and Revenue Share by Type (2013-2018)

8.4 South America Portable Generator Sales, Revenue and Market Share by Application (2013-2018)

8.4.1 South America Portable Generator Sales and Sales Share by Application (2013-2018)

8.4.2 South America Portable Generator Revenue and Revenue Share by Application (2013-2018)

## **9 MIDDLE EAST AND AFRICA PORTABLE GENERATOR BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS**

9.1 Middle East and Africa Portable Generator Sales, Revenue and Market Share by Countries

9.1.1 Middle East and Africa Portable Generator Sales by Countries (2013-2018)

9.1.2 Middle East and Africa Portable Generator Revenue by Countries (2013-2018)

9.1.3 Saudi Arabia Portable Generator Sales and Growth Rate (2013-2018)

9.1.4 UAE Portable Generator Sales and Growth Rate (2013-2018)

9.1.5 Egypt Portable Generator Sales and Growth Rate (2013-2018)

9.1.6 Nigeria Portable Generator Sales and Growth Rate (2013-2018)

9.1.7 South Africa Portable Generator Sales and Growth Rate (2013-2018)

9.2 Middle East and Africa Portable Generator Sales and Revenue (Value) by Manufacturers (2016-2017)

9.2.1 Middle East and Africa Portable Generator Sales by Manufacturers (2016-2017)

9.2.2 Middle East and Africa Portable Generator Revenue by Manufacturers (2016-2017)

9.3 Middle East and Africa Portable Generator Sales, Revenue and Market Share by Type (2013-2018)

9.3.1 Middle East and Africa Portable Generator Sales and Sales Share by Type (2013-2018)

9.3.1 Middle East and Africa Portable Generator Revenue and Revenue Share by Type (2013-2018)

9.4 Middle East and Africa Portable Generator Sales, Revenue and Market Share by

Application (2013-2018)

9.4.1 Middle East and Africa Portable Generator Sales and Sales Share by Application (2013-2018)

9.4.2 Middle East and Africa Portable Generator Revenue and Revenue Share by Application (2013-2018)

## **10 GLOBAL PORTABLE GENERATOR MARKET SEGMENT BY TYPE**

10.1 Global Portable Generator Sales, Revenue and Market Share by Type (2013-2018)

10.1.1 Global Portable Generator Sales and Market Share by Type (2013-2018)

10.1.2 Global Portable Generator Revenue and Market Share by Type (2013-2018)

10.2 Diesel Type Sales Growth and Price

10.2.1 Global Diesel Type Sales Growth (2013-2018)

10.2.2 Global Diesel Type Price (2013-2018)

10.3 Gasoline Type Sales Growth and Price

10.3.1 Global Gasoline Type Sales Growth (2013-2018)

10.3.2 Global Gasoline Type Price (2013-2018)

10.4 Gas Type Sales Growth and Price

10.4.1 Global Gas Type Sales Growth (2013-2018)

10.4.2 Global Gas Type Price (2013-2018)

10.5 Other Types Sales Growth and Price

10.5.1 Global Other Types Sales Growth (2013-2018)

10.5.2 Global Other Types Price (2013-2018)

## **11 GLOBAL PORTABLE GENERATOR MARKET SEGMENT BY APPLICATION**

11.1 Global Portable Generator Sales Market Share by Application (2013-2018)

11.2 Residential Sales Growth (2013-2018)

11.3 Commercial Sales Growth (2013-2018)

11.4 Industrial Sales Growth (2013-2018)

## **12 PORTABLE GENERATOR MARKET FORECAST (2018-2023)**

12.1 Global Portable Generator Sales, Revenue and Growth Rate (2018-2023)

12.2 Portable Generator Market Forecast by Regions (2018-2023)

12.2.1 North America Portable Generator Market Forecast (2018-2023)

12.2.2 Europe Portable Generator Market Forecast (2018-2023)

12.2.3 Asia-Pacific Portable Generator Market Forecast (2018-2023)

- 12.2.4 South America Portable Generator Market Forecast (2018-2023)
- 12.2.5 Middle East and Africa Portable Generator Market Forecast (2018-2023)
- 12.3 Portable Generator Market Forecast by Type (2018-2023)
  - 12.3.1 Global Portable Generator Sales Forecast by Type (2018-2023)
  - 12.3.2 Global Portable Generator Market Share Forecast by Type (2018-2023)
- 12.4 Portable Generator Market Forecast by Application (2018-2023)
  - 12.4.1 Global Portable Generator Sales Forecast by Application (2018-2023)
  - 12.4.2 Global Portable Generator Market Share Forecast by Application (2018-2023)

## **13 SALES CHANNEL, DISTRIBUTORS, TRADERS AND DEALERS**

- 13.1 Sales Channel
  - 13.1.1 Direct Marketing
  - 13.1.2 Indirect Marketing
  - 13.1.3 Marketing Channel Future Trend
- 13.2 Distributors, Traders and Dealers

## **14 RESEARCH FINDINGS AND CONCLUSION**

## **15 APPENDIX**

- 15.1 Methodology
- 15.2 Data Source



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Portable Generator Picture

Table Product Specifications of Portable Generator

Figure Global Portable Generator CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (USD Million)

Figure Global Portable Generator CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (Sales)

Figure Global Sales Market Share of Portable Generator by Types in 2017

Figure Diesel Type Picture

Table Major Manufacturers of Diesel Type

Figure Gasoline Type Picture

Table Major Manufacturers of Gasoline Type

Figure Gas Type Picture

Table Major Manufacturers of Gas Type

Figure Other Types Picture

Table Major Manufacturers of Other Types

Figure Portable Generator Sales Market Share by Applications in 2017

Figure Residential Picture

Figure Commercial Picture

Figure Industrial Picture

Figure United States Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Canada Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Mexico Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Germany Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure France Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure UK Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Russia Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Italy Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure China Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Japan Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Korea Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure India Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Southeast Asia Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Brazil Portable Generator Revenue (Value) and Growth Rate (2013-2023)

Figure Egypt Portable Generator Revenue (Value) and Growth Rate (2013-2023)  
Figure Saudi Arabia Portable Generator Revenue (Value) and Growth Rate (2013-2023)  
Figure South Africa Portable Generator Revenue (Value) and Growth Rate (2013-2023)  
Figure Nigeria Portable Generator Revenue (Value) and Growth Rate (2013-2023)  
Table Honda Power Headquarter, Established, Main Business and Finance Overview (2017)  
Table Honda Power Portable Generator Production Bases, Sales Regions and Major Competitors  
Table Honda Power Portable Generator Product  
Table Honda Power Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Figure Global Honda Power Portable Generator Sales Market Share in 2017  
Figure Global Honda Power Portable Generator Revenue Market Share in 2017  
Table Generac Headquarter, Established, Main Business and Finance Overview (2017)  
Table Generac Portable Generator Production Bases, Sales Regions and Major Competitors  
Table Generac Portable Generator Product  
Table Generac Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Figure Global Generac Portable Generator Sales Market Share in 2017  
Figure Global Generac Portable Generator Revenue Market Share in 2017  
Table Briggs & Stratton Headquarter, Established, Main Business and Finance Overview (2017)  
Table Briggs & Stratton Portable Generator Production Bases, Sales Regions and Major Competitors  
Table Briggs & Stratton Portable Generator Product  
Table Briggs & Stratton Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Figure Global Briggs & Stratton Portable Generator Sales Market Share in 2017  
Figure Global Briggs & Stratton Portable Generator Revenue Market Share in 2017  
Table Yamaha Headquarter, Established, Main Business and Finance Overview (2017)  
Table Yamaha Portable Generator Production Bases, Sales Regions and Major Competitors  
Table Yamaha Portable Generator Product  
Table Yamaha Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Figure Global Yamaha Portable Generator Sales Market Share in 2017  
Figure Global Yamaha Portable Generator Revenue Market Share in 2017  
Table United Power Technology Headquarter, Established, Main Business and Finance

## Overview (2017)

Table United Power Technology Portable Generator Production Bases, Sales Regions and Major Competitors

Table United Power Technology Portable Generator Product

Table United Power Technology Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global United Power Technology Portable Generator Sales Market Share in 2017

Figure Global United Power Technology Portable Generator Revenue Market Share in 2017

Table Champion Headquarter, Established, Main Business and Finance Overview (2017)

Table Champion Portable Generator Production Bases, Sales Regions and Major Competitors

Table Champion Portable Generator Product

Table Champion Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Champion Portable Generator Sales Market Share in 2017

Figure Global Champion Portable Generator Revenue Market Share in 2017

Table Wacker Neuson Headquarter, Established, Main Business and Finance Overview (2017)

Table Wacker Neuson Portable Generator Production Bases, Sales Regions and Major Competitors

Table Wacker Neuson Portable Generator Product

Table Wacker Neuson Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Wacker Neuson Portable Generator Sales Market Share in 2017

Figure Global Wacker Neuson Portable Generator Revenue Market Share in 2017

Table Hyundai Power Headquarter, Established, Main Business and Finance Overview (2017)

Table Hyundai Power Portable Generator Production Bases, Sales Regions and Major Competitors

Table Hyundai Power Portable Generator Product

Table Hyundai Power Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Hyundai Power Portable Generator Sales Market Share in 2017

Figure Global Hyundai Power Portable Generator Revenue Market Share in 2017

Table KOHLER Headquarter, Established, Main Business and Finance Overview (2017)

Table KOHLER Portable Generator Production Bases, Sales Regions and Major

## Competitors

Table KOHLER Portable Generator Product

Table KOHLER Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global KOHLER Portable Generator Sales Market Share in 2017

Figure Global KOHLER Portable Generator Revenue Market Share in 2017

Table TTI Headquarter, Established, Main Business and Finance Overview (2017)

Table TTI Portable Generator Production Bases, Sales Regions and Major Competitors

Table TTI Portable Generator Product

Table TTI Portable Generator Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global TTI Portable Generator Sales Market Share in 2017

Figure Global TTI Portable Generator Revenue Market Share in 2017

Table Sawafuji

Table Sawafuji Portable Generator

Table Honeywell

Table Honeywell Portable Generator

Table Eaton

Table Eaton Portable Generator

Table HGI

Table HGI Portable Generator

Table Pramac

Table Pramac Portable Generator

Table Mi-T-M

Table Mi-T-M Portable Generator

Table Scott's

Table Scott's Portable Generator

Table Global Portable Generator Sales by Manufacturer (2016-2017)

Figure Global Portable Generator Sales Market Share by Manufacturer in 2016

Figure Global Portable Generator Sales Market Share by Manufacturer in 2017

Table Global Portable Generator Revenue by Manufacturer (2016-2017)

Figure Global Portable Generator Revenue Market Share by Manufacturer in 2016

Figure Global Portable Generator Revenue Market Share by Manufacturer in 2017

Table Global Portable Generator Price by Manufacturer (2016-2017)

Figure Top 3 Portable Generator Manufacturer (Revenue) Market Share in 2017

Figure Top 6 Portable Generator Manufacturer (Revenue) Market Share in 2017

Figure Global Portable Generator Sales and Growth Rate (2013-2018)

Figure Global Portable Generator Revenue and Growth Rate (2013-2018)

Table Global Portable Generator Sales by Regions (2013-2018)

Table Global Portable Generator Sales Market Share by Regions (2013-2018)  
Table Global Portable Generator Revenue by Regions (2013-2018)  
Figure Global Portable Generator Revenue Market Share by Regions in 2013  
Figure Global Portable Generator Revenue Market Share by Regions in 2017  
Figure North America Portable Generator Sales and Growth Rate (2013-2018)  
Figure North America Portable Generator Revenue and Growth Rate (2013-2018)  
Figure Europe Portable Generator Sales and Growth Rate (2013-2018)  
Figure Europe Portable Generator Revenue and Growth Rate (2013-2018)  
Figure Asia-Pacific Portable Generator Sales and Growth Rate (2013-2018)  
Figure Asia-Pacific Portable Generator Revenue and Growth Rate (2013-2018)  
Figure South America Portable Generator Sales and Growth Rate (2013-2018)  
Figure South America Portable Generator Revenue and Growth Rate (2013-2018)  
Figure Middle East and Africa Portable Generator Sales and Growth Rate (2013-2018)  
Figure Middle East and Africa Portable Generator Revenue and Growth Rate (2013-2018)  
Figure North America Portable Generator Revenue and Growth Rate (2013-2018)  
Table North America Portable Generator Sales by Countries (2013-2018)  
Table North America Portable Generator Sales Market Share by Countries (2013-2018)  
Figure North America Portable Generator Sales Market Share by Countries in 2013  
Figure North America Portable Generator Sales Market Share by Countries in 2017  
Table North America Portable Generator Revenue by Countries (2013-2018)  
Table North America Portable Generator Revenue Market Share by Countries (2013-2018)  
Figure North America Portable Generator Revenue Market Share by Countries in 2013  
Figure North America Portable Generator Revenue Market Share by Countries in 2017  
Figure United States Portable Generator Sales and Growth Rate (2013-2018)  
Figure Canada Portable Generator Sales and Growth Rate (2013-2018)  
Figure Mexico Portable Generator Sales and Growth Rate (2013-2018)  
Table North America Portable Generator Sales by Manufacturer (2016-2017)  
Figure North America Portable Generator Sales Market Share by Manufacturer in 2016  
Figure North America Portable Generator Sales Market Share by Manufacturer in 2017  
Table North America Portable Generator Revenue by Manufacturer (2016-2017)  
Figure North America Portable Generator Revenue Market Share by Manufacturer in 2016  
Figure North America Portable Generator Revenue Market Share by Manufacturer in 2017  
Table North America Portable Generator Sales by Type (2013-2018)  
Table North America Portable Generator Sales Share by Type (2013-2018)  
Table North America Portable Generator Revenue by Type (2013-2018)

Table North America Portable Generator Revenue Share by Type (2013-2018)  
Table North America Portable Generator Sales by Application (2013-2018)  
Table North America Portable Generator Sales Share by Application (2013-2018)  
Table North America Portable Generator Revenue by Application (2013-2018)  
Table North America Portable Generator Revenue Share by Application (2013-2018)  
Figure Europe Portable Generator Revenue and Growth Rate (2013-2018)  
Table Europe Portable Generator Sales by Countries (2013-2018)  
Table Europe Portable Generator Sales Market Share by Countries (2013-2018)  
Table Europe Portable Generator Revenue by Countries (2013-2018)  
Figure Europe Portable Generator Revenue Market Share by Countries in 2016  
Figure Europe Portable Generator Revenue Market Share by Countries in 2017  
Figure Germany Portable Generator Sales and Growth Rate (2013-2018)  
Figure UK Portable Generator Sales and Growth Rate (2013-2018)  
Figure France Portable Generator Sales and Growth Rate (2013-2018)  
Figure Russia Portable Generator Sales and Growth Rate (2013-2018)  
Figure Italy Portable Generator Sales and Growth Rate (2013-2018)  
Table Europe Portable Generator Sales by Manufacturer (2016-2017)  
Figure Europe Portable Generator Sales Market Share by Manufacturer in 2016  
Figure Europe Portable Generator Sales Market Share by Manufacturer in 2017  
Table Europe Portable Generator Revenue by Manufacturer (2016-2017)  
Figure Europe Portable Generator Revenue Market Share by Manufacturer in 2016  
Figure Europe Portable Generator Revenue Market Share by Manufacturer in 2017  
Table Europe Portable Generator Sales by Type (2013-2018)  
Table Europe Portable Generator Sales Share by Type (2013-2018)  
Table Europe Portable Generator Revenue by Type (2013-2018)  
Table Europe Portable Generator Revenue Share by Type (2013-2018)  
Table Europe Portable Generator Sales by Application (2013-2018)  
Table Europe Portable Generator Sales Share by Application (2013-2018)  
Table Europe Portable Generator Revenue by Application (2013-2018)  
Table Europe Portable Generator Revenue Share by Application (2013-2018)  
Figure Asia-Pacific Portable Generator Revenue and Growth Rate (2013-2018)  
Table Asia-Pacific Portable Generator Sales by Countries (2013-2018)  
Table Asia-Pacific Portable Generator Sales Market Share by Countries (2013-2018)  
Figure Asia-Pacific Portable Generator Sales Market Share by Countries 2017  
Table Asia-Pacific Portable Generator Revenue by Countries (2013-2018)  
Figure Asia-Pacific Portable Generator Revenue Market Share by Countries 2017  
Figure China Portable Generator Sales and Growth Rate (2013-2018)  
Figure Japan Portable Generator Sales and Growth Rate (2013-2018)  
Figure Korea Portable Generator Sales and Growth Rate (2013-2018)

Figure India Portable Generator Sales and Growth Rate (2013-2018)  
Figure Southeast Asia Portable Generator Sales and Growth Rate (2013-2018)  
Table Asia-Pacific Portable Generator Sales by Manufacturer (2016-2017)  
Figure Asia-Pacific Portable Generator Sales Market Share by Manufacturer in 2016  
Figure Asia-Pacific Portable Generator Sales Market Share by Manufacturer in 2017  
Table Asia-Pacific Portable Generator Revenue by Manufacturer (2016-2017)  
Figure Asia-Pacific Portable Generator Revenue Market Share by Manufacturer in 2016  
Figure Asia-Pacific Portable Generator Revenue Market Share by Manufacturer in 2017  
Table Asia-Pacific Portable Generator Sales by Type (2013-2018)  
Table Asia-Pacific Portable Generator Sales Share by Type (2013-2018)  
Table Asia-Pacific Portable Generator Revenue by Type (2013-2018)  
Table Asia-Pacific Portable Generator Revenue Share by Type (2013-2018)  
Table Asia-Pacific Portable Generator Sales by Application (2013-2018)  
Table Asia-Pacific Portable Generator Sales Share by Application (2013-2018)  
Table Asia-Pacific Portable Generator Revenue by Application (2013-2018)  
Table Asia-Pacific Portable Generator Revenue Share by Application (2013-2018)  
Figure South America Portable Generator Revenue and Growth Rate (2013-2018)  
Table South America Portable Generator Sales by Countries (2013-2018)  
Table South America Portable Generator Sales Market Share by Countries (2013-2018)  
Figure South America Portable Generator Sales Market Share by Countries in 2017  
Table South America Portable Generator Revenue by Countries (2013-2018)  
Table South America Portable Generator Revenue Market Share by Countries (2013-2018)  
Figure South America Portable Generator Revenue Market Share by Countries in 2017  
Figure Brazil Portable Generator Sales and Growth Rate (2013-2018)  
Figure Argentina Portable Generator Sales and Growth Rate (2013-2018)  
Figure Colombia Portable Generator Sales and Growth Rate (2013-2018)  
Table South America Portable Generator Sales by Manufacturer (2016-2017)  
Figure South America Portable Generator Sales Market Share by Manufacturer in 2016  
Figure South America Portable Generator Sales Market Share by Manufacturer in 2017  
Table South America Portable Generator Revenue by Manufacturer (2016-2017)  
Figure South America Portable Generator Revenue Market Share by Manufacturer in 2016  
Figure South America Portable Generator Revenue Market Share by Manufacturer in 2017  
Table South America Portable Generator Sales by Type (2013-2018)  
Table South America Portable Generator Sales Share by Type (2013-2018)  
Table South America Portable Generator Revenue by Type (2013-2018)  
Table South America Portable Generator Revenue Share by Type (2013-2018)

Table South America Portable Generator Sales by Application (2013-2018)  
Table South America Portable Generator Sales Share by Application (2013-2018)  
Table South America Portable Generator Revenue by Application (2013-2018)  
Table South America Portable Generator Revenue Share by Application (2013-2018)  
Figure Middle East and Africa Portable Generator Revenue and Growth Rate (2013-2018)  
Table Middle East and Africa Portable Generator Sales by Countries (2013-2018)  
Table Middle East and Africa Portable Generator Sales Market Share by Countries (2013-2018)  
Figure Middle East and Africa Portable Generator Sales Market Share by Countries in 2017  
Table Middle East and Africa Portable Generator Revenue by Countries (2013-2018)  
Table Middle East and Africa Portable Generator Revenue Market Share by Countries (2013-2018)  
Figure Middle East and Africa Portable Generator Revenue Market Share by Countries in 2013  
Figure Middle East and Africa Portable Generator Revenue Market Share by Countries in 2017  
Figure Saudi Arabia Portable Generator Sales and Growth Rate (2013-2018)  
Figure UAE Portable Generator Sales and Growth Rate (2013-2018)  
Figure Egypt Portable Generator Sales and Growth Rate (2013-2018)  
Figure Nigeria Portable Generator Sales and Growth Rate (2013-2018)  
Figure South Africa Portable Generator Sales and Growth Rate (2013-2018)  
Table Middle East and Africa Portable Generator Sales by Manufacturer (2016-2017)  
Figure Middle East and Africa Portable Generator Sales Market Share by Manufacturer in 2016  
Figure Middle East and Africa Portable Generator Sales Market Share by Manufacturer in 2017  
Table Middle East and Africa Portable Generator Revenue by Manufacturer (2016-2017)  
Figure Middle East and Africa Portable Generator Revenue Market Share by Manufacturer in 2016  
Figure Middle East and Africa Portable Generator Revenue Market Share by Manufacturer in 2017  
Table Middle East and Africa Portable Generator Sales by Type (2013-2018)  
Table Middle East and Africa Portable Generator Sales Share by Type (2013-2018)  
Table Middle East and Africa Portable Generator Revenue by Type (2013-2018)  
Table Middle East and Africa Portable Generator Revenue Share by Type (2013-2018)  
Table Middle East and Africa Portable Generator Sales by Application (2013-2018)



Table Middle East and Africa Portable Generator Sales Share by Application (2013-2018)

Table Middle East and Africa Portable Generator Revenue by Application (2013-2018)

Table Middle East and Africa Portable Generator Revenue Share by Application (2013-2018)

Table Global Portable Generator Sales by Type (2013-2018)

Table Global Portable Generator Sales Share by Type (2013-2018)

Table Global Portable Generator Revenue by Type (2013-2018)

Table Global Portable Generator Revenue Share by Type (2013-2018)

Figure Global Diesel Type Sales Growth (2013-2018)

Figure Global Diesel Type Price (2013-2018)

Figure Global Gasoline Type Sales Growth (2013-2018)

Figure Global Gasoline Type Price (2013-2018)

Figure Global Gas Type Sales Growth (2013-2018)

Figure Global Gas Type Price (2013-2018)

Figure Global Other Types Sales Growth (2013-2018)

Figure Global Other Types Price (2013-2018)

Table Global Portable Generator Sales by Application (2013-2018)

Table Global Portable Generator Sales Share by Application (2013-2018)

Figure Global Residential Sales Growth (2013-2018)

Figure Global Commercial Sales Growth (2013-2018)

Figure Global Industrial Sales Growth (2013-2018)

Figure Global Portable Generator Sales, Revenue and Growth Rate (2018-2023)

Table Global Portable Generator Sales Forecast by Regions (2018-2023)

Table Global Portable Generator Market Share Forecast by Regions (2018-2023)

Figure North America Sales Portable Generator Market Forecast (2018-2023)

Figure Europe Sales Portable Generator Market Forecast (2018-2023)

Figure Asia-Pacific Sales Portable Generator Market Forecast (2018-2023)

Figure South America Sales Portable Generator Market Forecast (2018-2023)

Figure Middle East and Africa Sales Portable Generator Market Forecast (2018-2023)

Table Global Portable Generator Sales Forecast by Type (2018-2023)

Table Global Portable Generator Market Share Forecast by Type (2018-2023)

Table Global Portable Generator Sales Forecast by Application (2018-2023)

Table Global Portable Generator Market Share Forecast by Application (2018-2023)

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