

Global Portable Generator Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Portable Generator market size is expected to reach \$ 4575 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

Portable generators are compact power devices that run on gasoline, diesel, or natural gas, providing temporary electricity during power outages or in locations without access to the grid. They are widely used for residential backup, outdoor camping, construction sites, emergency response, and small-scale commercial applications. With the increasing frequency of natural disasters, unstable power supply, and the growing popularity of outdoor lifestyles, the portable generator market continues to expand as a vital solution for reliable backup power. Modern portable generators are designed for low noise, high fuel efficiency, and easy operation, with some models offering multi-fuel compatibility and smart monitoring features to meet a variety of user needs.

In 2025, global portable generators production reached approximately 6,825 k units, with an average global market price of around US\$ 423 per unit.

Upstream, portable generator manufacturing is driven by two cost blocks: core assemblies and structural/material inputs. Core assemblies mainly include engines, alternators, and electrical/control modules; representative suppliers in the engine/power module ecosystem include Honda, Yamaha, Briggs & Stratton, and Chinese manufacturers such as Loncin. Structural and housing materials are dominated by metals and plastics. Metals (frames, brackets, fasteners, sheet/cast parts) are sourced from major steel producers such as China Baowu Group, HBIS Group, and Shagang Group, while engineering plastics and polymer are supplied by companies such as Zhejiang Sanhe Plastics and Zhejiang Jinlida Plastic Materials, BASF, etc.

Downstream demand is primarily split between residential and commercial use.

Residential applications include emergency backup during outages, outdoor recreation (camping, RV), and temporary power for home maintenance; typical customer groups include homeowners, RV/camping users, and retail channels that serve household

backup needs. Commercial applications include construction sites, small workshops, agriculture and light industrial operations, events, rental fleets, and emergency response, where buyers are typically contractors, small businesses, equipment rental companies, and public-sector/relief organizations. In many markets, sales are channel-driven through mass retail, home improvement stores, distributors, and e-commerce platforms, while commercial customers may purchase through industrial distributors, dealers, and rental partners.

The gross margins for portable generator businesses commonly ranges around 15%-35%.

Globally, the Portable Generators industry market is low concentrated as the manufacturing technology of Portable Generators is relatively matures than some high-tech equipment. And some enterprises, like Honda Power, Generac, Yamaha, LONCIN MOTOR, Zongshen Power, KOHLER, etc. are well-known for the wonderful performance of their Portable Generators and related services. The Top 5 players accounted for 61% of the Global Portable Generators revenue market share in 2025. In this study, the revenue market for Portable Generators was divided into five geographic regions. North America occupied the largest market share with 43% in 2025 in term of value. It is followed by Europe, and Asia-Pacific, while other regions have smaller market.

In terms of product types, gasoline generators hold the largest market share at approximately 76%, primarily due to their convenience and cost-effectiveness . In the applications, the residential use segment holds significant importance in the Portable Generator market, comprising approximately 52% of the global market share. This segment's dominance is attributed to the increasing number of power outages in residential areas, particularly in regions affected by extreme weather conditions, such as hurricanes, storms, and other natural disasters. Portable Generators provide an affordable, easily accessible solution for homeowners who need a backup power source for essentials like lighting, refrigeration, heating, and medical equipment. And some consumers also use them for recreational purposes, such as camping, outdoor events, etc.

Market Driving Factors

Frequent Natural Disasters: Extreme weather events such as hurricanes and snowstorms lead to frequent power outages, driving the demand for portable generators

Rising Demand for Outdoor Activities and Camping: With the growing trend toward outdoor recreational activities, the demand for portable generators has risen significantly. Portable generators are widely used for camping, RVing, tailgating, and other outdoor events, as they provide a convenient and portable source of power for lighting, cooking, and powering electronics. As outdoor activities become increasingly popular, the need for portable power solutions will continue to drive market growth.

Construction Applications: The construction industry requires reliable temporary power sources for tools, machinery, and equipment. Portable generators are essential for construction sites, especially in remote areas where access to a permanent power grid is unavailable. As the construction and infrastructure development sector grows globally, the demand for portable generators will also increase.

This report studies the global Portable Generator production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Portable Generator and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Portable Generator that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Portable Generator total production and demand, 2021-2032, (K Units)

Global Portable Generator total production value, 2021-2032, (USD Million)

Global Portable Generator production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Portable Generator consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Portable Generator domestic production, consumption, key domestic manufacturers and share

Global Portable Generator production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Portable Generator production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Portable Generator production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Portable Generator market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Honda Power, Generac, Yamaha, LONCIN MOTOR, Zongshen Power, KOHLER, Cummins Power Systems, Senci Mechanical & Electrical, Champion, TTI, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Portable Generator market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Portable Generator Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Portable Generator Market, Segmentation by Type:

Diesel Type

Gasoline Type

Gas Type, etc.

Global Portable Generator Market, Segmentation by Power:

3KW and Below 3KW

3.1-5KW

5.1-10KW

10.1-15KW

15.1-20KW

Global Portable Generator Market, Segmentation by Channel:

Direct Sales

Indirect Sales

Global Portable Generator Market, Segmentation by Application:

Residential

Commercial

Industrial

Companies Profiled:

Honda Power

Generac

Yamaha

LONCIN MOTOR

Zongshen Power

KOHLER

Cummins Power Systems

Senci Mechanical & Electrical

Champion

TTI

Honeywell

Sawafuji

United Power Technology

Wacker Neuson

Mi-T-M

Hyundai Power

Chongqing RATO

Key Questions Answered:

1. How big is the global Portable Generator market?
2. What is the demand of the global Portable Generator market?
3. What is the year over year growth of the global Portable Generator market?
4. What is the production and production value of the global Portable Generator market?
5. Who are the key producers in the global Portable Generator market?
6. What are the growth factors driving the market demand?

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