

North America Home Standby Gensets Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

North America Home Standby Gensets Market was valued at USD 3.5 billion in 2024 and is estimated to grow at a CAGR of 8.2% to reach USD 7.6 billion by 2034.

The market is being driven by frequent power shortages, prolonged blackouts, rising consumer spending, and increasingly strict emissions standards. Severe weather events and a growing reliance on backup power to maintain daily household operations continue to boost demand for home standby generators. These systems are permanently installed and automatically provide electricity during grid outages, supporting essential appliances, lighting, and HVAC systems. Demand is cyclical, spiking after extreme weather events or major power disruptions, and moderating as households upgrade existing systems. Rising awareness of energy resilience, coupled with urban and suburban adoption, further strengthens market growth as homeowners prioritize uninterrupted power for safety, convenience, and comfort.

In 2024, 10 kVA home standby gensets held a 35% share and are expected to grow at a CAGR of 8.5% through 2034. Compact and ideal for smaller homes or urban residences, these generators are increasingly purchased in response to frequent storms and grid disruptions.

The three-phase home standby gensets will grow at a CAGR of 7% between 2025 and 2034, driven by larger residences and affluent households needing higher power capacity. These units offer robust performance for multiple appliances and HVAC systems, featuring quieter engines, fuel efficiency, advanced automatic transfer switches, and remote monitoring for reliability and convenience.

U.S. Home Standby Gensets Market held 85% share and generated USD 2.9 billion in 2024. Growing electricity outages, aging infrastructure, and heightened consumer awareness of energy resilience are driving adoption. Homeowners prioritize dependable backup systems to maintain daily operations, protect appliances, and support connected home technologies. Integration with smart home systems and IoT-enabled monitoring enhances convenience, energy management, and performance optimization.

Key players in the North America Home Standby Gensets Market include Generac Power Systems, Atlas Copco, Caterpillar, Cummins, HIMOINSA, Honeywell International, Kirloskar, Eaton, Champion Power Equipment, Rehlko, Aurora Generators, Sommers Generator Systems, KUBOTA Corporation, Blue Star Power Systems, WINCO, Honda Motor, HIPOWER SYSTEMS, Briggs and Stratton, and Total Power. Leading manufacturers are focusing on innovation in fuel-efficient and low-noise generators while integrating IoT and smart home compatibility to improve user experience. Strategic partnerships with utility providers, contractors, and distributors enhance market penetration and accessibility. Companies are expanding manufacturing and service networks across North America to reduce lead times and ensure quick installation and maintenance. Marketing campaigns highlight reliability, energy resilience, and uninterrupted power during outages to build brand trust. Some firms invest in advanced transfer switch technology and remote monitoring solutions to differentiate their products.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Research design
 - 1.1.1 Research approach
 - 1.1.2 Data collection methods
- 1.2 Base estimates and calculations
 - 1.2.1 Base year calculation
 - 1.2.2 Market estimates & forecast parameters
- 1.3 Forecast model
 - 1.3.1 Key trends for market estimates
 - 1.3.2 Quantified market impact analysis
 - 1.3.2.1 Mathematical impact of growth parameters on forecast
 - 1.3.3 Scenario analysis framework
- 1.4 Primary research and validation
 - 1.4.1 Some of the primary sources (but not limited to)
- 1.5 Data mining sources
 - 1.5.1 Paid Sources
 - 1.5.2 Sources, by region
- 1.6 Research trail & scoring components
 - 1.6.1 Research trail components
 - 1.6.2 Scoring components
- 1.7 Research transparency addendum
 - 1.7.1 Source attribution framework
 - 1.7.2 Quality assurance metrics
 - 1.7.3 Our commitment to trust
- 1.8 Market definitions

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021 - 2034
 - 2.1.1 Business trends
 - 2.1.2 Power rating trends
 - 2.1.3 Fuel trends
 - 2.1.4 Phase trends
 - 2.1.5 Product trends
 - 2.1.6 Country trends

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Raw material availability & sourcing analysis
 - 3.1.2 Manufacturing capacity assessment
 - 3.1.3 Supply chain resilience & risk factors
 - 3.1.4 Distribution network analysis
- 3.2 Regulatory landscape
- 3.3 Industry impact forces
 - 3.3.1 Growth drivers
 - 3.3.2 Industry pitfalls & challenges
- 3.4 Growth potential analysis
- 3.5 Porter's analysis
 - 3.5.1 Bargaining power of suppliers
 - 3.5.2 Bargaining power of buyers
 - 3.5.3 Threat of new entrants
 - 3.5.4 Threat of substitutes
- 3.6 PESTEL analysis
 - 3.6.1 Political factors
 - 3.6.2 Economic factors
 - 3.6.3 Social factors
 - 3.6.4 Technological factors
 - 3.6.5 Legal factors
 - 3.6.6 Environmental factors
- 3.7 Cost structure analysis of home standby gensets
- 3.8 Price trend analysis (USD/Unit)
 - 3.8.1 By product
 - 3.8.2 By power rating
- 3.9 Emerging opportunities & trends
 - 3.9.1 Digitalization & IoT integration
 - 3.9.2 Emerging market penetration
- 3.10 Investment analysis & future outlook

CHAPTER 4 COMPETITIVE LANDSCAPE, 2025

- 4.1 Introduction
- 4.2 Company market share analysis, by country, 2024
 - 4.2.1 U.S.
 - 4.2.2 Canada

- 4.3 Strategic dashboard
- 4.4 Strategic initiatives
 - 4.4.1 Key partnerships & collaborations
 - 4.4.2 Major M&A activities
 - 4.4.3 Product innovations & launches
 - 4.4.4 Market expansion strategies
- 4.5 Competitive benchmarking
- 4.6 Innovation & sustainability landscape

CHAPTER 5 MARKET SIZE AND FORECAST, BY POWER RATING, 2021 - 2034 (USD MILLION & '000 UNITS)

- 5.1 Key trends
- 5.2 ? 10 kVA
- 5.3 > 10 kVA - 50 kVA
- 5.4 > 50 kVA - 100 kVA
- 5.5 > 100 kVA

CHAPTER 6 MARKET SIZE AND FORECAST, BY FUEL, 2021 - 2034 (USD MILLION & '000 UNITS)

- 6.1 Key trends
- 6.2 Diesel
- 6.3 Gas
- 6.4 Others

CHAPTER 7 MARKET SIZE AND FORECAST, BY PHASE, 2021 - 2034 (USD MILLION & '000 UNITS)

- 7.1 Key trends
- 7.2 Single phase
- 7.3 Three phase

CHAPTER 8 MARKET SIZE AND FORECAST, BY PRODUCT, 2021 - 2034 (USD MILLION & '000 UNITS)

- 8.1 Key trends
- 8.2 Air cooled
- 8.3 Liquid cooled

CHAPTER 9 MARKET SIZE AND FORECAST, BY COUNTRY, 2021 - 2034 (USD MILLION & '000 UNITS)

9.1 Key trends

9.2 U.S.

9.3 Canada

CHAPTER 10 COMPANY PROFILES

10.1 Atlas Copco

10.2 Caterpillar

10.3 Cummins

10.4 Generac Power Systems

10.5 HIMOINSA

10.6 Kirloskar

10.7 Honeywell International

10.8 Eaton

10.9 Champion Power Equipment

10.10 Rehlko

10.11 Aurora Generators

10.12 Briggs and Stratton

10.13 Sommers Generator Systems

10.14 KUBOTA Corporation

10.15 Xylem

10.16 Honda Motor

10.17 HIPOWER SYSTEMS

10.18 WINCO

10.19 Blue Star Power Systems

10.20 Total Power

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