

Standby Power Rental Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 to 2034

<https://marketpublishers.com/r/S8DE95D8F6A6EN.html>

Date: November 2024

Pages: 125

Price: US\$ 4,850.00 (Single User License)

ID: S8DE95D8F6A6EN

Abstracts

The Global Standby Power Rental Market was valued at USD 9.1 billion in 2024 and is projected to grow at a steady CAGR of 3.8% from 2025 to 2034. This growth is primarily driven by stricter environmental regulations promoting the use of efficient and reliable power sources. Additionally, the increasing number of infrastructure projects and a growing dependence on rental power solutions to meet high electricity demands will further enhance the market outlook.

Standby power rental provides temporary power generation through equipment like diesel or gas generators to ensure continuous electricity during both planned and unexpected outages. As urbanization continues to surge and construction projects increase, the demand for reliable power rental solutions is expected to rise. The incorporation of advanced engine technologies, along with the growing use of IoT and remote monitoring in power generators, will optimize fuel usage and maintenance, contributing to the market's expansion.

The demand for standby power rental systems with power ratings between 75 kVA and 375 kVA is forecasted to surpass USD 750 million by 2034. The increasing frequency of weather-related disruptions and the greater reliance on reliable power systems for daily operations will further promote the use of these rental systems. Technological advancements in reducing noise and enhancing the quiet operation of power generators will also support industry growth. In addition, favorable government policies and the increasing need for sophisticated power solutions in commercial and industrial sectors will create a conducive market environment.

The diesel standby power rental segment is expected to grow at a CAGR of 3.5%

through 2034. The ongoing development of infrastructure, including hospitals, data centers, and manufacturing facilities, will drive the demand for diesel generators. The aging power grid infrastructure, coupled with rapid economic expansion and rising energy consumption in various regions, will further accelerate the growth of this market. Stricter emissions regulations, along with the integration of advanced control systems, remote monitoring, and automation technologies, will continue to shape the market's future.

The U.S. standby power rental industry is poised to exceed USD 4 billion by 2034. Innovations in power generation technologies that improve reliability and performance, along with the growing industrial activities in sectors like manufacturing, oil & gas, and construction, will drive the market forward. Additionally, the rise of renewable energy sources, along with carbon pricing initiatives and emissions reduction targets, will further stimulate the market's expansion.

North America's standby power rental market is set for significant growth, supported by the adoption of advanced technological systems. Rising energy costs, government incentives, and policies promoting renewable energy sources will bolster market prospects. The growing integration of smart technologies with remote monitoring and control features will also accelerate the market's growth.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Market estimates & forecast parameters
- 1.3 Forecast calculation
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid
 - 1.4.2.2 Public

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021 - 2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem 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

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Strategic outlook
- 4.3 Innovation & sustainability landscape

CHAPTER 5 MARKET SIZE AND FORECAST, BY POWER RATING, 2021 – 2034 (USD MILLION)

- 5.1 Key trends
- 5.2 ? 75 kVA
- 5.3 > 75 kVA - 375 kVA
- 5.4 > 375 kVA - 750 kVA
- 5.5 > 750 kVA

CHAPTER 6 MARKET SIZE AND FORECAST, BY END USE, 2021 – 2034 (USD MILLION)

- 6.1 Key trends
- 6.2 Telecom
- 6.3 Data center
- 6.4 Healthcare
- 6.5 Oil & gas
- 6.6 Electric utilities
- 6.7 Offshore
- 6.8 Manufacturing
- 6.9 Construction
- 6.10 Mining
- 6.11 Marine
- 6.12 Others

CHAPTER 7 MARKET SIZE AND FORECAST, BY FUEL, 2021 – 2034 (USD MILLION)

- 7.1 Key trends
- 7.2 Diesel
- 7.3 Gas
- 7.4 Others

CHAPTER 8 MARKET SIZE AND FORECAST, BY REGION, 2021 – 2034 (USD MILLION)

- 8.1 Key trends
- 8.2 North America

- 8.2.1 U.S.
- 8.2.2 Canada
- 8.3 Europe
 - 8.3.1 Russia
 - 8.3.2 UK
 - 8.3.3 Germany
 - 8.3.4 France
 - 8.3.5 Spain
 - 8.3.6 Austria
 - 8.3.7 Italy
- 8.4 Asia Pacific
 - 8.4.1 China
 - 8.4.2 Australia
 - 8.4.3 India
 - 8.4.4 Japan
 - 8.4.5 South Korea
 - 8.4.6 Indonesia
 - 8.4.7 Malaysia
 - 8.4.8 Thailand
 - 8.4.9 Vietnam
 - 8.4.10 Philippines
- 8.5 Middle East
 - 8.5.1 Saudi Arabia
 - 8.5.2 UAE
 - 8.5.3 Qatar
 - 8.5.4 Turkey
 - 8.5.5 Iran
 - 8.5.6 Oman
- 8.6 Africa
 - 8.6.1 Egypt
 - 8.6.2 Nigeria
 - 8.6.3 Algeria
 - 8.6.4 South Africa
 - 8.6.5 Angola
 - 8.6.6 Kenya
 - 8.6.7 Mozambique
- 8.7 Latin America
 - 8.7.1 Brazil
 - 8.7.2 Mexico

8.7.3 Argentina

8.7.4 Chile

CHAPTER 9 COMPANY PROFILES

9.1 Aggreko

9.2 Al Faris

9.3 Atlas Copco

9.4 BPC Power Rentals

9.5 Bredenoord

9.6 Caterpillar

9.7 Cummins

9.8 Finning International

9.9 Herc Rentals

9.10 HIMOINSA

9.11 Rehlko

9.12 Modern Hiring Service

9.13 Pon Energy Rental

9.14 Prime Power Rentals

9.15 Wartsila

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