

# **U.S. Power Rental Market Size, Share & Trends Analysis Report By Fuel Type (Diesel, Natural Gas), By Equipment (Generator, Transformer), And Segment Forecasts, 2025 - 2033**

<https://marketpublishers.com/r/UE64A5B900A4EN.html>

Date: November 2025

Pages: 100

Price: US\$ 5,950.00 (Single User License)

ID: UE64A5B900A4EN

## **Abstracts**

The U.S. power rental market size was estimated at USD 4.82 billion in 2024 and is projected to reach USD 7.71 billion by 2033, growing at a CAGR of 4.6% from 2025 to 2033. Growth is supported by strong demand from construction, oil & gas, utilities, and event management sectors, where temporary power solutions are essential for maintaining operations during outages, peak loads, and periods of limited grid access.

Increasing weather-related disruptions, such as heatwaves, hurricanes, and wildfires, along with aging grid infrastructure, are accelerating the deployment of rental generators and associated equipment for both emergency and planned applications.

In addition, the market is benefiting from the shift toward hybrid, battery-integrated, and low-emission power solutions that enhance operational efficiency, reduce fuel consumption, and improve sustainability in rental applications.

Regionally, Texas, California, Florida, and New York account for a significant share of the U.S. power rental industry due to their large industrial bases, frequent major events, and heightened exposure to grid instability. Major operators, including Aggreko plc, United Rentals Inc., Caterpillar Inc., Sunbelt Rentals (Ashtead Group), and Herc Rentals (Herc Holdings Inc.), are expanding their fleets, deploying advanced telematics and digital monitoring systems, and investing in lower-emission and hybrid technologies to meet evolving customer and regulatory requirements. The growing adoption of smart energy-management platforms is further enhancing reliability and cost efficiency for end-users, especially in remote and off-grid environments. While the long-term shift toward

renewables and distributed energy resources may influence demand patterns, rental power is expected to remain a vital, flexible solution through 2033 for resilience, continuity, and operational efficiency across the U.S. energy and industrial landscape.

## U.S. Power Rental Market Report Segmentation

This report forecasts revenue growth at the U.S. level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. power rental market report based on the fuel type and equipment.

### Fuel Type Outlook (Revenue, USD Million, 2021 - 2033)

Diesel

Natural Gas

Other Fuel Type

### Equipment Outlook (Revenue, USD Million, 2021 - 2033)

Generators

Transformer

Load Banks

Other Equipment

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