

U.S. Residential Backup Power Market Size, Share & Trends Analysis Report By Product (Standby Generators, Portable Generators, Home Battery Energy Storage Systems (BESS), Portable Power Stations), By Power Capacity, By Backup Configuration, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. residential backup power market size was valued at USD 5.5 billion in 2025 and is expected to grow from 5.9 billion in 2026 to USD 9.9 billion by 2033, at a CAGR of 7.5% from 2026 to 2033. The market growth is driven by increasing concerns regarding grid reliability, severe weather events, and prolonged power outages, along with the growing dependence of U.S. households on uninterrupted electricity for essential appliances, heating and cooling systems, remote work, communication, and connected home technologies.

Demand is further supported by the adoption of residential backup power, home energy storage systems, and home battery backup systems, which enable households to improve energy resilience and reduce dependence on the central electricity grid. Growth is also supported by the transition from conventional generators toward battery-based storage, solar-integrated backup solutions, hybrid power systems, and intelligent energy management technologies.

The U.S. residential backup power market is growing as households increasingly prioritize reliable electricity access amid rising concerns regarding power outages, extreme weather, and grid instability. With the market scope focused on physical equipment and hardware, demand is centered on standby and portable generators,

home energy storage systems, home battery backup systems, inverters, battery packs, transfer switches, and integrated solar-compatible backup equipment. A 2025 homeowner survey highlighted strong demand for such equipment, with 91% of respondents expressing concern about the impact of extreme weather, rising energy costs, and grid instability, while 67% stated that having a home backup power solution is important. In addition, 70% of homeowners either already had a solar battery solution or were interested in adding one, and 46% expected power outages to increase in the coming years. These findings indicate growing consumer interest in residential backup hardware that can provide greater energy resilience and maintain electricity supply during disruptions.

U.S. Residential Backup Power Market Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2026 to 2033. For this study, Grand View Research has segmented the U.S. residential backup power market based on product, power capacity, and backup configuration:

Product Outlook (Revenue, USD Billion, 2021 - 2033)

Standby Generators

Portable Generators

Home Battery Energy Storage Systems (BESS)

Portable Power Stations

Power Capacity Outlook (Revenue, USD Billion, 2021 - 2033)

Below 5 kW

5-10 kW

10-20 kW

Above 20 kW

Backup Configuration Outlook (Revenue, USD Billion, 2021 - 2033)

Whole-Home Backup

Partial-Home / Essential-Load Backup

Portable Backup

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