

# Portable Generator Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global portable generator market size reached US\$ 4.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.2 Billion by 2028, exhibiting a growth rate (CAGR) of 6.4% during 2023-2028.

A portable generator is a gas and diesel-powered backup device that provides a temporary power supply for non-hardwired and stand-alone applications. It comprises numerous components, including an alternator, starter, fuel tank, outlets, and internal combustion engine, which are mounted onto a single metal frame. It directly powers electrical appliances like fridges, fans, bulbs, televisions (TVs), and refrigerators and provides electricity during emergency power outages. As it is cost-effective and mobile and can be shifted from one place to another, a portable generator is used across various industries worldwide.

### Portable Generator Market Trends:

The increasing global population, rapid urbanization, and the rising frequency of power grid failures are catalyzing the demand for portable generators to facilitate uninterrupted electricity supply. In addition, the growing utilization of these generators in the construction industry to facilitate the proper functioning of power tools, air compressors, saws, drills, and paint sprayers is also creating a positive market outlook. Furthermore, the increasing occurrence of natural calamities, such as earthquakes, tsunamis, floods, and volcanic eruptions, disrupt the natural grid infrastructure. This, in turn, is increasing the sales of portable generators to provide electricity for rescue operations. Apart from this, the escalating demand for low-cost and diesel-fueled generators, along with

shifting consumer preferences for natural gas-fueled generators due to increasing environmental concerns, is stimulating market growth. Moreover, leading market players are focusing on introducing variants with enhanced flexibility and durability, which is expected to propel the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global portable generator market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on fuel type, application, and power output.

#### Breakup by Fuel Type:

- Portable Diesel Generators
- Portable Gas Generators
- Others

Portable diesel generators are the most popular variants as they are more efficient, reliable, and sturdy than petroleum and natural gas generators.

#### Breakup by Application:

- Residential
- Commercial
- Industrial
- Infrastructure

Portable generators find extensive application in the residential sector due to the increasing global population and the growing use of portable generators to run essential electrical appliances during power outages and bad weather conditions.

#### Breakup by Power Output:

- Less than 3 kW
- 3-10kW
- More than 10kW

Portable generators with less than 3kW power output dominate the market as these generators are widely used for recreational activities and powering minor tools on account of their compact size and easy transportation.

#### Regional Insights:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

The Asia Pacific exhibits a clear dominance in the market due to rising energy consumption and the lack of proper power infrastructure systems in the region.

#### Competitive Landscape:

The competitive landscape of the industry has also been examined, with some of the top portable generator companies in the market are:

Briggs & Stratton Corporation

Cummins, Inc.

Honda Motor Co., Ltd.

Eaton Corporation PLC

Generac Power Systems, Inc.

This report provides a deep insight into the global portable generator market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the portable generator market in any manner.

#### Key Questions Answered in This Report:

How has the global portable generator market performed so far and how will it perform in the coming years?

What are the key regions in the global portable generator market?

What has been the impact of COVID-19 on the global portable generator market?  
Which are the various types of fuel in the global portable generator market?  
What are the key application segments in the global portable generator market?  
What are the major power output segments in the global portable generator market?  
What are the various stages in the value chain of the global portable generator market?  
What are the key driving factors and challenges in the global portable generator market?  
What is the structure of the global portable generator market and who are the key players?  
What is the degree of competition in the global portable generator market?  
How is portable generator manufactured?

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