

Portable Generator Market Report by Fuel Type (Portable Diesel Generators, Portable Gas Generators, and Others), Application (Residential, Commercial, Industrial, Infrastructure), Power Output (Less than 3 kW, 3-10kW, More than 10kW), and Region 2024-2032

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Abstracts

The global portable generator market size reached US\$ 5.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8.7 Billion by 2032, exhibiting a growth rate (CAGR) of 5.7% during 2024-2032. The increasing frequency of natural disasters and power outages, the growing popularity of outdoor recreational activities, and the rising trend of remote working and mobile lifestyles are some of the major factors propelling the market.

A portable generator is a compact and versatile power generation device designed to provide electricity in locations where a conventional power supply is unavailable or unreliable. These generators are typically small, lightweight, and easily transportable, making them suitable for various applications, such as camping, outdoor events, construction sites, and emergency backup power during power outages or natural disasters. Portable generators are commonly available in various power capacities and fuel types, including gasoline, diesel, propane, or natural gas. They function by converting mechanical energy into electrical energy through an engine-driven alternator, enabling users to run essential appliances, electronic devices, and lighting, ensuring convenience and comfort in diverse situations.

The rising demand for reliable backup power solutions due to the increasing frequency of natural disasters and extreme weather events will stimulate the growth of the market during the forecast period. Portable generators offer a crucial lifeline during power outages, enabling individuals and businesses to maintain essential operations and

provide comfort and safety during emergencies. Moreover, the growing popularity of outdoor recreational activities, such as camping, tailgating, and outdoor events, has augmented the need for portable power sources. These generators offer the convenience of electricity in remote locations, enhancing the overall outdoor experience. Additionally, the escalating demand for portable generators in job sites, where they power essential tools and equipment due to the expanding construction and infrastructure development sectors is propelling the market growth. Besides this, the heightening awareness of energy independence and off-grid living encourages consumers to invest in portable generators for self-sufficiency and resilience has catalyzed the market growth. Furthermore, numerous advancements in generator technology, including quieter operation, improved fuel efficiency, and eco-friendly options, appealing to environmentally conscious consumers are contributing to the market growth.

Portable Generator Market Trends/Drivers:

Increasing demand for emergency backup power

The growing frequency and intensity of natural disasters, such as hurricanes, earthquakes, and wildfires, along with power grid vulnerabilities, have led to a heightened need for reliable backup power solutions. Portable generators offer a critical lifeline during emergencies, allowing households, businesses, and emergency services to continue essential operations, such as powering medical equipment, maintaining communication, and providing basic amenities. As climate-related disasters become more common, the portable generator market experiences continuous growth, with consumers and institutions recognizing the importance of having a dependable power source that can provide immediate relief during power outages and disruptions.

Growing outdoor recreational activities

The surge in outdoor recreational activities, driven by a desire for exploration, nature appreciation, and leisure, has bolstered the demand for portable generators. Camping enthusiasts, RV owners, and outdoor event organizers seek these generators to power various amenities, such as lighting, heating, cooling, and electronic devices, ensuring comfort and convenience in remote locations. The portability and versatility of these generators allow outdoor enthusiasts to experience the pleasures of nature while maintaining access to essential electricity for safety, entertainment, and modern comforts, contributing to the sustained growth of the market for portable generators.

Expansion of construction and job sites

The rapid expansion of construction and infrastructure development projects worldwide requires reliable power sources on job sites. Portable generators fulfill this demand by providing electricity for construction tools, equipment, and lighting, enabling seamless operation in remote or temporary locations. These generators play a vital role in maintaining productivity and efficiency, ensuring construction timelines are met without relying solely on traditional power grids. As urbanization and infrastructure projects continue to grow, the portable generator market remains buoyant, meeting the needs of the construction industry for versatile and accessible power solutions in various challenging environments.

Portable Generator Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global portable generator market report, along with forecasts at the global and regional levels from 2024-2032. 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 dominate the market

The report has provided a detailed breakup and analysis of the market based on the fuel type. This includes portable diesel generators, portable gas generators, and others. According to the report, portable diesel generators represented the largest segment.

Portable diesel generators offer excellent versatility, power, and widespread applications as compared to their traditional counterparts. These generators are widely preferred for their robustness, long lifespan, and fuel efficiency, making them ideal for various industries, construction sites, and emergency backup power needs. Portable diesel generators offer higher power output compared to other fuel types, enabling them to handle heavy loads and power demanding equipment. Their ability to operate continuously for extended periods without frequent refueling is particularly advantageous in remote locations or during prolonged power outages. Moreover, diesel fuel is more readily available in many regions, making these generators a convenient and reliable choice for users. The combination of high performance, fuel efficiency, and

wide-ranging applications positions portable diesel generators as a driving force in the market, appealing to both commercial and residential customers seeking dependable and powerful on-the-go power solutions.

Breakup by Application:

- Residential
- Commercial
- Industrial
- Infrastructure

Residential holds the largest share in the market

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes residential, commercial, industrial, and infrastructure. According to the report, residential accounted for the largest market share.

Residential applications play a pivotal role in driving the market for portable generators due to the increasing demand for backup power solutions in households. With a rising frequency of extreme weather events, natural disasters, and power outages, homeowners seek reliable and convenient power sources to maintain essential electricity during emergencies. Portable generators offer a practical solution, enabling homeowners to power critical appliances, lighting, heating, and communication devices when the main power supply is disrupted. Their versatility, portability, and ease of use make them a popular choice for residential users, providing peace of mind and comfort during unforeseen situations. Additionally, the growing trend of remote working and digital lifestyles emphasizes the importance of uninterrupted power supply, further boosting the adoption of portable generators in residential settings. As homeowners prioritize safety and preparedness, the demand for residential portable generators continues to drive the overall market growth, making them an essential component of modern household emergency planning.

Breakup by Power Output:

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

Less than 3 kW account for the largest share in the market

The report has provided a detailed breakup and analysis of the market based on the power output. This includes less than 3 kW, 3-10kW, and more than 10kW. According to the report, less than 3 kW represented the largest segment.

Portable generators with power outputs less than 3 kW are compact, lightweight, and easy to transport, making them highly portable and user-friendly. Their lower power capacity makes them ideal for powering essential appliances, electronics, and lighting during camping trips, outdoor events, and recreational activities. Moreover, these generators are well-suited for residential applications, providing backup power during power outages to keep essential household items running, such as refrigerators, lights, and communication devices. Their lower power output also contributes to improved fuel efficiency and reduced noise levels, appealing to environmentally conscious consumers and those requiring quiet operation. The broad applicability and convenience of less than 3 kW power output portable generators make them a driving force in the market, catering to diverse consumer needs and preferences.

Breakup by Region:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

Asia Pacific exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, Europe, North America, Middle East and Africa, and Latin America. According to the report, Asia Pacific accounted for the largest market share.

Asia Pacific held the biggest share in the market due to its rapid industrialization, growing infrastructure development, and increasing demand for reliable power solutions in the region. Countries like China, India, Japan, and South Korea are experiencing robust economic growth, leading to higher energy demands in both urban and rural areas. Portable generators serve as essential backup power sources in areas with unreliable or inadequate electricity grids, supporting various industries, construction

sites, and emergency preparedness. Moreover, the region's vulnerability to natural disasters, such as typhoons and earthquakes, further amplifies the need for portable generators to ensure continuity of essential services and relief efforts during emergencies. The surge in outdoor recreational activities and tourism in Asia Pacific also drives demand for portable generators to provide electricity in remote locations. The dynamic and diverse market conditions in Asia Pacific fuel the growth and prominence of the market for portable generators in the region.

Competitive Landscape:

The market is experiencing a lower-than-anticipated demand compared to pre-pandemic levels. However, this is likely to witness a paradigm shift over the next decade with advancements in technology, improved fuel efficiency, and enhanced user experience. Manufacturers are increasingly integrating smart features, such as Wi-Fi connectivity and mobile app controls, allowing users to monitor and manage their generators remotely. Moreover, growing focus of key players on eco-friendly solutions, with the development of hybrid and solar-powered portable generators, catering to environmentally conscious consumers. They are also incorporating noise-reduction technologies to provide quieter operation, enabling comfortable use in noise-sensitive environments. We expect the market to witness new entrants, consolidation of portfolio and increased collaborations to drive healthy competition within the portable generators industry.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Briggs & Stratton Corporation
Cummins Inc.
Honda Motor Co., Ltd.
Eaton Corporation PLC
Generac Power Systems Inc.

Recent Developments:

In June 2022, Briggs & Stratton Energy Solutions unveiled its latest innovation, the SimpliPHI Energy Storage System (ESS), a comprehensive and adaptable solution featuring exclusive hardware and software. This cutting-edge system is designed to empower consumers by enabling them to store, manage, and regulate energy from multiple sources of generation. The SimpliPHI ESS ensures critical power security, offering customers peace of mind during outages, while also delivering substantial daily

cost savings.

In July 2020, Honda Power Equipment took a significant step in ensuring user safety by introducing CO-MINDER, an advanced carbon monoxide (CO) detector system that is now available across its entire line-up of portable generators. This cutting-edge technology enhances the safety features of Honda's generators, providing an additional layer of protection against potential CO-related hazards.

In October 2021, Generac, a leading manufacturer of power generation solutions, introduced its latest product series, the Guardian 26kW generator, designed to cater to the increasing power demands of modern households. This cutting-edge generator offers an impressive peak power capacity of 26 kilowatts, ensuring a reliable and continuous power supply during blackouts or grid failures.

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 drivers, restraints, and opportunities in the global portable generator market?

What is the impact of each driver, restraint, and opportunity on the global portable generator market?

What are the key regional markets?

Which countries represent the most attractive portable generator market?

What is the breakup of the market based on the fuel type?

Which is the most attractive fuel type in the portable generator market?

What is the breakup of the market based on the application?

Which is the most attractive application in the portable generator market?

What is the breakup of the market based on the power output?

Which is the most attractive power output in the portable generator market?

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