

# **Portable Generator Market Forecasts to 2032 – Global Analysis By Product (Gasoline Generators, Diesel Generators, Natural Gas Generators, Propane (LPG) Generators, Dual Fuel (Gasoline + LPG) Generators, Solar-Powered Generators, Hybrid Generators and Other Products), Type, Power Rating, Application, End User and By Geography**

<https://marketpublishers.com/r/P7D128954CA9EN.html>

Date: April 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: P7D128954CA9EN

## **Abstracts**

According to Statistics MRC, the Global Portable Generator Market is accounted for \$2.6 billion in 2025 and is expected to reach \$3.9 billion by 2032 growing at a CAGR of 5.9% during the forecast period. Portable Generator is a compact, localized energy system that facilitates the production, distribution, and management of electricity within a confined area, such as a residence, building, or facility. It can function independently or in coordination with the primary power grid, providing flexibility and resilience in energy consumption. Portable Generators often incorporate renewable energy sources like solar panels and energy storage solutions, ensuring optimized efficiency and reliability. Equipped with intelligent control mechanisms, they allow users to monitor and regulate energy usage seamlessly. They are increasingly valued for promoting energy independence, lowering costs, and enabling sustainable energy management practices.

According to the U.S. Energy Information Administration's annual power industry report of 2021, the average electricity customer was without power for 7 hours and 20 minutes that year, with more than 5 of those hours (72%) attributed to major weather events such as hurricanes, wildfires, and snowstorms.

Market Dynamics:

### Driver:

Growing demand for backup power during grid outages and emergencies

Households, businesses, and industrial facilities are increasingly investing in portable power sources to ensure uninterrupted operations during grid failures. The demand is also supported by the rising adoption of outdoor recreational activities, where compact generators provide necessary electricity for camping and other off-grid needs. With businesses prioritizing continuity and consumers seeking convenience, portable generators have become indispensable in both emergency response and everyday applications. Additionally, remote locations and temporary job sites require on-the-go power generation, further fueling market expansion.

### Restraint:

Environmental concerns and noise pollution associated with fuel-powered generators

Combustion process generates harmful pollutants, prompting stricter emission regulations and efforts to transition toward cleaner energy alternatives. Additionally, noise pollution from conventional generators affects residential areas, commercial operations, and outdoor activities, restricting their use in sound-sensitive environments. Manufacturers are working to reduce generator noise levels through enhanced muffler designs, vibration-dampening technologies, and quieter operational modes. The global push toward green energy solutions has led to growing interest in solar and hybrid-powered generators, challenging the dominance of conventional fuel-powered models.

### Opportunity:

Advancement in hybrid and inverter generator technology

Inverter generators, known for their fuel efficiency, stable power output, and low noise, are gaining popularity in residential and commercial sectors. Unlike traditional models, inverter technology regulates voltage fluctuations, ensuring safe operation for sensitive electronic devices such as laptops and medical equipment. Hybrid generators, which combine solar, battery, and fuel-powered components, offer sustainable and adaptable energy solutions, reducing dependence on fossil fuels. Growing investments in energy-efficient power backup solutions have led to innovations in smart control systems, allowing users to monitor generator performance remotely.

### Threat:

Volatility in fuel prices and increasing adoption of alternative energy sources

The reliance on gasoline and diesel-powered models makes generator pricing susceptible to geopolitical shifts, supply chain disruptions, and regulatory changes. Additionally, the growing transition toward renewable energy solutions, including solar panels, battery storage systems, and microgrid technologies, is reducing dependence on fuel-based generators. As advancements in solar and energy storage technologies accelerate, alternative power solutions offer long-term cost savings and lower environmental impact, challenging the market position of conventional portable generators.

### Covid-19 Impact:

The COVID-19 pandemic disrupted global supply chains delaying the production and distribution of portable generator components, including fuel engines and electronic controllers. Manufacturing shutdowns and logistical constraints caused temporary shortages, affecting the availability of generators in various regions. Businesses and consumers prioritized self-sufficient energy sources, accelerating investments in hybrid and inverter-based generators. Furthermore, the increased reliance on medical equipment and home-office setups heightened the necessity for uninterrupted power supply, boosting generator sales.

The gasoline generators segment is expected to be the largest during the forecast period

The gasoline generators segment is expected to account for the largest market share during the forecast period due to its affordability, widespread availability, and ease of use. Gasoline generators are preferred for residential backup power, outdoor recreation, and small commercial applications due to their compact size and portable design. Despite growing concerns over fuel emissions, advancements in low-emission gasoline engines and fuel-efficient models have sustained demand for this market.

The inverter portable generators segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the inverter portable generators segment is predicted to witness the highest growth rate driven by rising demand for clean, stable, and energy-

efficient power solutions. Inverter technology enables low-noise operation, optimal fuel consumption, and precise voltage regulation, making it ideal for home backup, camping, and electronic device protection. As businesses and consumers seek eco-friendly alternatives, inverter generators provide enhanced performance with lower carbon emissions.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share driven by high electricity demand, frequent power outages, and growing industrialization. Countries such as China, India, and Japan are witnessing increased investments in energy security solutions, boosting generator adoption for residential, commercial, and industrial applications. The rise in off-grid electrification projects, particularly in remote areas, further strengthens the market's expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR fueled by advancements in hybrid generator technology, stricter emission regulations, and rising preparedness for natural disasters. The demand for clean energy backup solutions, including low-noise inverter generators and solar-powered models, is increasing among consumers and industries. Additionally, government policies supporting sustainable energy adoption encourage investments in next-generation generator technologies.

Key players in the market

Some of the key players in Portable Generator Market include American Honda Motor Company, Inc., Atlas Copco, Briggs & Stratton Corporation, Caterpillar Inc., Champion Power Equipment, Duromax Power Equipment, Eaton Corporation PLC, Generac Holdings Inc., Honda Siel Power Products Ltd, John Deere, Kohler Power Systems, Manlift Group, Multiquip Inc., Wacker Neuson SE, WINCO and Yamaha Motor Co. Ltd.

Key Developments:

In January 2025, Jackery announced several new energy products, including Solar Roof tiles with over 25% conversion efficiency and enhanced durability. The company also introduced the Explorer 3000 v2 solar generator, offering 3kWh of storage and 3600W output, and a DC-to-DC car charger capable of delivering up to 600W, significantly

faster than standard 12V sockets.

In August 2024, Generac Power Systems has introduced the GP15500EFI and GP18000EFI portable generators, marking the company's highest wattage offerings to date. These models are designed to provide sufficient power for whole-home backup, catering to the increasing demand for reliable and high-capacity portable power solutions.

#### Products Covered:

Gasoline Generators

Diesel Generators

Natural Gas Generators

Propane (LPG) Generators

Dual Fuel (Gasoline + LPG) Generators

Solar-Powered Generators

Hybrid Generators

Other Products

#### Types Covered:

Conventional Portable Generators

Inverter Portable Generators

#### Power Ratings Covered:

Low Power (Below 5 kW)

Medium Power (5–10 kW)

High Power (Above 10 kW)

Applications Covered:

Emergency Backup

Prime/Continuous Power

Recreational (Camping, RVs, Outdoor Events)

Jobsite/Construction

Tailgating & Outdoor Entertainment

Other Applications

End Users Covered:

Residential

Commercial

Industrial

Construction

Agriculture

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL PORTABLE GENERATOR MARKET, BY PRODUCT**

- 5.1 Introduction
- 5.2 Gasoline Generators
- 5.3 Diesel Generators
- 5.4 Natural Gas Generators
- 5.5 Propane (LPG) Generators
- 5.6 Dual Fuel (Gasoline + LPG) Generators
- 5.7 Solar-Powered Generators
- 5.8 Hybrid Generators
- 5.9 Other Products

## **6 GLOBAL PORTABLE GENERATOR MARKET, BY TYPE**

- 6.1 Introduction
- 6.2 Conventional Portable Generators
- 6.3 Inverter Portable Generators

## **7 GLOBAL PORTABLE GENERATOR MARKET, BY POWER RATING**

- 7.1 Introduction
- 7.2 Low Power (Below 5 kW)
- 7.3 Medium Power (5–10 kW)
- 7.4 High Power (Above 10 kW)

## **8 GLOBAL PORTABLE GENERATOR MARKET, BY APPLICATION**

- 8.1 Introduction
- 8.2 Emergency Backup
- 8.3 Prime/Continuous Power
- 8.4 Recreational (Camping, RVs, Outdoor Events)
- 8.5 Jobsite/Construction
- 8.6 Tailgating & Outdoor Entertainment
- 8.7 Other Applications

## **9 GLOBAL PORTABLE GENERATOR MARKET, BY END USER**

- 9.1 Introduction

- 9.2 Residential
- 9.3 Commercial
- 9.4 Industrial
- 9.5 Construction
- 9.6 Agriculture
- 9.7 Other End Users

## **10 GLOBAL PORTABLE GENERATOR MARKET, BY GEOGRAPHY**

- 10.1 Introduction
- 10.2 North America
  - 10.2.1 US
  - 10.2.2 Canada
  - 10.2.3 Mexico
- 10.3 Europe
  - 10.3.1 Germany
  - 10.3.2 UK
  - 10.3.3 Italy
  - 10.3.4 France
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 Japan
  - 10.4.2 China
  - 10.4.3 India
  - 10.4.4 Australia
  - 10.4.5 New Zealand
  - 10.4.6 South Korea
  - 10.4.7 Rest of Asia Pacific
- 10.5 South America
  - 10.5.1 Argentina
  - 10.5.2 Brazil
  - 10.5.3 Chile
  - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia
  - 10.6.2 UAE
  - 10.6.3 Qatar
  - 10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

## **12 COMPANY PROFILING**

12.1 American Honda Motor Company, Inc

12.2 Atlas Copco

12.3 Briggs & Stratton Corporation

12.4 Caterpillar Inc.

12.5 Champion Power Equipment

12.6 Duromax Power Equipment

12.7 Eaton Corporation PLC

12.8 Generac Holdings Inc.

12.9 Honda Siel Power Products Ltd

12.10 John Deere

12.11 Kohler Power Systems

12.12 Manlift Group

12.13 Multiquip Inc.

12.14 Wacker Neuson SE

12.15 WINCO

12.16 Yamaha Motor Co. Ltd

## List Of Tables

### LIST OF TABLES

- 1 Global Portable Generator Market Outlook, By Region (2024-2032) (\$MN)
- 2 Global Portable Generator Market Outlook, By Product (2024-2032) (\$MN)
- 3 Global Portable Generator Market Outlook, By Gasoline Generators (2024-2032) (\$MN)
- 4 Global Portable Generator Market Outlook, By Diesel Generators (2024-2032) (\$MN)
- 5 Global Portable Generator Market Outlook, By Natural Gas Generators (2024-2032) (\$MN)
- 6 Global Portable Generator Market Outlook, By Propane (LPG) Generators (2024-2032) (\$MN)
- 7 Global Portable Generator Market Outlook, By Dual Fuel (Gasoline + LPG) Generators (2024-2032) (\$MN)
- 8 Global Portable Generator Market Outlook, By Solar-Powered Generators (2024-2032) (\$MN)
- 9 Global Portable Generator Market Outlook, By Hybrid Generators (2024-2032) (\$MN)
- 10 Global Portable Generator Market Outlook, By Other Products (2024-2032) (\$MN)
- 11 Global Portable Generator Market Outlook, By Type (2024-2032) (\$MN)
- 12 Global Portable Generator Market Outlook, By Conventional Portable Generators (2024-2032) (\$MN)
- 13 Global Portable Generator Market Outlook, By Inverter Portable Generators (2024-2032) (\$MN)
- 14 Global Portable Generator Market Outlook, By Power Rating (2024-2032) (\$MN)
- 15 Global Portable Generator Market Outlook, By Low Power (Below 5 kW) (2024-2032) (\$MN)
- 16 Global Portable Generator Market Outlook, By Medium Power (5–10 kW) (2024-2032) (\$MN)
- 17 Global Portable Generator Market Outlook, By High Power (Above 10 kW) (2024-2032) (\$MN)
- 18 Global Portable Generator Market Outlook, By Application (2024-2032) (\$MN)
- 19 Global Portable Generator Market Outlook, By Emergency Backup (2024-2032) (\$MN)
- 20 Global Portable Generator Market Outlook, By Prime/Continuous Power (2024-2032) (\$MN)
- 21 Global Portable Generator Market Outlook, By Recreational (Camping, RVs, Outdoor Events) (2024-2032) (\$MN)
- 22 Global Portable Generator Market Outlook, By Jobsite/Construction (2024-2032)

(\$MN)

23 Global Portable Generator Market Outlook, By Tailgating & Outdoor Entertainment (2024-2032) (\$MN)

24 Global Portable Generator Market Outlook, By Other Applications (2024-2032) (\$MN)

25 Global Portable Generator Market Outlook, By End User (2024-2032) (\$MN)

26 Global Portable Generator Market Outlook, By Residential (2024-2032) (\$MN)

27 Global Portable Generator Market Outlook, By Commercial (2024-2032) (\$MN)

28 Global Portable Generator Market Outlook, By Industrial (2024-2032) (\$MN)

29 Global Portable Generator Market Outlook, By Construction (2024-2032) (\$MN)

30 Global Portable Generator Market Outlook, By Agriculture (2024-2032) (\$MN)

31 Global Portable Generator Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Portable Generator Market Forecasts to 2032 – Global Analysis By Product (Gasoline Generators, Diesel Generators, Natural Gas Generators, Propane (LPG) Generators, Dual Fuel (Gasoline + LPG) Generators, Solar-Powered Generators, Hybrid Generators and Other Products), Type, Power Rating, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/P7D128954CA9EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P7D128954CA9EN.html>