

Power Rental Market Forecasts to 2034 – Global Analysis By Fuel Type (Diesel, Natural Gas and Other Fuel Types), Equipment Type, Power Rating, Application, End User and By Geography

<https://marketpublishers.com/r/P0222EA94F75EN.html>

Date: July 2026

Pages: 0

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

ID: P0222EA94F75EN

Abstracts

According to Statistics MRC, the Global Power Rental Market is accounted for \$12.2 billion in 2026 and is expected to reach \$19.4 billion by 2034 growing at a CAGR of 6.0% during the forecast period. Power rental involves supplying electricity on a short-term basis using leased equipment like generators, transformers, and power distribution units. It is commonly utilized in sectors such as construction, oil and gas, events, utilities, and manufacturing to maintain continuous power during blackouts, servicing, or high-demand phases. This approach provides adaptability, economic advantages, and quick installation without requiring long-term infrastructure commitments. Rental power solutions are particularly important in isolated areas and crisis scenarios where grid access is insufficient or unstable, enabling organizations to sustain operations and minimize downtime.

According to the International Energy Agency (IEA), global electricity demand is projected to grow by more than 25% between 2022 and 2030, with emerging economies driving most of this increase. This rising demand, coupled with grid instability and frequent outages, directly supports the growth of the power rental market as industries and utilities increasingly rely on temporary and backup power solutions.

Market Dynamics:

Driver:

Rising demand for reliable temporary power solutions

The growing requirement for continuous power supply across various sectors significantly drives the power rental market. Industries like construction, mining, oil and gas, and events frequently work in areas with unstable or unavailable grid connections. Rental power systems offer a reliable and fast alternative during power failures, scheduled maintenance, or high consumption periods. Moreover, emergencies and natural calamities boost the need for temporary electricity solutions. The adaptability, quick installation, and economic benefits of rented power equipment make it a practical choice for maintaining smooth operations without substantial infrastructure spending.

Restraint:

High operational and fuel costs

Elevated operating and fuel-related expenses represent a major challenge for the power rental market. Equipment such as diesel generators depends heavily on a constant fuel supply, and variations in fuel prices significantly impact overall costs. Furthermore, expenses related to servicing, logistics, and setup add to the financial burden on users. These high costs can deter small and mid-sized businesses from choosing rental power, particularly for extended durations. Although rental solutions provide convenience and flexibility, their cumulative cost may outweigh advantages, thereby restricting demand in price-sensitive regions and slowing market expansion.

Opportunity:

Expansion of renewable and hybrid power rental solutions

Increasing emphasis on sustainability creates significant growth opportunities in the power rental market by encouraging the use of renewable and hybrid energy systems. Providers are adopting solar-powered units, battery storage, and hybrid generators to minimize emissions and reliance on conventional fuels. These solutions appeal to industries striving to comply with environmental standards and sustainability objectives. Additionally, hybrid technologies enhance fuel efficiency and reduce long-term operational expenses. With rising demand for cleaner energy options, companies that deliver advanced and environmentally friendly rental solutions are well-positioned to attract new clients and gain a competitive advantage in the market.

Threat:

Increasing competition from renewable energy alternatives

The rising popularity of renewable energy options represents a major challenge for the power rental market. Technologies such as solar panels, wind energy, and battery storage systems are increasingly cost-effective and accessible, decreasing the need for temporary generator rentals. Organizations are shifting toward long-term clean energy solutions to reduce expenses and meet sustainability goals. Furthermore, improvements in energy storage enable reliable backup without depending on rented equipment. As renewable energy capacity grows globally, demand for traditional fuel-driven rental power services may weaken, forcing companies to evolve and align with emerging energy trends.

Covid-19 Impact:

The outbreak of COVID-19 had both negative and positive effects on the power rental market. Initially, demand dropped as industries shut down, construction projects were postponed, and events were canceled. Disruptions in global supply chains also impacted equipment deployment and availability. Despite this, demand increased in healthcare settings, including temporary medical facilities requiring continuous power supply. Emergency situations drove the need for reliable rental solutions. With the gradual reopening of economies, infrastructure and industrial activities restarted, aiding market recovery. The crisis emphasized the value of temporary power systems in ensuring operational continuity during unexpected disruptions.

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

The generators segment is expected to account for the largest market share during the forecast period because of their critical function in delivering both main and backup power in multiple industries. They are extensively utilized in sectors such as construction, oil and gas, events, utilities, and manufacturing where uninterrupted electricity is necessary. These systems provide adaptability, easy scalability, and rapid installation, making them suitable for temporary and emergency situations. Their capability to function in off-grid or remote areas increases their importance. Ongoing innovations have enhanced performance and lowered emissions, supporting wider usage across various industrial and commercial applications globally.

The data centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the data centers segment is predicted to witness the highest growth rate, driven by expanding digital transformation, cloud services, and data usage. The critical requirement for constant and reliable electricity to support IT infrastructure and servers increases the demand for temporary and backup power solutions. Rental power systems help maintain operations during power failures, upgrades, and expansion activities. Growth in hyperscale and edge computing facilities further boosts this demand. Moreover, the need for flexible and efficient power options in temporary or remote installations contributes to strong growth, positioning data centers as a rapidly expanding segment.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to its developed industrial sector, robust infrastructure, and significant demand for dependable power solutions. The region often faces severe weather conditions, including hurricanes and storms, leading to increased reliance on temporary power during disruptions. Key industries such as oil and gas, construction, and data centers consistently require rental power services. Access to advanced technologies and modern equipment enhances service efficiency and adoption. The strong focus on maintaining continuous operations in essential sectors reinforces North America's top position in the global power rental industry.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by accelerating industrial growth, urban expansion, and infrastructure investments in developing countries. Nations like China, India, and those in Southeast Asia are experiencing rising demand for temporary power due to large construction and industrial activities. Inconsistent grid availability in some areas increases dependence on rental solutions. Moreover, population growth and higher energy needs strain existing power systems. The expansion of manufacturing sectors and ongoing large-scale developments contribute to significant market growth, positioning Asia-Pacific as the most rapidly advancing regional market.

Key players in the market

Some of the key players in Power Rental Market include Aggreko, Ashtead Group plc, United Rentals, Inc., Caterpillar, Cummins Inc., Atlas Copco, Herc Rentals, Generac Power Systems, Inc., Kohler Co., Speedy Hire, HSS, Power Electrics, Generator Power,

The Home Depot, Inc., Sudhir Power Ltd., Saini Diesel Power Service Pvt Ltd., Red-D-Arc Inc. and Sunstate Equipment Co., LLC.

Key Developments:

In December 2025, Atlas Copco Group and Universal Quantum have signed a strategic MoU to co-develop industrial vacuum systems for scalable, modular trapped-ion quantum computers. The collaboration focuses on extreme-high-vacuum systems that support multi-chip ion trap operation within a shared vacuum environment and a pathway toward manufacturable production.

In November 2025, Caterpillar Inc. and Vertiv announced the signing of a strategic undertaking to collaborate on advanced energy optimization solutions for data centers. This initiative will integrate Vertiv's power distribution and cooling portfolio with Caterpillar's, and its subsidiary Solar Turbines', product and expertise in power generation and CCHP to deliver pre-designed architectures that simplify deployment, accelerate time-to-power and optimize performance for data center operations.

Fuel Types Covered:

Diesel

Natural Gas

Other Fuel Types

Equipment Types Covered:

Generators

Transformers

Load Banks

Distribution Panels

Other Equipment Types

Power Ratings Covered:

Below 75 kW

75-375 kW

375-750 kW

Above 750 kW

Applications Covered:

Standby Power

Continuous Power

Peak Shaving

End Users Covered:

Oil & Gas

Utilities & Power Generation

Manufacturing & Industrial

Construction

Mining

Events & Entertainment

Data Centers

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL POWER RENTAL MARKET, BY FUEL TYPE

- 5.1 Diesel
- 5.2 Natural Gas
- 5.3 Other Fuel Types

6 GLOBAL POWER RENTAL MARKET, BY EQUIPMENT TYPE

- 6.1 Generators
- 6.2 Transformers
- 6.3 Load Banks
- 6.4 Distribution Panels
- 6.5 Other Equipment Types

7 GLOBAL POWER RENTAL MARKET, BY POWER RATING

- 7.1 Below 75 kW
- 7.2 75-375 kW
- 7.3 375-750 kW
- 7.4 Above 750 kW

8 GLOBAL POWER RENTAL MARKET, BY APPLICATION

- 8.1 Standby Power
- 8.2 Continuous Power
- 8.3 Peak Shaving

9 GLOBAL POWER RENTAL MARKET, BY END USER

- 9.1 Oil & Gas
- 9.2 Utilities & Power Generation
- 9.3 Manufacturing & Industrial
- 9.4 Construction
- 9.5 Mining
- 9.6 Events & Entertainment

9.7 Data Centers

9.8 Other End Users

10 GLOBAL POWER RENTAL MARKET, BY GEOGRAPHY

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

10.4.5 Peru

- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Aggreko
- 13.2 Ashtead Group plc
- 13.3 United Rentals, Inc.
- 13.4 Caterpillar
- 13.5 Cummins Inc.
- 13.6 Atlas Copco
- 13.7 Herc Rentals
- 13.8 Generac Power Systems, Inc.

- 13.9 Kohler Co.
- 13.10 Speedy Hire
- 13.11 HSS
- 13.12 Power Electrics
- 13.13 Generator Power
- 13.14 The Home Depot, Inc.
- 13.15 Sudhir Power Ltd.
- 13.16 Saini Diesel Power Service Pvt Ltd.
- 13.17 Red-D-Arc Inc.
- 13.18 Sunstate Equipment Co., LLC

List Of Tables

LIST OF TABLES

Table 1 Global Power Rental Market Outlook, By Region (2023-2034) (\$MN)
Table 2 Global Power Rental Market Outlook, By Fuel Type (2023-2034) (\$MN)
Table 3 Global Power Rental Market Outlook, By Diesel (2023-2034) (\$MN)
Table 4 Global Power Rental Market Outlook, By Natural Gas (2023-2034) (\$MN)
Table 5 Global Power Rental Market Outlook, By Other Fuel Types (2023-2034) (\$MN)
Table 6 Global Power Rental Market Outlook, By Equipment Type (2023-2034) (\$MN)
Table 7 Global Power Rental Market Outlook, By Generators (2023-2034) (\$MN)
Table 8 Global Power Rental Market Outlook, By Transformers (2023-2034) (\$MN)
Table 9 Global Power Rental Market Outlook, By Load Banks (2023-2034) (\$MN)
Table 10 Global Power Rental Market Outlook, By Distribution Panels (2023-2034) (\$MN)
Table 11 Global Power Rental Market Outlook, By Other Equipment Types (2023-2034) (\$MN)
Table 12 Global Power Rental Market Outlook, By Power Rating (2023-2034) (\$MN)
Table 13 Global Power Rental Market Outlook, By Below 75 kW (2023-2034) (\$MN)
Table 14 Global Power Rental Market Outlook, By 75-375 kW (2023-2034) (\$MN)
Table 15 Global Power Rental Market Outlook, By 375-750 kW (2023-2034) (\$MN)
Table 16 Global Power Rental Market Outlook, By Above 750 kW (2023-2034) (\$MN)
Table 17 Global Power Rental Market Outlook, By Application (2023-2034) (\$MN)
Table 18 Global Power Rental Market Outlook, By Standby Power (2023-2034) (\$MN)
Table 19 Global Power Rental Market Outlook, By Continuous Power (2023-2034) (\$MN)
Table 20 Global Power Rental Market Outlook, By Peak Shaving (2023-2034) (\$MN)
Table 21 Global Power Rental Market Outlook, By End User (2023-2034) (\$MN)
Table 22 Global Power Rental Market Outlook, By Oil & Gas (2023-2034) (\$MN)
Table 23 Global Power Rental Market Outlook, By Utilities & Power Generation (2023-2034) (\$MN)
Table 24 Global Power Rental Market Outlook, By Manufacturing & Industrial (2023-2034) (\$MN)
Table 25 Global Power Rental Market Outlook, By Construction (2023-2034) (\$MN)
Table 26 Global Power Rental Market Outlook, By Mining (2023-2034) (\$MN)
Table 27 Global Power Rental Market Outlook, By Events & Entertainment (2023-2034) (\$MN)
Table 28 Global Power Rental Market Outlook, By Data Centers (2023-2034) (\$MN)
Table 29 Global Power Rental Market Outlook, By Other End Users (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

I would like to order

Product name: Power Rental Market Forecasts to 2034 – Global Analysis By Fuel Type (Diesel, Natural Gas and Other Fuel Types), Equipment Type, Power Rating, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/P0222EA94F75EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P0222EA94F75EN.html>