

# **Global Power Rental Market By Fuel Type (Diesel Generators, and Gas Generators), By Power Rating (Up to 50 kW, 51 kW–500 kW, 501 kW-1000 kW, Above 1000 kW), By End-User (Commercial, Manufacturing, Events, Construction, Utilities, Mining, Oil & Gas and Others), By Application (Prime Power, Standby Power, Continuous Power), By Region, By Company, Competition, Forecast & Opportunities, 2024**

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## **Abstracts**

Global power rental market is anticipated to grow at a CAGR of 9% and surpass \$ 20 billion by 2024 on account of increasing power loss due to aging infrastructure and limited access to electricity in rural areas. Rental power plants are the best solution for the temporary power shortage. The rental power plants are designed to stabilize the utility power grids and to provide extra energy to the communities and support industries that are facing efficiency problems due to insufficient power supply.

Upsurge in the demand from the events and entertainment industry and power needs in the natural disaster-affected regions are some of the factors driving the power rental market growth, globally. Growing demand for electricity coupled with power outages, which is a common problem in underdeveloped and developing nations, would boost the global power rental market. Furthermore, rising awareness about the advantages of outsourcing is making customers more bias towards renting power, as this allows them to focus on their core competencies expertise instead of worrying over managing finances for purchasing the machine.

In terms of fuel type, global power rental market is categorized into diesel generators,

gas generators and others. The diesel generators category accounted for a significant portion of the power rental market in 2018, as these generators provide a quick response, as well as have a long running life and easy availability of fuel. Moreover, diesel generators help regulate fluctuations by providing continuous stream of voltage power, without dips and peaks of other devices. Diesel generators are used in many manufacturing and commercial facilities and are easily available in portable form, thus diesel run generators are expected to maintain their strong market position during the forecast period.

In terms of application, global power rental market is categorized into commercial, manufacturing, event, construction, utilities, mining, oil & gas and others. The utilities category accounted for a significant portion of the global market in 2018, owing to aging fleet of thermal power plants in various regions, which in turn is resulting in their conversion or decommissioning into natural gas-fueled plants. Thus, to fill the power supply demand gap during the maintenance, conversion or shut down of power plants, utility companies are renting power generators of different ratings.

Regionally, North America is the largest market for power rental across the globe, on account of aging infrastructure and increasing power demand in the region. Moreover, power rental market in Middle East & Africa is witnessing significant growth, backed by increasing number of construction projects, growing utilities sector, extreme weather conditions, post-disaster emergencies and unavailability of power grid in remote locations. Over the coming years, power rental market in Middle East & Africa is expected to register significant growth.

Global power rental market is highly fragmented, owing to the presence of many power rental players in the market. Vendors provide required power solutions such as modular generation systems to meet the evolving needs of the end-user industries. Some of the leading players in the global power rental market are Kohler Co., Atlas Copco, Caterpillar Inc., Aggreko PLC, among others.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

#### Objective of the Study:

To analyze and forecast global power rental market size, in terms of value.

To forecast global power rental market based on fuel type, power rating, end-user, application and regional distribution.

To identify drivers and challenges for global power rental market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc. in global power rental market.

To conduct the pricing analysis for global power rental market.

To identify and analyze the profile of leading players operating in the global power rental market.

Some of the leading players in global power rental market are Kohler Co., Atlas Copco, Caterpillar Inc., Aggreko PLC, Speedy Hire PLC, Herc Holdings Inc., Multiquip Inc., Bredenoord Exploitiemij B.V., Wacker Neuson SE and Wartsila Corporation.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major providers across the globe.

TechSci Research calculated global power rental market size using a top down approach, where data for various application across various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an

appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Power rental vendors

Power utility providers

Energy regulatory agencies

Distributors and suppliers

Organizations, forums and alliances related to power rental market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, service providers, end users etc. The study would also help them in identifying which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

#### Report Scope:

In this report, global power rental market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

##### Market, by Fuel Type:

Diesel Generators

Gas Generators

Others

##### Market, by Power Rating:

Up to 50 kW

51 kW–500 kW

501 kW–1000 kW

Above 1000 kW

Market, by End-User:

Commercial

Manufacturing

Event

Construction

Utilities

Mining

Oil & Gas

Others

Market, by Application:

Prime Power

Standby Power

Continuous Power

Market, by Region:

Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Malaysia

Europe

France

Germany

United Kingdom

Italy

Spain

North America

United States

Mexico

Canada

South America

Brazil

Argentina

Colombia

Middle East & Africa

Nigeria

Saudi Arabia

UAE

Qatar

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global power rental market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Profit Margin Analysis

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