

# **Thailand Diesel Genset Market By Capacity (0-100 kVA, 101-350 kVA, 351-1000 kVA, Above 1000 kVA), By Application (Standby Power, Prime Power, Peak Shaving, Cogeneration), By End-User (Residential, Commercial, Industrial, Government), By Fuel Type (Biodiesel, Hybrid), By Region, Competition, Forecast and Opportunities, 2019-2029F**

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## **Abstracts**

Thailand Diesel Genset Market was valued at USD 164.62 Million in 2023 and is expected to reach USD 213.71 Million by 2029 with a CAGR of 4.29% during the forecast period.

The Thailand Diesel Genset market is experiencing notable growth, driven by a combination of infrastructural development, industrial expansion, and increasing power demands across various sectors. Diesel generators have long been a critical component in Thailand's energy infrastructure due to their reliability and capacity to provide backup power during outages or in areas with unstable grid supply. As the country continues to industrialize and urbanize, the demand for diesel gensets is expected to rise, supported by both governmental and private sector investments.

One of the primary drivers of the market is Thailand's robust infrastructure development. Major projects, including transportation networks, commercial complexes, and industrial facilities, require reliable power solutions to ensure uninterrupted operations. For instance, ongoing expansions in the construction of highways, airports, and smart cities increase the need for high-capacity diesel generators that can support these extensive projects. Additionally, the growth of industrial sectors such as manufacturing, oil and gas, and mining further fuels the demand for diesel gensets, as

these industries rely heavily on continuous power supply to maintain their operations.

The Thai government's initiatives to promote economic growth and infrastructure development also play a crucial role in the market's expansion. Policies aimed at enhancing the country's industrial capabilities and improving energy infrastructure drive investments in diesel gensets. Furthermore, the growing frequency of power outages and grid instability in certain regions increases the reliance on diesel generators as a backup power solution.

Moreover, advancements in diesel genset technology are contributing to market growth. Modern gensets are more fuel-efficient, environmentally friendly, and equipped with advanced control systems, which appeal to businesses looking to reduce operational costs and adhere to stricter environmental regulations. The shift towards hybrid gensets, which combine diesel with renewable energy sources, also presents new opportunities for growth, aligning with global trends towards sustainability.

## Key Market Drivers

### Infrastructure Development

Thailand's ongoing infrastructure development significantly drives the diesel genset market. Large-scale projects such as highway expansions, airport upgrades, and urban development require reliable and uninterrupted power sources. Diesel gensets are essential in providing backup power for construction activities and maintaining operations during power outages. Major infrastructure initiatives like the Eastern Economic Corridor (EEC) and new urban developments in cities such as Bangkok and Pattaya are fueling demand for high-capacity diesel generators. These projects require substantial power for lighting, machinery, and other critical operations, making diesel gensets a preferred choice due to their reliability and capacity to handle large loads. Additionally, government investments in public transportation and smart city initiatives further boost the market, as these projects necessitate continuous and stable power supply to ensure smooth execution and operation.

### Industrial Expansion

The expansion of Thailand's industrial sector is a major driver for the diesel genset market. Key industries such as manufacturing, oil and gas, and mining rely heavily on consistent power supply for their operations. As Thailand's economy grows and

diversifies, industrial activities increase, demanding more power solutions. Diesel generators offer reliable power to support machinery, production lines, and other critical infrastructure in industrial settings. The oil and gas sector, in particular, needs robust gensets for offshore platforms and remote operations, where grid power is often unreliable. The expansion of industrial parks and manufacturing hubs throughout Thailand further propels the demand for diesel gensets, which are favored for their durability and ability to provide high power output.

### Power Outages and Grid Instability

Frequent power outages and grid instability in certain regions of Thailand drive the demand for diesel gensets. Areas with unreliable grid supply, especially in remote or underserved regions, experience frequent disruptions that can impact businesses and essential services. Diesel gensets serve as a critical backup solution, ensuring that operations continue smoothly during power interruptions. Businesses, hospitals, and data centers invest in diesel generators to mitigate the risks associated with power outages and maintain continuous operations. The need for reliable power sources during emergencies drives the market for diesel gensets, as they offer a dependable solution for maintaining power when the grid fails.

### Government Policies and Economic Growth

Government policies aimed at enhancing Thailand's industrial capabilities and infrastructure contribute to the growth of the diesel genset market. Initiatives such as the Thailand 4.0 policy, which focuses on advancing technology and industrial growth, create a favorable environment for investments in power solutions. Economic growth and industrialization increase the demand for reliable power sources across various sectors. The government's emphasis on improving infrastructure and supporting industrial development encourages businesses to invest in diesel gensets to ensure uninterrupted power supply. Additionally, policies promoting energy efficiency and sustainability drive innovation in genset technology, leading to the development of more fuel-efficient and environmentally friendly diesel generators.

### Key Market Challenges

#### Environmental Regulations

Thailand's increasingly stringent environmental regulations present a significant challenge for the diesel genset market. The government is enforcing stricter emission

standards to combat air pollution and greenhouse gas emissions. Diesel generators, traditionally known for higher emissions compared to alternative power sources, face pressure to comply with these regulations. Compliance requires costly upgrades to reduce emissions, such as advanced filtration systems and cleaner fuels. The need for environmental certifications and adherence to new regulations can increase operational costs for diesel genset providers, potentially affecting their competitiveness. Additionally, as regulations tighten, there is a growing market demand for cleaner and more sustainable power solutions, which further pressures traditional diesel genset manufacturers to innovate or face a decline in market share.

### Fluctuating Fuel Prices

The diesel genset market in Thailand is heavily influenced by fluctuations in fuel prices. Diesel fuel is a significant operational cost for diesel generators, and price volatility can impact the overall cost of running these systems. Variations in global oil prices, currency exchange rates, and domestic fuel taxation can lead to unpredictable fuel costs. This volatility makes it challenging for businesses to budget accurately for their energy needs and can affect the profitability of diesel genset operations. Moreover, the increasing focus on alternative energy sources with potentially more stable pricing structures adds pressure on diesel genset manufacturers to offer more cost-effective solutions.

### Competition from Alternative Energy Sources

The rise of alternative energy sources, such as solar and wind power, poses a significant challenge to the diesel genset market. As Thailand progresses towards sustainability and reduces its carbon footprint, there is a growing shift towards renewable energy solutions. These alternatives offer lower operating costs and fewer environmental impacts compared to diesel generators. The increasing adoption of hybrid systems, combining diesel with renewable energy, also highlights the competitive pressure. To remain relevant, diesel genset manufacturers need to innovate and integrate their products with emerging technologies or risk losing market share to more sustainable alternatives.

### High Initial Investment Costs

The high initial investment costs associated with purchasing and installing diesel gensets can be a barrier for many businesses, especially small and medium-sized enterprises. While diesel generators are cost-effective in the long run due to their durability and reliability, the upfront costs for high-capacity units and additional

infrastructure can be significant. This initial financial burden can deter potential buyers and impact market growth. Additionally, the cost of maintaining and servicing diesel gensets adds to the overall investment, making it crucial for manufacturers to offer financing options or cost-effective solutions to attract a broader customer base.

## Key Market Trends

### Increasing Industrial and Infrastructure Development

Thailand's rapid industrial and infrastructure development is a significant trend driving the diesel genset market. Major projects, including the expansion of industrial zones, construction of new highways, airports, and urban developments, are creating substantial demand for reliable power solutions. Diesel gensets are crucial in supporting these large-scale projects, providing backup power to ensure uninterrupted operations. As the government and private sector continue to invest in infrastructure, the need for high-capacity, durable diesel generators increases. This trend is particularly evident in emerging industrial hubs and special economic zones, where consistent power supply is critical to maintaining productivity and operational efficiency.

### Growth in Urbanization and Commercial Real Estate

Urbanization and the expansion of commercial real estate are reshaping Thailand's diesel genset market. The rise of smart cities, shopping malls, office buildings, and residential complexes in urban areas necessitates reliable backup power systems to handle high power loads and ensure continuous operation. Diesel gensets are favored for their ability to provide robust and reliable power solutions for these new developments. With urban populations growing and commercial real estate expanding, there is a heightened demand for diesel generators capable of supporting complex building management systems and critical infrastructure, such as elevators, HVAC systems, and emergency lighting.

### Technological Advancements and Hybrid Solutions

Technological advancements in diesel genset technology are influencing the market trend. Modern diesel gensets are becoming more fuel-efficient, environmentally friendly, and equipped with advanced control systems, which enhance performance and reduce operational costs. The emergence of hybrid genset solutions, combining diesel with renewable energy sources, aligns with global sustainability trends and offers new opportunities for market growth. These hybrid systems are particularly appealing to

businesses and industries aiming to reduce their carbon footprint while maintaining reliable power supply. Innovations such as remote monitoring and automated control systems are also driving the adoption of advanced genset solutions.

### Government Policies and Economic Incentives

Government policies and economic incentives are shaping the Thailand Diesel Genset market. The Thai government's focus on infrastructure development, energy security, and industrial growth drives demand for diesel gensets. Economic incentives, such as tax breaks and subsidies for energy-efficient technologies, encourage businesses to invest in modern genset solutions. Additionally, government regulations requiring backup power solutions for critical infrastructure and large commercial facilities further fuel market growth. These policies create a favorable environment for diesel genset investments, supporting both the expansion of existing facilities and the development of new projects.

### Segmental Insights

#### Capacity Insights

351-1000 kVA segment dominates in the Thailand Diesel Genset market in 2023 due to several critical factors driving its prominence. This power range offers a balance between capacity, efficiency, and cost, making it highly suitable for a wide array of applications across industrial, commercial, and infrastructural sectors. One significant reason for the dominance of this segment is the increasing demand for diesel gensets in mid-to-large scale commercial and industrial operations. Facilities such as manufacturing plants, data centers, and large commercial buildings require reliable power solutions that can handle substantial electrical loads. The 351-1000 kVA gensets provide the necessary power capacity to support these operations without the excessive size and cost associated with larger gensets. Their ability to deliver consistent and reliable power ensures that critical operations remain unaffected during power outages, thus supporting uninterrupted productivity and efficiency.

The growing infrastructure development in Thailand, including the construction of shopping malls, office complexes, and industrial zones, has heightened the need for mid-sized gensets. These projects demand power solutions that can manage moderate to high power requirements, making the 351-1000 kVA segment particularly relevant. The versatility of these gensets allows them to be used across various applications, including backup power for emergency systems, peak shaving, and as primary power

sources in remote or underserved areas.

Technological advancements in genset design and efficiency have also contributed to the segment's dominance. Modern 351-1000 kVA gensets offer improved fuel efficiency, lower emissions, and advanced control systems, enhancing their appeal to businesses looking to balance performance with environmental considerations. Moreover, the cost-effectiveness of gensets in this range plays a crucial role. They provide a more affordable solution compared to larger units, making them a preferred choice for many businesses and industrial users in Thailand. Overall, the 351-1000 kVA segment meets the diverse needs of the market effectively, driving its leading position in the diesel genset sector.

## Regional Insights

Central Thailand dominated the Thailand Diesel Genset market in 2023. Central Thailand, particularly Bangkok, serves as the economic heart of the country, housing a large concentration of businesses, industrial facilities, and commercial establishments. The high density of commercial and industrial operations in this area translates into a significant need for reliable power solutions. Diesel gensets are crucial for ensuring uninterrupted power supply to these essential operations, especially given the region's reliance on consistent energy for daily functions. The region is experiencing rapid infrastructure growth, including new commercial buildings, residential developments, and major transport projects. Central Thailand's status as a central logistics and transport hub further amplifies the need for diesel gensets to support construction projects and new infrastructure. These gensets provide the necessary power to support large-scale projects, including data centers, shopping malls, and office complexes, ensuring that construction and operational activities are not hindered by power outages.

With ongoing urbanization and population growth, Central Thailand is witnessing increased demand for residential and commercial properties. This growing demand drives the need for reliable power solutions in newly developed areas and existing facilities, reinforcing the market's reliance on diesel gensets. Significant investments from both the government and private sector in Central Thailand support industrial expansion and economic development. These investments often include the installation of diesel gensets to ensure reliable power for new and existing facilities.

## Key Market Players

Caterpillar Inc.

Cummins Inc.

Rolls-Royce plc

Generac Holdings Inc.

Kohler Co.

Mitsubishi Heavy Industries, Ltd.

Perkins Engines Company Limited

Yanmar Holdings Co., Ltd.

Kirloskar Oil Engines Limited

Wartsila Corporation

Doosan Corporation

Deere & Company

#### Report Scope:

In this report, the Thailand Diesel Genset Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Thailand Diesel Genset Market, By Capacity:

0-100 kVA

101-350 kVA

351-1000 kVA

Above 1000 kVA



### Thailand Diesel Genset Market, By Application:

Standby Power

Prime Power

Peak Shaving

Cogeneration

### Thailand Diesel Genset Market, By End-User:

Residential

Commercial

Industrial

Government

### Thailand Diesel Genset Market, By Fuel Type:

Biodiesel

Hybrid

### Thailand Diesel Genset Market, By Region:

Central Thailand

Eastern Thailand

Northern Thailand

Northeast Thailand

Southern Thailand

Western Thailand

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Thailand Diesel Genset Market.

## Available Customizations:

Thailand Diesel Genset Market report with the given market data, Tech Sci 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).

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