

# **Vietnam 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**

The Vietnam Diesel Genset Market was valued at USD 136.15 Million in 2023 and is expected to reach USD 189.20 Million by 2029 with a CAGR of 5.48% during the forecast period.

The Vietnam Diesel Genset market is a crucial segment within the country's broader energy infrastructure, driven by the increasing demand for reliable and uninterrupted power supply. Vietnam, a rapidly developing economy with a growing industrial base, has witnessed significant urbanization and industrialization, leading to a rising demand for electricity. However, the country faces challenges in maintaining a stable power grid, particularly in remote and rural areas. This has led to the growing reliance on diesel generators as a reliable backup power source, ensuring continuous operations across various sectors, including manufacturing, construction, healthcare, and commercial establishments.

In recent years, the market has seen a shift towards more fuel-efficient and environmentally friendly gensets, driven by the Vietnamese government's increasing focus on reducing carbon emissions and promoting sustainable energy solutions. This has led to the introduction of hybrid diesel gensets that combine traditional diesel engines with renewable energy sources, such as solar power. These hybrid systems

are gaining popularity, particularly in off-grid areas, where they offer a more sustainable and cost-effective alternative to conventional diesel gensets.

Despite the positive growth trajectory, the Vietnam Diesel Genset market faces several challenges, including fluctuating fuel prices and the need for regular maintenance, which can increase operational costs. Additionally, the rising competition from alternative power solutions, such as solar and wind energy, poses a potential threat to the market's long-term growth. However, the market's resilience, coupled with the ongoing infrastructure development projects and the expansion of the industrial sector, is expected to sustain demand for diesel gensets in the coming years.

## Key Market Drivers

### Industrial Growth and Urbanization

Vietnam's rapid industrial growth and urbanization are key drivers of the diesel genset market. As the country continues to develop its industrial sector, the demand for reliable power sources has surged. Manufacturing plants, industrial zones, and urban infrastructure projects all require a consistent and uninterrupted power supply to maintain operations and meet production targets. Diesel gensets are essential in this context, providing a dependable backup power solution in case of grid failures or load shedding. The rise in construction of new industrial parks and the expansion of existing ones have further amplified the need for diesel gensets. Additionally, as urbanization accelerates, new residential and commercial buildings also demand standby power solutions to ensure the smooth functioning of essential services like elevators, lighting, and HVAC systems. The ongoing shift from a rural to an urban economy has placed immense pressure on the national grid, making diesel gensets a critical component in mitigating power outages and ensuring business continuity in Vietnam's fast-growing industrial and urban landscape.

### Power Infrastructure Limitations

Vietnam's power infrastructure, although improving, still faces significant challenges, particularly in rural and remote areas. The national grid often struggles to provide reliable electricity, especially during peak demand periods or in the event of natural disasters. These limitations have created a strong demand for diesel gensets as an alternative power source. Diesel generators are crucial in maintaining operations in critical sectors such as healthcare, telecommunications, and data centers where uninterrupted power supply is non-negotiable. In rural areas where grid access is limited

or non-existent, diesel gensets serve as the primary source of electricity, enabling economic activities and improving the quality of life. Furthermore, as Vietnam continues to experience frequent power outages due to grid instability, businesses in urban centers also rely on gensets to avoid downtime and financial losses. The inadequacies of the power infrastructure are thus a significant driver for the diesel genset market, as both urban and rural regions seek reliable power solutions to mitigate the risks associated with an unreliable grid.

### Construction and Infrastructure Development

Vietnam's construction and infrastructure development boom is another major driver for the diesel genset market. The Vietnamese government has been investing heavily in infrastructure projects, including highways, bridges, airports, and seaports, as part of its broader economic development strategy. These large-scale construction projects require a steady and reliable power supply to operate machinery, lighting, and other essential equipment on-site. Diesel gensets are often the preferred choice in these scenarios due to their portability, reliability, and ability to provide power in areas where grid access is unavailable or insufficient. The ongoing construction of residential, commercial, and industrial buildings also contributes to the demand for gensets, as these sites require backup power to ensure smooth operations during power interruptions. Moreover, the anticipated growth in Vietnam's infrastructure sector, driven by both government initiatives and private investments, is expected to sustain and even increase the demand for diesel gensets in the coming years. As infrastructure development continues to be a cornerstone of Vietnam's economic strategy, the diesel genset market is likely to see sustained growth driven by the needs of the construction industry.

### Expansion of Data Centers and IT Infrastructure

The expansion of data centers and IT infrastructure in Vietnam is a significant market driver for diesel gensets. As Vietnam increasingly positions itself as a digital economy, the demand for data storage, processing, and management has skyrocketed. Data centers, which are critical to this infrastructure, require an uninterrupted power supply to ensure the continuous operation of servers and other essential equipment. Any downtime in data centers can lead to significant financial losses and data security risks, making reliable power solutions indispensable. Diesel gensets provide the necessary backup power to prevent disruptions caused by power outages, ensuring that data centers can maintain their operations without interruption. Additionally, the growth of the IT sector and the increasing adoption of cloud services, e-commerce, and digital

banking further drive the demand for reliable power solutions. As more businesses migrate to digital platforms and the need for data processing and storage expands, the demand for diesel gensets in supporting IT infrastructure is expected to grow. The reliance on data centers for critical business operations ensures that diesel gensets will remain a vital component of Vietnam's IT infrastructure landscape.

## Key Market Challenges

### Fluctuating Fuel Prices and Supply Chain Vulnerabilities

One of the significant challenges in the Vietnam Diesel Genset market is the fluctuating cost of diesel fuel, which directly impacts the operating expenses of diesel generators. Diesel fuel is a substantial component of the overall cost of running gensets, and its price volatility can create financial uncertainties for end-users, particularly in the industrial and commercial sectors. Vietnam, like many countries, relies heavily on imported fuel, making it vulnerable to global price shifts influenced by geopolitical tensions, natural disasters, and changes in supply and demand dynamics. Additionally, any disruption in the fuel supply chain can cause operational delays and increased costs for businesses that depend on consistent power from diesel gensets. This unpredictability can deter some companies from investing heavily in diesel generators, especially when alternative energy sources like solar or wind become more economically viable over time.

### Environmental Regulations and Emission Standards

Vietnam's growing focus on environmental sustainability and the reduction of carbon emissions poses a significant challenge to the diesel genset market. Diesel generators, while reliable, are known for their emissions of greenhouse gases and other pollutants, which are increasingly coming under scrutiny from both the government and environmental organizations. The Vietnamese government has been introducing stricter regulations to curb emissions, including potential taxes and penalties for high-emission equipment. Compliance with these regulations may require significant investment in cleaner, more efficient technologies or retrofitting existing gensets with emission control devices, which can be costly. For businesses that rely heavily on diesel gensets, these additional costs may push them to explore alternative power sources that are more environmentally friendly, potentially reducing the demand for traditional diesel generators.

### Competition from Renewable Energy Sources

The rise of renewable energy sources presents a considerable challenge to the diesel genset market in Vietnam. As the cost of renewable technologies such as solar and wind power continues to decrease, and as government incentives and subsidies for green energy increase, more businesses and consumers are opting for these sustainable alternatives. Renewable energy not only offers a lower environmental impact but also reduces dependence on volatile fuel markets. In rural and remote areas, where diesel gensets have traditionally been the go-to solution for off-grid power, hybrid systems that combine renewables with energy storage are becoming more attractive. These systems provide a more stable and long-term solution with lower operational costs. As Vietnam continues to invest in its renewable energy infrastructure, the diesel genset market may face a gradual decline in demand, particularly in sectors that can more easily transition to sustainable energy solutions.

### Maintenance and Operational Costs

Diesel generators, while robust and reliable, require regular maintenance to ensure optimal performance and longevity. This maintenance includes routine checks, oil changes, and the replacement of filters and other components, all of which contribute to the overall operational costs. In Vietnam, the cost of maintaining diesel gensets can be particularly high due to the need for skilled labor, spare parts, and sometimes the logistics involved in servicing generators in remote locations. For businesses, these ongoing costs can add up, especially in comparison to alternative power solutions like solar energy, which generally have lower maintenance requirements. The financial burden of maintaining diesel gensets may lead some businesses to reconsider their reliance on this technology, particularly if more cost-effective and lower-maintenance alternatives are available. This challenge is exacerbated in sectors with tight margins, where operational efficiency is critical to maintaining profitability.

### Key Market Trends

#### Rising Demand for Hybrid Diesel Gensets

The Vietnam Diesel Genset market is witnessing a significant shift towards hybrid solutions that combine diesel generators with renewable energy sources, such as solar power. This trend is driven by Vietnam's increasing focus on sustainability and reducing carbon emissions, as well as the government's push for greener energy solutions. Hybrid gensets offer a dual advantage: they provide reliable power during outages while also minimizing fuel consumption and environmental impact by utilizing renewable

energy during periods of low demand or when renewable sources are available. These systems are particularly attractive in remote and rural areas where the power grid is unstable or non-existent, and where the cost and logistics of transporting diesel fuel are high. The rising adoption of hybrid gensets reflects a broader trend in Vietnam towards more sustainable and energy-efficient solutions, aligning with global efforts to combat climate change. This trend is expected to continue as technology advances and the costs of renewable energy components decrease, making hybrid gensets more accessible and cost-effective for a wider range of applications.

### Growth in the Commercial and Industrial Sectors

Vietnam's rapid economic development has led to substantial growth in the commercial and industrial sectors, which are now among the primary drivers of demand for diesel gensets. As businesses expand and new industries emerge, the need for reliable, uninterrupted power supply becomes critical, particularly in manufacturing, construction, and large-scale commercial operations. Diesel gensets, especially those in the 351-1000 kVA range, are favored for their ability to deliver consistent power output, ensuring that operations can continue even during grid failures or power outages. This trend is further fueled by the government's efforts to attract foreign investment and develop industrial zones, which often require independent power generation solutions due to the limitations of the national grid. As these sectors continue to grow, the demand for diesel gensets is expected to rise, driving market expansion and creating opportunities for both domestic and international genset manufacturers.

### Increasing Adoption of Digital and Remote Monitoring Technologies

The adoption of digital and remote monitoring technologies in the Vietnam Diesel Genset market is on the rise, reflecting a global trend towards smarter, more connected power generation systems. These technologies allow operators to monitor genset performance in real-time, receive alerts for potential issues, and perform predictive maintenance, all of which help to reduce downtime and operational costs. In Vietnam, where the infrastructure can be challenging and the need for reliable power is critical, the ability to remotely monitor and manage gensets is particularly valuable. This trend is driven by the increasing availability of affordable IoT (Internet of Things) solutions and the growing awareness of the benefits of digital transformation in the energy sector. As more businesses recognize the value of these technologies, the adoption of digital and remote monitoring solutions is expected to become a standard practice in the operation and management of diesel gensets, leading to greater efficiency and reliability in power generation.

## Shift Towards Fuel Efficiency and Lower Emissions

As Vietnam continues to industrialize, there is a growing awareness of the environmental impact of traditional diesel gensets, leading to a shift towards more fuel-efficient and lower-emission models. This trend is partly driven by government regulations aimed at reducing air pollution and carbon emissions, as well as by the rising cost of diesel fuel, which makes efficiency a key consideration for businesses. Manufacturers are responding to this demand by developing and offering gensets that are optimized for fuel efficiency, using advanced engine technologies and alternative fuels. Additionally, there is increasing interest in emissions control technologies, such as diesel particulate filters (DPFs) and selective catalytic reduction (SCR) systems, which can significantly reduce the environmental impact of diesel gensets. This shift towards cleaner, more efficient gensets is expected to accelerate as Vietnam's environmental regulations become stricter and as businesses seek to align with global sustainability trends.

## Segmental Insights

### Capacity Insights

351-1000 kVA segment dominates in the Vietnam Diesel Genset market in 2023. This power range is ideally suited for a broad spectrum of applications, particularly in the commercial and industrial sectors, which are rapidly expanding in Vietnam. The country has witnessed significant economic growth, spurred by increased foreign investment and the rise of manufacturing hubs, industrial zones, and large-scale commercial operations. These sectors require reliable, uninterrupted power supply, especially in regions where the national grid may be less stable or unable to meet the growing demand. Diesel gensets in the 351-1000 kVA range are favored for their ability to provide consistent power output, ensuring that critical operations can continue without disruption during grid failures or power outages.

The 351-1000 kVA gensets strike an optimal balance between power output and operational efficiency, making them a cost-effective choice for businesses looking to manage energy costs while maintaining operational continuity. These gensets are powerful enough to handle the energy demands of mid-sized to large commercial buildings, factories, and industrial plants, yet they are more fuel-efficient and easier to maintain compared to larger, higher-capacity models. This efficiency is particularly important in Vietnam, where energy costs and environmental regulations are becoming

increasingly significant considerations for businesses.

Moreover, the 351-1000 kVA segment benefits from the flexibility and scalability it offers. These gensets can be easily integrated into hybrid power systems, which combine diesel generation with renewable energy sources such as solar power. As Vietnam increasingly emphasizes sustainable energy practices, the ability of these gensets to complement renewable energy sources adds to their appeal.

## Regional Insights

Northern Vietnam dominated the Vietnam Diesel Genset market in 2023. Northern Vietnam is home to the country's capital, Hanoi, and several key economic zones, including the Red River Delta region. This area has experienced rapid industrialization and urbanization, attracting significant foreign direct investment (FDI) and becoming a hub for manufacturing and commercial activities. Major industrial parks and export processing zones are concentrated here, hosting a wide range of industries from electronics and textiles to heavy manufacturing. These industries require a stable and uninterrupted power supply to maintain productivity, leading to a high demand for diesel gensets as a backup power source.

The region's rapid urban growth has led to increased construction activities, including the development of new residential areas, commercial buildings, and infrastructure projects. The construction industry in Northern Vietnam relies heavily on diesel gensets to power construction sites, particularly in areas where grid electricity may not be readily available or reliable. As a result, the demand for gensets in the 351-1000 kVA range, which are well-suited for these applications, has surged.

Additionally, Northern Vietnam's climate and geographical conditions contribute to its dominance in the diesel genset market. The region is prone to seasonal storms and flooding, which can disrupt the power supply. Businesses and industries in this region are more likely to invest in diesel gensets to ensure continuity during such disruptions. The reliability and portability of gensets make them an essential tool for disaster preparedness and response in this region.

Furthermore, the government's focus on developing the northern region as an economic powerhouse has led to significant infrastructure investments, further boosting the demand for power generation solutions. This, coupled with the region's existing industrial base and the need for reliable power in both urban and rural areas, positions Northern Vietnam as the dominant market for diesel gensets in 2023.



## 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 Vietnam Diesel Genset Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vietnam Diesel Genset Market, By Capacity:

0-100 kVA

101-350 kVA

351-1000 kVA

Above 1000 kVA

Vietnam Diesel Genset Market, By Application:

Standby Power

Prime Power

Peak Shaving

Cogeneration

Vietnam Diesel Genset Market, By End-User:

Residential

Commercial

Industrial

Government

Vietnam Diesel Genset Market, By Fuel Type:

Biodiesel

Hybrid

Vietnam Diesel Genset Market, By Region:

Northern Vietnam

Southern Vietnam

Central Vietnam

## Competitive Landscape

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

## Available Customizations:

Vietnam 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).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Baseline Methodology
- 2.2. Key Industry Partners
- 2.3. Major Association and Secondary Sources
- 2.4. Forecasting Methodology
- 2.5. Data Triangulation & Validation
- 2.6. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

### 5. VIETNAM DIESEL GENSET MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Capacity (0-100 kVA, 101-350 kVA, 351-1000 kVA, Above 1000 kVA)
  - 5.2.2. By Application (Standby Power, Prime Power, Peak Shaving, Cogeneration)
  - 5.2.3. By End-User (Residential, Commercial, Industrial, Government)
  - 5.2.4. By Fuel Type (Biodiesel, Hybrid)
  - 5.2.5. By Region (Northern Vietnam, Southern Vietnam, Central Vietnam)
- 5.3. By Company (2023)
- 5.4. Market Map

### 6. NORTHERN VIETNAM DIESEL GENSET MARKET OUTLOOK

- 6.1. Market Size & Forecast

- 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Capacity
  - 6.2.2. By Application
  - 6.2.3. By End-User
  - 6.2.4. By Fuel Type

## **7. SOUTHERN VIETNAM DIESEL GENSET MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Capacity
  - 7.2.2. By Application
  - 7.2.3. By End-User
  - 7.2.4. By Fuel Type

## **8. CENTRAL VIETNAM DIESEL GENSET MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Capacity
  - 8.2.2. By Application
  - 8.2.3. By End-User
  - 8.2.4. By Fuel Type

## **9. MARKET DYNAMICS**

- 9.1. Drivers
- 9.2. Challenges

## **10. MARKET TRENDS AND DEVELOPMENTS**

## **11. VIETNAM ECONOMIC PROFILE**

## **12. COMPANY PROFILES**

- 12.1. Caterpillar Inc.

- 12.1.1. Business Overview
- 12.1.2. Key Revenue and Financials
- 12.1.3. Recent Developments
- 12.1.4. Key Personnel
- 12.1.5. Key Product/Services Offered
- 12.2. Cummins Inc.
  - 12.2.1. Business Overview
  - 12.2.2. Key Revenue and Financials
  - 12.2.3. Recent Developments
  - 12.2.4. Key Personnel
  - 12.2.5. Key Product/Services Offered
- 12.3. Rolls-Royce plc
  - 12.3.1. Business Overview
  - 12.3.2. Key Revenue and Financials
  - 12.3.3. Recent Developments
  - 12.3.4. Key Personnel
  - 12.3.5. Key Product/Services Offered
- 12.4. Generac Holdings Inc.
  - 12.4.1. Business Overview
  - 12.4.2. Key Revenue and Financials
  - 12.4.3. Recent Developments
  - 12.4.4. Key Personnel
  - 12.4.5. Key Product/Services Offered
- 12.5. Kohler Co.
  - 12.5.1. Business Overview
  - 12.5.2. Key Revenue and Financials
  - 12.5.3. Recent Developments
  - 12.5.4. Key Personnel
  - 12.5.5. Key Product/Services Offered
- 12.6. Mitsubishi Heavy Industries, Ltd.
  - 12.6.1. Business Overview
  - 12.6.2. Key Revenue and Financials
  - 12.6.3. Recent Developments
  - 12.6.4. Key Personnel
  - 12.6.5. Key Product/Services Offered
- 12.7. Perkins Engines Company Limited
  - 12.7.1. Business Overview
  - 12.7.2. Key Revenue and Financials
  - 12.7.3. Recent Developments

- 12.7.4. Key Personnel
- 12.7.5. Key Product/Services Offered
- 12.8. Yanmar Holdings Co., Ltd.
  - 12.8.1. Business Overview
  - 12.8.2. Key Revenue and Financials
  - 12.8.3. Recent Developments
  - 12.8.4. Key Personnel
  - 12.8.5. Key Product/Services Offered
- 12.9. Kirloskar Oil Engines Limited
  - 12.9.1. Business Overview
  - 12.9.2. Key Revenue and Financials
  - 12.9.3. Recent Developments
  - 12.9.4. Key Personnel
  - 12.9.5. Key Product/Services Offered
- 12.10. Wartsila Corporation
  - 12.10.1. Business Overview
  - 12.10.2. Key Revenue and Financials
  - 12.10.3. Recent Developments
  - 12.10.4. Key Personnel
  - 12.10.5. Key Product/Services Offered
- 12.11. Doosan Corporation
  - 12.11.1. Business Overview
  - 12.11.2. Key Revenue and Financials
  - 12.11.3. Recent Developments
  - 12.11.4. Key Personnel
  - 12.11.5. Key Product/Services Offered
- 12.12. Deere & Company
  - 12.12.1. Business Overview
  - 12.12.2. Key Revenue and Financials
  - 12.12.3. Recent Developments
  - 12.12.4. Key Personnel
  - 12.12.5. Key Product/Services Offered

## **13. STRATEGIC RECOMMENDATIONS**

## **14. ABOUT US & DISCLAIMER**

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