

Middle East Portable Generator Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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Report description:

The portable generator market in the Middle East is projected to register a CAGR of less than 2.5% during the forecast period.

The market was negatively impacted by COVID-19 in 2020. It has now reached pre-pandemic levels.

Key Highlights

Over the short term, increased demand for uninterrupted and reliable power supply is expected to drive the market.

On the other hand, fluctuating fuel prices are expected to hamper the growth of the market during the forecast period.

Nevertheless, an increase in the adoption of hybrid technology, such as solar-based portable inverters, will likely create lucrative growth opportunities during the forecast period.

Iraq is expected to dominate the market due to increasing electricity demand in the country. Rising power outages are expected to propel the need for portable generators during the forecast period.

Middle East Portable Generator Market Trends

Diesel Expected to Dominate the Market

Diesel generators use diesel as a fuel to power the engine for power generation. Diesel generators could serve as a primary power source in off-grid locations, a reliable secondary power source, and a backup or standby power source for residential and commercial customers across the Middle East. ?

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Diesel is costlier than gas. However, it has a higher energy density and can generate more energy from the same amount of fuel. Moreover, diesel generators are more economical than gas generators as diesel is easy to transport and store.?

Diesel portable generators are primarily used as a standby power source by consumers. When there is a lack of power, diesel generators can provide adequate backup power. The residential sector is highly dependent on power supply from portable generators. ?

The shortage of power supply results in downtime for business operations, which can be a significant loss. To maintain a continuous supply of electricity, these portable generators can retain a steady power supply and ensure smooth business operations. Diesel generators are beneficial in terms of cost-effectiveness, fuel availability, and running, making them the most sought-after choice as a standby power source.?

Due to these advantages, the demand for portable diesel generators is expected to be higher during the forecast period.

Iraq Expected to Dominate the Market

Iran is a leading country in the Middle East. According to the government of Iran, electricity consumption in the country is estimated to be 80% above average for the Middle East region.

Furthermore, the country has witnessed a steady growth in power consumption. In 2012, Iran had a power consumption of around 9.22 exajoules. In 2021, it reached about 12.19 exajoules, which is 32% higher since 2012.

Iran is a significant oil and gas producer globally, making it more feasible and economical for the country to rely on its resources for power generation. In 2021, about 80.57% of the electricity generation in the country came from natural gas, while oil accounted for 13.6% of the total electricity generated.

Despite having 100% electrification, the country witnessed several power outages in the last couple of years. This can be ascribed to poor infrastructure. A significant rise in demand for electricity is putting pressure on the infrastructure and leading to increased power outages.

The country's decaying electricity infrastructure is the prime reason for the long-running outages in parts of the country. Due to this, hospitals, local government offices, residents, and businesses have faced severe disruption.

Due to power outages, the demand for portable generators is expected to be high in Iran during the forecast period.

Middle East Portable Generator Market Competitor Analysis

The portable generator market in the Middle East is moderately fragmented. Some of the major players in the market (in no particular order) include Atlas Copco AB, Honda, Yamaha Motor Co. Ltd, Generac Holdings Inc., and Ultra Power Generators.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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