

Europe Generator Rental Market - Focused Insights 2024-2029

Market Report | 2024-02-22 | 86 pages | Arizton Advisory & Intelligence

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Report description:

The European generator rental market was valued at USD 1.47 billion in 2023 and is expected to grow at a CAGR of 3.74% from 2023 to 2029.

EUROPE GENERATOR RENTAL MARKET INSIGHTS

- Several factors, such as increasing demand for temporary power solutions, events, and construction activities, have driven the demand for generators in the region. The market caters to a diverse range of applications, including but not limited to construction sites, events, utilities, manufacturing, and emergency backup power.
- Technological advancements in the market have further driven the market in the region. In addition, market players are focusing on investing in modern generator fleets that offer improved efficiency, reduced emissions, and advanced monitoring capabilities to meet stringent environmental regulations.
- There are several emerging trends, including the increasing adoption of hybrid and solar-powered generators reflecting a broader industry shift toward more sustainable and eco-friendly solutions. In addition, market players aim to offer comprehensive power solutions consisting of ancillary services such as fuel management, equipment maintenance, and 24/7 technical support.
- Based on the power rating, the <75KVA market is growing at a CAGR of 5.34% during the forecast period. Generators with a capacity of less than 75KVA are versatile and well-suited for small-scale applications. They are commonly used for events, residential backup power, and smaller construction projects across Europe, providing a reliable power source for modest energy demands. Small generators in this segment are generally cost-effective to rent, making them an economical choice for users with limited budget considerations.
- Based on application, the continuous power market is showing prominent growth. Constant power generators are often deployed in industrial settings where a reliable and uninterrupted power supply is essential for continuous manufacturing. Telecommunication infrastructure relies on continuous power to maintain network connectivity. Generators are designed for continuous power supply in the oil and gas industry, where continuous power is critical for drilling operations, refineries, and extraction processes.
- The IT & data centers market segment is growing significantly, with a CAGR of 5.05% during the forecast period. Data centers

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require uninterrupted power to maintain the operation of servers and prevent data loss. Generator rentals provide emergency backup power, ensuring continuous data center functionality during grid outages. Emergency backup power from generator rentals safeguards data storage facilities within data centers. This is essential for preventing data corruption and ensuring the integrity of stored information during power disruptions.

-□France and Italy are showing prominent growth in the market. In France, many companies invest in backup power solutions, including emergency generators, to ensure uninterrupted operations during emergencies. The French government has advised businesses to ensure their backup power generators are in working order, highlighting the critical role of load banks in meeting government recommendations. Italy faces severe energy challenges due to extreme weather conditions such as heavy snowfall, freezing temperatures, avalanches, and scorching temperatures. These conditions can disrupt electricity networks and power generators, leaving thousands without access to power.

-□The Europe generator rental market's competitive scenario is intensifying, with global and domestic players offering diverse products. A few major players dominate the market in terms of market share. Some companies currently dominating the market are Aggreko, Ashtead Group, Atlas Copco, Caterpillar, Cummins, Kohler, Speedy, Himoinsa, United Rentals, and Loxam Group.

EUROPE GENERATOR RENTAL MARKET REPORT HIGHLIGHTS

SEGMENTATION & FORECAST

- Fuel Type (Revenue)
- Diesel
- Natural Gas
- Others
- Power Rating (Revenue)
- <75KVA
- 75-375KVA
- 376-1000KVA
- >1000KVA
- Application (Revenue)
- Standby Power
- Continuous Power
- Peak Shaving
- End-User (Revenue)
- Construction
- Retail
- Oil & Gas
- Mining
- Events
- Utilities
- IT & Data Centers
- Manufacturing
- Others

MARKET STRUCTURE

- Market Dynamics
- Competitive Landscape of Europe Generator Rental Market
- Key Vendors
- Other Prominent Vendors

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VENDORS LIST

-□Key Vendors

- Aggreko
- United Rentals
- Ashtead Group
- Atlas Copco
- Caterpillar
- Cummins
- Kohler
- Loxam Group
- Speedy
- HIMOINSA

-□Other Prominent Vendors

- Generac Power Systems
- Bredenoord
- Kiloutou
- Boels Rental
- Colle Rental & Sales
- Rentaload
- SALTI
- Onis Visa
- COELMO
- Powering
- Bo-Rent
- Aksa Power Generation
- Power Electrics
- Woodlands Power
- Bells Power Group
- GAP Group
- Grupel
- GAY ELECTRICITE

KEY QUESTIONS ANSWERED:

- 1.□How big is the Europe generator rental market?
- 2.□What is the growth rate of the Europe generator rental market?
- 3.□What are the trends in the Europe generator rental market?
- 4.□Who are the key players in the Europe generator rental market?

Table of Contents:

CHAPTER - 1: Europe Generator Rental Market Overview

- Executive Summary

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- Introduction
- Key Findings

CHAPTER - 2: Europe Generator Rental Market Projected Revenue

- Europe: Projected Revenue of Generator Rental Market (2023-2029) (\$Billions)

CHAPTER - 3: Europe Generator Rental Market Segmentation Data

- Europe: Projected Revenue by Fuel Type (2023-2029); (Revenue \$BN)
- Fuel Type Snapshot
- Diesel
- Natural Gas
- Others
- Europe: Projected Revenue by Power Rating (2023-2029); (Revenue \$BN)
- Power Rating Snapshot
- <75KVA
- 75-375KVA
- 376-1000KVA
- >1000KVA
- Europe: Projected Revenue by Application (2023-2029); (Revenue \$BN)
- Application Snapshot
- Standby Power
- Continuous Power
- Peak Shaving
- Europe: Projected Revenue by End-User (2023-2029); (Revenue \$BN)
- End-User Snapshot
- Construction
- Retail
- Oil & Gas
- Mining
- Events
- Utilities
- IT & Data Centres
- Manufacturing
- Others

CHAPTER - 4: Europe Generator Rental Market Prospects & Opportunities

- Europe Generator Rental Market Trends
- Europe Generator Rental Market Drivers
- Europe Generator Rental Market Constraints

CHAPTER - 5: Europe Generator Rental Market Industry Overview

- Europe Generator Rental Market - Competitive Landscape
- Europe Generator Rental Market - Key Players
- Europe Generator Rental Market - Other Prominent Vendors

CHAPTER - 6: Appendix

- Research Methodology

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- [Abbreviations](#)
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