

North America Portable Generator - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Portable Generator Market is expected to register a CAGR of greater than 3% during the forecast period.

The market was negatively impacted by COVID-19 in 2020. However, currently, the market has reached pre-pandemic levels.

Key Highlights

- Over the medium term, factors such as the ever-increasing demand for power, the need for emergency backup power solutions, and the demand for a steady power supply are driving the portable generator market in North America. Moreover, power outages have led to the adoption of standby power sources and portable generators, which can meet the requirements for reliable and regular electricity supply and be transported easily.
- On the flip side, increasing demand for battery storage systems and other cleaner sources of standby power is expected to restrain the growth of the portable generators market.
- Nevertheless, the commercial and industrial sectors of emerging economies, the residential sector of developed economies, and the increasing need for power in defense operations are expected to create significant opportunities for market participants in the North American region soon.
- During the forecast period, the United States is expected to dominate the portable generator market in the North American region.

North America Portable Generator Market Trends

Diesel Fuel Type Expected to Witness Significant Growth

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- Compact and easily movable, a portable diesel generator can be considered a multipurpose backup option for specific house or workshop applications. When you need a long-time backup for particular rooms or machinery, portable diesel gensets can be easily moved and used as a direct power source, like an extra switchboard.
- Diesel is the most efficient fuel option for gensets as it offers a higher power output than any other fuel per unit. This also allows DG set manufacturers to design a compact generator that provides more power than a larger CNG Genset. Hence, the cost of production is reduced, making it more affordable for the general public.
- Diesel engines consume fuel more efficiently than others, allowing longer runtime with the same fuel capacity. Portable generators must be compact and lightweight enough to be movable, limiting the fuel capacity any generator manufacturer can design in their product. For this reason, a diesel generator is the best option to have the most extended power backup during power outages.
- For instance, the National Electrical Code 517-13 and the California Electrical Code require all hospitals and critical care facilities to have backup power systems that start automatically and are up and running at full capacity within 10 seconds after power failure. Moreover, the California Building Code in the United States requires emergency facilities to operate during disasters. This eliminates natural gas as a power source for generators because, during a disaster, such as an earthquake, gas lines are immediately turned off to avoid the risk of fire and explosion during a rupture.
- Emergency diesel generators are available in various sizes based on the electricity demand. These diesel generator units can be permanently installed at fixed locations, such as hospitals, or brought on a mobile trailer to disaster sites or outage areas.
- According to BP Statistical Review of World Energy 2022, the region's primary energy consumption in 2021 totaled 113.70 exajoules (EJ), i.e., an increase of about 4.8%, compared to the previous year's value (108.79 EJ).
- Therefore, based on the above-mentioned factors, the diesel segment is expected to witness significant growth for the portable generator market in North America during the forecast period.

United States to Dominate the Market

- As of 2021, the United States is the 2nd largest energy consumer in the world after China and has a huge electricity demand. Despite a complex electricity grid infrastructure and 100% electricity access across the country, problems like power outages and increasing demand for standby power sources are expected to drive the demand for the portable generator market in the country.
- According to the United States Energy Information Administration (EIA), electricity consumption in the country totaled 3,930 TWh in 2021, i.e., an increase of about 2% compared to the previous year's value (3,856 TWh).
- Power outages cost an average of about USD 18 billion to USD 33 billion annually in the country. Therefore, generators are considered the most viable options for making business operations run continuously without interruption.
- This, in turn, increases the demand for the portable generator market during the forecast period, making customers more biased toward electricity shortages. This allows them to focus on their core competencies and expertise instead of worrying about managing finances for purchasing the machine.
- The United States national grid largely operates based on a demand response system. The electricity prices in the country fluctuate based on demand. To save money on electricity, customers in the country are increasingly using off-grid power systems, like portable generators, to provide electricity when demand and power tariffs are high.
- Therefore, based on the above-mentioned factors, the United States is expected to dominate the portable generator market in North America during the forecast period.

North America Portable Generator Industry Overview

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The North America portable generator market is moderately fragmented in nature. Some of the major players in the market (in no particular order) include Generac Holdings Inc., Caterpillar Inc., Cummins Inc., Briggs & Stratton Corporation, and Kohler Power Systems.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Scope of the Study
- 1.2 Market Definition
- 1.3 Study Assumptions

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

- 4.1 Introduction
- 4.2 Market Size and Demand Forecast in USD billion, till 2027
- 4.3 Recent Trends and Developments
- 4.4 Government Policies and Regulations
- 4.5 Market Dynamics
 - 4.5.1 Drivers
 - 4.5.2 Restraints
- 4.6 Supply Chain Analysis
- 4.7 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.7.1 Bargaining Power of Suppliers
 - 4.7.2 Bargaining Power of Consumers
 - 4.7.3 Threat of New Entrants
 - 4.7.4 Threat of Substitutes Products and Services
 - 4.7.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 Power Rating
 - 5.1.1 Below 5 kW
 - 5.1.2 5-10 kW
 - 5.1.3 Above 10 kW
- 5.2 Fuel Type
 - 5.2.1 Gas
 - 5.2.2 Diesel
 - 5.2.3 Other Fuel Types
- 5.3 End User
 - 5.3.1 Residential
 - 5.3.2 Commercial

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5.3.3 Industrial

5.4 Geography

5.4.1 United States

5.4.2 Canada

5.4.3 Rest of North America

6 COMPETITIVE LANDSCAPE

6.1 Mergers and Acquisitions, Joint Ventures, Collaborations, and Agreements

6.2 Strategies Adopted by Leading Players

6.3 Company Profiles

6.3.1 Generac Holdings Inc.

6.3.2 Caterpillar Inc.

6.3.3 Cummins Inc.

6.3.4 Briggs & Stratton Corporation

6.3.5 Kohler Power Systems

6.3.6 Wacker Neuson SE

6.3.7 Atlas Copco AB

6.3.8 Eaton Corporation PLC

6.3.9 Yamaha Motor Co. Ltd

6.3.10 General Electric Company

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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