

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

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Report description:

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

The COVID-19 pandemic negatively impacted the market in 2020, with reduced power demand in industrial and commercial sectors.

Key Highlights

- Over the long term, the South American portable generator market is expected to thrive due to various factors, such as the lack of reliable grid infrastructure, the need for emergency backup power solutions, and increasing development operations in several remote and rural areas in the region.
- On the other hand, increasing demand for battery storage systems and other cleaner sources of standby power is expected to restrain the market's growth.
- Nevertheless, the commercial and industrial sectors of emerging economies in the South American region, the residential sector of developing economies, and the increasing need for power in defense operations will create significant opportunities for market participants shortly.
- Brazil dominates the geographical segment as the country has an increased demand for reliable power.

South America Portable Generator Market Trends

Residential Segment Expected to Dominate the Market

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- Because of the prevalent installation of gensets across households to ensure the availability of emergency power supply, the residential segment of the portable generators market is predicted to expand and drive the market.
- Further, South America has an increasing demand for residential energy. According to the Empresa de Pesquisa Energetica (Brazil's Energy Research Office), in 2021, residential energy consumption increased from 124.91 terawatt-hours in 2013 to about 149.8 terawatt-hours. However, the region has poor power quality, which could drive the market for portable generators.
- In January 2022, Argentina's capital, Buenos Aires, witnessed a power outage that left 700,000 households without electricity amid a heat wave with temperatures above 40 degrees Celsius.
- Overall, South America's increasing residential power demand and poor power quality would aid the portable generator market.

Brazil Expected to Dominate the Market

- Brazil, one of South America's largest countries, is among the fastest-growing economies. Furthermore, Brazil's national electricity reliability is challenged because it largely depends on hydropower.
- As of 2021, hydro energy constituted around 55% (362.8TWh) of the total generated power. The long-distance between hydropower generation and demand centers causes power issues which drives the portable generator market.
- The Brazilian government is also increasing private investment in infrastructure to meet the country's demand, especially in railways, ports, highways, and airports. The increasing infrastructure growth widens the power supply and demand gap, which aids the studied market.
- In 2021, Brazil witnessed the worst drought. The drought threatened the nation's electricity supply since the country is dependent on hydropower. Such instances positively affect the portable generator market, as it supports essential businesses and industries during such times.
- Overall, the country's dependence on hydropower and the widening gap between electricity generation and demand aid the portable generator market.

South America Portable Generator Industry Overview

The South American portable generator market is moderately fragmented. Some of the key players in this market (in no particular order) include Generac Holdings Inc., Caterpillar Inc., Kohler Power Systems, Briggs & Stratton Corporation, and Atlas Copco AB.

Additional Benefits:

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

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