

## **Middle East and Africa Portable Generator Growth Analysis - Market Size, Share, Forecast Trends and Outlook Report (2025-2034)**

Market Report | 2025-06-05 | 134 pages | EMR Inc.

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### **Report description:**

The Middle East and Africa portable generator market reached a value of approximately USD 140.50 Million in 2024. The market is projected to grow at a CAGR of 6.30% between 2025 and 2034, reaching a value of around USD 258.83 Million by 2034.

#### **Middle East and Africa Portable Generator Market Growth**

The unpredictable weather events such as dust storms and typhoons, growing environmental concerns, inconsistent grid power structures, frequent blackouts, the expanding construction sector, and constant innovations in generator technology are fuelling the growth of Middle East and Africa portable generator market.

Moreover, as a result of rapid industrialization in the region, large-scale industrial and commercial projects are being built leading to the expansion of the construction sector. This has increased the need for a reliable and flexible supply of electricity to power industrial tools and safety equipment at remote job sites. For instance, Saudi Arabia has emerged as a leader in infrastructure investment initiatives under Saudi Vision 2030 to develop mega cities such as Jeddah economic city and foster business and tourism while reducing dependence on oil and natural gas. This has increased the demand for portable generators as a backup alternative and a primary power source in onsite construction operations.

Also, the increasing shift towards cleaner and sustainable energy options coupled with strict regulatory standards regarding fuel efficiency has propelled portable generator demand growth. African countries with their large population and lack of power grids are witnessing the adoption of portable solar generators in households for powering basic home appliances, sustaining off-grid living as they offer greater convenience, ease of use, longer life span, portability, noiseless experience and a high return on investment in the long term. For instance, EcoFlow solar generators in South Africa are equipped with 256-7200Wh capacities that convert 23% of solar energy and display an IP68 Weatherproof rating.

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## Key Trends and Recent Developments

Rising urban population, growing electricity consumption, increased adoption of off-grid portable generators, and high electricity demand in the residential sector are accelerating Middle East and Africa portable generator market value.

March 2024

Jackery, a global supplier of sustainable portable generators participated in Africa's largest renewable energy exhibition Solar and Storage live in partnership with its South African distributor Evolife. The objective was to showcase its latest product, Jackery Explorer 300 Plus portable solar generators in the 1000 Pro 1000 W and 2000 Pro 2000 W range, connecting with buyers and industrial partners across Africa. The Jackery Explorer 300 Plus has a lightweight, compact, and foldable design to drive high power performance, providing an ideal solution for charging electronic devices and powering small appliances.

July 2023

Ecoflow, a leading manufacturer of sustainable power solutions, opened its first showroom in South Africa featuring its flagship DELTA 2 and RIVER 2 series portable power stations. The series of portable power stations offers cost-effective and reliable alternatives to conventional power production units, overcoming challenges such as load shedding and unstable power supply in households and industrial units.

June 2022

Doosan Portable Power, a leading industry player launched a new range of small portable generator models for the Middle East and African markets. The new range consists of four small generators - the G20, G30, G40, and G60 available in both stationary and rental configurations. The company claims to have developed the new line of generators specifically for rental applications while maintain a low cost of maneuverability and installations.

March 2021

GCC Olayan, Atlas Copco's power distributor in Saudi Arabia has supplied four twin power container portable generators to the Jasmine Water and Beverages Factory Ltd as a 24/7 source of power supply. The generators have been known for their versatility, reduced fuel consumption, and hefty power generation, almost twice the amount generated by conventional power plants.

### Rising Urban Population Propelling Market Growth

Increased urbanization is a driving factor for growth of the Middle East and Africa portable generator market due to high electricity demand. According to the World Bank data, the urban population in the region grew by 0.3% between 2021 and 2023. A further increase expected during the forecast period, will impact the market's growth positively.

### Increased Electricity Consumption Driving Market Revenue

According to the International Energy Association (IEA), the per capita electricity consumption in the region increased by 39% compared to the global average in 2021. The absolute consumption value amounted to 4.661 MWh per capita. As the consumption rises in the upcoming years, Middle East and Africa portable generator market revenue is expected to drastically increase.

### Sustainability Concerns Leads to Off-Grid Portable Generators Demand Growth

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Growing concerns over environmental sustainability is a leading factor for portable generator demand in Middle East and Africa. Key market players are looking forward to launching their off-grid models in order to meet the growing demand. For instance, Cummins Inc., a leading market player announced the launch of Onan Power Stations, a sustainable, battery-powered lightweight portable solution ideal for outdoor as well as indoor use. The generators will soon be launched in the Middle East and Africa markets.

#### Residential Sectors Leading the Portable Generator Market Share in Middle East and Africa

The market share in the country is led by the residential sector followed by the commercial and public services sector. While the former accounted 41% of final electricity consumption in 2021, the latter followed the trend with 29% consumption. Both the sectors have a high demand for uninterrupted power supply, hence are expected to witness a growing use of portable generators.

#### Middle East and Africa Portable Generator Industry Segmentation

"Middle East and Africa Portable Generator Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Fuel Type:

- Gas
- Diesel
- Others

##### Market Breakup by Power Rating:

- Below 5 kW
- 5-10 kW
- Above 10 kW

##### Market Breakup by Application:

- Residential
- Commercial
- Industrial
- Infrastructure

##### Market Breakup by Country:

- Saudi Arabia
- United Arab Emirates
- Nigeria
- South Africa
- Others

#### Middle East and Africa Portable Generator Market Share

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Based on application, the market is primarily divided into residential, commercial, industrial, and infrastructure. The industrial and infrastructure sector holds a dominant position in the market as increasing construction projects are driving the demand for portable generators in the country. Moreover, as a result of rapid urbanization in the region, the residential and commercial sectors are expanding as people are shifting towards urban areas and metropolitan cities for better opportunities, which has fuelled the need for uninterrupted and efficient power supply to reduce the load on existing power grids with the help of portable generators and other backup alternatives.

#### Leading Companies in Middle East and Africa Portable Generator Market

Market players are constantly improvising existing technologies while adhering to regulatory norms.

- Atlas Copco AB
- Cummins Inc.
- Yanmar Holdings Co., Ltd. (Himoinsa S.L.)
- Honda Motor Co. Ltd.
- Generac Holdings Inc.
- Kohler Co.
- Yamaha Corp.
- Wacker Neuson SE
- Others

#### Middle East and Africa Portable Generator Market□Report Snapshots

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