

US Generator Market

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Report description:

The US generator market is projected to grow from USD 4.01 billion in 2023 to USD 6.57 billion by 2030, at a CAGR of 7.1% during 2023-2030. Several factors are driving the generator market in the US, which reflects economic and environmental trends. A significant driver is the growing demand for reliable backup power solutions, especially in residential and commercial sectors, where power outages can lead to significant financial losses and operational disruptions. In addition, there is an increasing concern for renewable sources of energy that have experienced a rise in hybrid generator systems, integrating traditional generators with solar or wind energy to attract the environmentally conscious consumer and business. Furthermore, technological advancements have made generators more efficient, reduce emissions, and be more appealing to a larger number of people.

According to fuel type, the US generator market is classified as follows- Diesel, Gas, LPG, Biofuels, Coal Gas, Gasoline, Producer Gas, Fuel Cells. The diesel fueled generators have high efficiency and reliability as compared to the other fuels and also offers robust power output and can operate for longer periods without requiring frequent refueling, which makes them ideal for both backup and primary power needs. Also, diesel fuel is available across numerous places, which makes it low-cost to use, thus the less cost during running. Moreover, Biofuel and fuel cell generators are poised for growth in the US generator market due to technological advancement, environmental concerns, and government initiatives promoting clean energy solutions. With rising demand for sustainable energy sources, biofuel generators become an attractive renewable alternative that significantly cuts down greenhouse gas emissions from fossil fuels. This follows the greater trend of decarbonization and the movement to cleaner sources of energy. Besides that, fuel cell technology is developed towards more efficient and reliable electricity-generating systems that make minimal impact on the environment, thus becoming very appealing for both commercial and residential clients seeking clean sources of energy. Government policies and incentives to support renewable energy initiatives further encourage investment in biofuels and fuel cells. Biofuel and fuel cell generators become more attractive for consumers and businesses as sustainability moves to the forefront of most decision-making processes, further augmenting their growth in the market.

The end user segment of the US generator market is made up of industrial, residential, and commercial. Generators find their critical applications in all US based industrial environments for important operations that enhance the operational reliability and

efficiency. One of the key function of generators is ensuring power backup during an outage. This will enable un-interrupted production and minimized time lost in these environments. This is highly valuable for manufacturing industries since some hours of power failure might expose such industries to substantial losses in money, with a considerable time span. Generators are also vital across the commercial facilities in the US, majorly across sectors, such as healthcare, where Loss of power in hospitals jeopardizes patient care and protection, while data centers can't afford to shut down; they need to operate consistently to protect sensitive information.

Major players in the US generator market include Caterpillar (US), Generac (US), Cummins Inc. (US), Briggs & Stratton (US), Kohler Co. (US), ABB (Switzerland), and Siemens (Germany), among others. These companies focus on innovation, product development, and strategic partnerships to cater to the growing demand for US generator market.

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