The diesel generators market is expected to reach a value of USD 16.96 billion by 2020, at a CAGR of 5.4% from 2015 to 2020. Energy demand from developing countries has rapidly grown over the past decade. Increasing power demand unmet by existing grid infrastructure has resulted in frequent power outages and blackout in the Asia-Pacific region. For industries and commercial sector, these power outages can be extremely costly. Diesel generators supply power to industries, commercial as well as residential sector during power cuts and prevents discontinuity in operations. Increasing need for continuous power supply and growing industrial and IT & Telecom industry are the major drivers of the market.

Standby application dominates the global market
The standby application held the largest market share in 2014, and is expected to be the fastest growing segment in the diesel generators market from 2015 to 2020. This growth is attributed to rising demand for uninterrupted power supply and increasing industrialization, especially in Asia-Pacific and other developing countries.

Asia Pacific to lead the global diesel generators market in terms of growth rate
The Asia-Pacific diesel generators market is projected to grow at the fastest rate during the forecast period. Frequent power outages and increasing power demand unmet by existing grid are driving the diesel generators market in the region. Asia-Pacific is followed by the Middle East & Africa. Demand for diesel generators in the Middle East & Africa is mainly driven by oil & gas and mining industries in this region.

Breakdown of Primaries:
In-depth interviews have been conducted with various key industry participants, subject matter experts, C-level executives of key market players, and industry consultants among other experts to obtain & verify critical qualitative and quantitative information as well as assess future market prospects. Distribution of primary interviews is as follows:
- By Company Type: Tier 1-50%, Tier 2-22%, and Tier 3-28%
- By Designation: C-Level-45%, Director Level-23%, and Others*-32%
- By Region: North America-30%, Europe-20%, Asia-Pacific-40%, and RoW-10%

Note: *Others include sales managers, marketing managers, and product managers

Leading players of this industry have been profiled with their recent developments and other strategic activities. These include Caterpillar Inc. (U.S.), Cummins Inc. (U.S.), Kohler Co. (U.S.), and Generac Holding (U.S.).

Why buy this report?
1. The report identifies and addresses key markets for diesel generators which is useful for suppliers and OEMs to review production and distribution plans
2. The report helps manufacturers to understand the pulse of the market and provides insights on drivers, restraints, and challenges.
3. The report will help OEM’s to better understand the competition strategies and will help in making strategic decisions.

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