Global Electric Generators Market - Market Analysis by Geography, by Type, Power rating, End user, Competitive Landscape, Key Company Information - Growth Trends and Forecasts (2016 - 2021)

Description: The Global Generator Market has been estimated at USD XX billion in 2016 and is projected to reach USD XX billion by 2021, at a CAGR of XX% during the forecast period from 2016 to 2020.

Generators are vital equipment that provide reliable and efficient way to supply electricity in cases of power outage. It acts as a reliable backup power supply and are also mobile. The electric generators offer solutions to Residential, Industrial as well as commercial sectors. Industrial sector includes Oil and gas industry, power generation, manufacturing, and others. Commercial sector caters to healthcare, Information technology, agriculture, construction & real estate etc. With the rise in industrialization across the world, especially in the countries like India, China and Brazil, demand for electric generators is expected to increase. The electric generators market is driven by a number of factors such as lack of reliable grid infrastructure, demand for steady power supply and need for emergency backup power solutions. However, this market faces certain drawbacks, such as high operating costs of these units along with the consumer shift to solar, fuel cells etc. and design and construction challenges of the equipment itself.

The market is broadly classified into different types such as diesel generators and gas generators. Based on the power rating market can be classified as small (less than 100 KVA), medium (100 to 1000 KVA) and large (more than 1000 KVA). The market has also been geographically segmented into North America, Asia-Pacific, Europe, Middle East & Africa, and Latin America, with Asia Pacific occupying the largest consumer base in the world followed by North America and Europe. The growing economies and increasing industrialization in Asia-Pacific have made this region an area of immense potential and opportunities. Asia pacific is the fastest growing market for electric generators in the world. However, the price sensitivity in this region has considerably hindered the growth of this market.

The market has more relevance today since trends show that many residential as well as companies are looking towards a reliable backup power supplies. The major companies dominating this market for its products, services, and continuous product developments are Briggs & Stratton Corporation, Caterpillar, Inc, Crompton and greaves, Cummins, Inc., Franklin Electric Co., Generac Holdings, Inc., Kirloskar Electric Company Ltd., Kohler Co., Mitsubishi Heavy Industries, Ltd., Siemens Ag, Wacker Neuson, Wartsila Corporation, Yanmar Co. Ltd and others.

Key Deliverables in the Study

- Market definition along with the identification of key drivers and restraints
- Market analysis for the Global Generator Market, with region specific assessments and competition analysis on global and regional scales
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
- Major trends and economic outlook
- Supply Chain Analysis
- Porters five force analysis
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped
- Generator market analysis by type, application, power rating and end user
- Extensively researched competitive landscape section with profiles of major companies along with their market shares
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market

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