The generator sales market is projected to grow at a CAGR of 5.7% from 2016 to 2021. Generators can be used in standby, prime, continuous, and peak shaving applications in various end-use sectors such as the industrial, manufacturing, and residential sectors. Increasing demand for uninterrupted and reliable power supply, growth of healthcare infrastructure, rising demand for data centers and IT facilities, and rapid urbanization in developing countries is expected to drive the generator sales market. Limited power generation capacity is a major restrain for generator sales market. Also, increasing transmission and distribution expenditure in major developing countries can adversely affect the growth of the generator sales market during the forecast period.

The industrial segment is expected to grow at the highest CAGR from 2016 to 2026 based on end-users of the generator sales market, the industrial end-user segment is estimated to be the fastest growing market from 2016 to 2021. The industrial end-user segment includes utility/power generation, the oil & gas industry, and others, which includes industries such as mining, marine, chemical, military, and manufacturing. Growth of the industrial sector in the Asia-Pacific region and the Middle East & Africa region is expected to drive the generator sales market.

Asia-Pacific is currently the largest market for generator sales followed by North America, the Middle East & Africa, and Europe. The market in the Asia-Pacific region is projected to grow at a higher rate, with China expected to dominate the market. The growth of the industrial and manufacturing sectors in countries such as India, China, and Taiwan are expected to fuel the generator sales market.

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 and verify critical qualitative and quantitative information, as well as to assess future market prospects. The distribution of primary interviews is as follows:

- By Company Type: Tier 1- 35%, Tier 2- 45%, Tier 3- 20%
- By Designation: C-Level- 35%, D-Level- 25%, Others- 40%
- By Region: North America- 45%, Asia-Pacific- 20%, Europe- 30%, RoW- 5%

Note: The tier of the companies has been defined on the basis of their total revenue; as of 2015: Tier 1 = > USD 10 billion, Tier 2 = USD 1 billion to USD 10 billion, and Tier 3 =< USD 1 billion.

The key players operating in the market include Caterpillar, Inc. (U.S.), Cummins, Inc. (U.S.), Mitsubishi Heavy Industries, Ltd. (Japan), Generac Holdings, Inc. (U.S.), and Yanmar Co., Ltd. (Japan).

Research Coverage:

The report provides a picture of the generator sales market and its types across industries and regions. It aims at estimating the market size and future growth potential of this market across different segments such as type, end-user, application, power rating, and region. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market along with their company profiles, SWOT analysis, recent developments, and key market strategies.
Why Buy this Report?

1. The report identifies and addresses key markets for generator sales, which will help suppliers review the growth in the demand for the product.
2. The report helps solution providers understand the pulse of the market, and provides insights into drivers, restraints, and challenges.
3. The report will help key players understand the strategies of their competitors better, and will help in making strategic decisions.

Contents:

1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.2.1 Generators (Gensets)
1.2.1.1 By Type
1.2.1.2 By Power Range
1.2.1.3 By Application
1.2.1.4 By End-User
1.3 Market Scope
1.3.1 Markets Covered
1.3.2 Regional Scope
1.3.3 Years Considered for the Study
1.4 Currency
1.5 Limitation
1.6 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.3 Key Industry Insights
2.1.4 Breakdown of Primaries
2.2 Market Size Estimation
2.2.1 Bottom-Up Approach
2.2.2 Top-Down Approach
2.3 Data Triangulation
2.4 Research Assumptions and Limitations
2.4.1 Assumptions

3 Executive Summary
3.1 Introduction
3.1.1 Historical Backdrop
3.1.2 Current Scenario
3.2 Future Outlook
3.3 Conclusion

4 Premium Insights
4.1 Asia-Pacific Generator Sales Market
4.2 Asia-Pacific Presents Lucrative Growth Opportunities
4.3 Generator Sales Market, By End-User
4.4 Generator Sales Market, By Application

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 By Type
5.2.2 By Application
5.2.3 By Power Rating
5.2.4 By End-User
5.2.5 By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Growing Demand for Uninterrupted and Reliable Power Supply
5.3.1.2 Growth of Healthcare Infrastructure
5.3.1.3 Rising Demand for Data Centers and IT Facilities
5.3.1.4 Rapid Urbanization in Developing Countries
5.3.2 Restraints
5.3.2.1 Limited Power Generation Capacity
5.3.2.2 High Maintenance and Operating Cost
5.3.2.3 Rise in T&D Expenditure
5.3.3 Opportunities
5.3.3.1 Rural and Remote Area Electrification in Developing Countries
5.3.3.2 Bi-Fuel Generator and Inverter Generator
5.3.4 Challenges
5.3.4.1 Rise in Captive Power Plants
5.3.4.2 Stringent Government Regulation
5.3.4.3 Improving Energy Storage Systems
5.3.5 Supply Chain Analysis
5.3.6 New Technologies
5.3.6.1 Remote Management
5.3.6.2 Generator Paralleling Technology
5.3.6.3 Hybrid Generators

6 Generator Sales Market, By Type
6.1 Introduction
6.2 Diesel Generator Sales
6.3 Gas Generator Sales
6.4 Other Generator Sales, By Region

7 Generator Sales Market, By Power Rating
7.1 Introduction
7.2 Below 100 kVA
7.3 100kva-350 kVA
7.4 351-1,000 kVA
7.5 Above 1,000 kVA

8 Generator Sales Market, By Application
8.1 Introduction
8.2 Standby Gensets
8.3 Prime Or Continuous Gensets
8.4 Peak Shaving Gensets

9 Generator Sales Market, By End-User
9.1 Introduction
9.2 Residential
9.3 Commercial
9.3.1 IT & Telecom End-User, By Region
9.3.2 Healthcare End-User, By Region
9.3.3 Other Commercial End-User, By Region
9.4 Industrial
9.4.1 Utilities/Power Generation End-User, By Region
9.4.2 Oil & Gas End-User, By Region
9.4.3 Other Industrial End-User, By Region

10 Generator Sales Market, By Region
10.1 Introduction
10.2 Asia-Pacific
10.2.1 By Power Rating
10.2.2 By Type
10.2.3 By End-User
10.2.4 By Application
10.2.5 By Country
10.2.5.1 China
10.2.5.2 India
10.2.5.3 Australia
10.2.5.4 Rest of Asia-Pacific
10.3 North America
10.3.1 By Power Rating
10.3.2 By Type
10.3.3 By End-User
10.3.4 By Application
10.3.5 By Country
10.3.5.1 U.S.
10.3.5.2 Canada
10.3.5.3 Mexico
10.4 Europe
10.4.1 By Power Rating
10.4.2 By Type
10.4.3 By End-User
10.4.4 By Application
10.4.5 By Country
10.4.5.1 Russia
10.4.5.2 U.K.
10.4.5.3 Germany
10.4.5.4 France
10.4.5.5 Rest of Europe
10.5 Middle East & Africa
10.5.1 By Power Rating
10.5.2 By Type
10.5.3 By End-User
10.5.4 By Application
10.5.5 By Country
10.5.5.1 Saudi Arabia
10.5.5.2 UAE
10.5.5.3 Nigeria
10.5.5.4 Algeria
10.5.5.5 Kuwait
10.5.5.6 Rest of Middle East & Africa
10.6 South America
10.6.1 By Power Rating
10.6.2 By Type
10.6.3 By End-User
10.6.4 By Application
10.6.5 By Country
10.6.5.1 Brazil
10.6.5.2 Argentina
10.6.5.3 Chile
10.6.5.4 Rest of South America

11 Competitive Landscape
11.1 Overview
11.2 Global Players Market Benchmarking - Generator Sets
11.2.1 New Products/Services/Technologies Launches
11.2.2 Contracts and Agreements
11.2.3 Expansions and Investments
11.2.4 Mergers & Acquisitions
11.2.5 Other Developments

12 Company Profiles
(Overview, Products & Services, Strategies & Insights, Developments and MnM View) -
12.1 Caterpillar, Inc.
12.2 Cummins, Inc.
12.3 Generac Holdings, Inc.
12.4 Kohler Co.
12.5 Mitsubishi Heavy Industries, Ltd.
12.6 Briggs & Stratton Corporation
12.7 Kirloskar Electric Company Ltd.
12.8 MQ Power Corporation
12.9 Rolls-Royce Holdings PLC. (MTU Onsite Energy)
12.10 Wärtsilä Corporation
12.11 Wacker Neuson
12.12 Yanmar Co., Ltd.
12.13 General Electric
12.14 Honda Motor Co., Ltd.

- Details on Overview, Products & Services, Strategies & Insights, Developments and MnM View Might Not Be Captured in Case of Unlisted Companies.

13 Appendix
13.1 Insights of Industry Experts
13.2 Discussion Guide

List of Tables

Table 1 Cost Comparison Between Solar PV, Diesel Generators, and Gas Generators
Table 2 Electrification Rate
Table 3 Tier 4 Emission Standards for Non-Road Compression Ignition Engines
Table 4 Indian Emission Standards for Diesel Generator Sets Up to 800 Kw (2014)
Table 5 Indian Emission Standards for Diesel Generator Sets Above 800 Kw
Table 6 Europe: Proposed Stage V Emission Standard for Non-Road Engines (NRE)
Table 7 Generator Sales Market Size, By Type, 2014-2021 (USD Million)
Table 8 Diesel Generator Sales: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 9 Gas Generator Sales: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 10 Other Generator Sales: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 11 Generator Sales Market Size, By Power Rating, 2014-2021 (USD Million)
Table 12 Below 100 kVA: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 13 100-350 kVA: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 14 351-1,000 kVA: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 15 Above 1,000 kVA: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 16 Generator Sales Market Size, By Application, 2014-2021 (USD Million)
Table 17 Standby: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 18 Prime Or Continuous Gensets: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 19 Peak Shaving Gensets: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 20 Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 21 Residential: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 22 Commercial: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 23 Commercial: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 24 IT&Telecom: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 25 Healthcare: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 26 Other Commercial: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 27 Industrial: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 28 Industrial: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 29 Utilities/Powers Generation: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 30 Oil & Gas: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 31 Other Industrial: Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 32 Generator Sales Market Size, By Region, 2014-2021 (USD Million)
Table 33 Asia-Pacific: Generator Sales Market Size, By Power Rating, 2014-2021 (USD Million)
Table 34 Asia-Pacific: Generator Sales Market Size, By Type, 2014-2021 (USD Million)
Table 35 Asia-Pacific: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 36 Asia-Pacific: Generator Sales Market Size, By Application, 2014-2021 (USD Million)
Table 37 Asia-Pacific: Generator Sales Market Size, By Country, 2014-2021 (USD Million)
Table 38 China: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 39 India: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 40 Australia: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 41 Rest of Asia-Pacific: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 42 North America: Generator Sales Market Size, By Power Rating, 2014-2021 (USD Million)
Table 43 North America: Generator Sales Market Size, By Type, 2014-2021 (USD Million)
Table 44 North America: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 45 North America: Generator Sales Market Size, By Application, 2014-2021 (USD Million)
Table 46 North America: Generator Sales Market Size, By Country, 2014-2021 (USD Million)
Table 47 U.S.: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 48 Canada: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 49 Mexico: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 50 Europe: Generator Sales Market Size, By Power Rating, 2014-2021 (USD Million)
Table 51 Europe: Generator Sales Market Size, By Type, 2014-2021 (USD Million)
Table 52 Europe: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 53 Europe: Generator Sales Market Size, By Application, 2014-2021 (USD Million)
Table 54 Europe: Generator Sales Market Size, By Country, 2014-2021 (USD Million)
Table 55 Russia: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 56 U.K.: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 57 Germany: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 58 France: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 59 Rest of Europe: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 60 Middle East & Africa: Generator Sales Market Size, By Power Rating, 2014-2021 (USD Million)
Table 61 Middle East & Africa: Generator Sales Market Size, By Type, 2014-2021 (USD Million)
Table 62 Middle East & Africa: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 63 Middle East & Africa: Generator Sales Market Size, By Application, 2014-2021 (USD Million)
Table 64 Middle East & Africa: Generator Sales Market Size, By Country, 2014-2021 (USD Million)
Table 65 Saudi Arabia: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 66 UAE: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 67 Nigeria: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 68 Algeria: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 69 Kuwait: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 70 Rest of Middle East & Africa: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 71 South America: Generator Sales Market Size, By Power Rating, 2014-2021 (USD Million)
Table 72 South America: Generator Sales Market Size, By Type, 2014-2021 (USD Million)
Table 73 South America: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 74 South America: Generator Sales Market Size, By Application, 2014-2021 (USD Million)
Table 75 South America: Generator Sales Market Size, By Country, 2014-2021 (USD Million)
Table 76 Brazil: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 77 Argentina: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 78 Chile: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 79 Rest of South America: Generator Sales Market Size, By End-User, 2014-2021 (USD Million)
Table 80 Market Ranking: Top Companies, 2015
Table 81 Asia-Pacific Operational Matrix of Key Companies
Table 82 North America Operational Matrix of Key Companies
Table 83 Europe Operational Matrix of Key Companies
Table 84 Middle East & Africa Operational Matrix of Key Companies
Table 85 Global and Regional Key Players Product Feature Mapping, Generators Sets in Power Rating
Table 86 Global Key Players Product Feature Mapping, Generators Sets By Fuel Offering
Table 87 Recent Product Launches By Key Market Players
Table 88 New Products/Services/Technologies Launches, 2014-2017
Table 89 Contracts and Agreements, 2014-2016
Table 90 Expansions & Investments
Table 91 Mergers & Acquisitions
Table 92 Other Developments

List of Figures

Figure 1 Generator Sales Market Segmentation
Figure 2 Generator Sales Market: Research Design
Figure 3 Breakdown of Primary Interviews: By Company Type, Designation, & Region
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Market Size Estimation Methodology: Top-Down Approach
Figure 6 Data Triangulation Methodology
Figure 7 Countries in Asia-Pacific Provide the Most Attractive Opportunities (2015)
Figure 8 Asia-Pacific is Expected to Dominate the Generators Market, From 2016 to 2021
Figure 9 Generator Sales Market Size, By Type, 2016 & 2021 (USD Billion)
Figure 10 Top Market Developments (2015-2016)
Figure 11 Attractive Market Opportunities in the Generator Sales Market, 2016-2021
Figure 12 Asia-Pacific Accounted for the Largest Share in the Generator Sales Market in 2015
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