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: The largest market for generator sales

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.

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