

North American Power Rental Market



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Research Scope

North American Power Rental Market

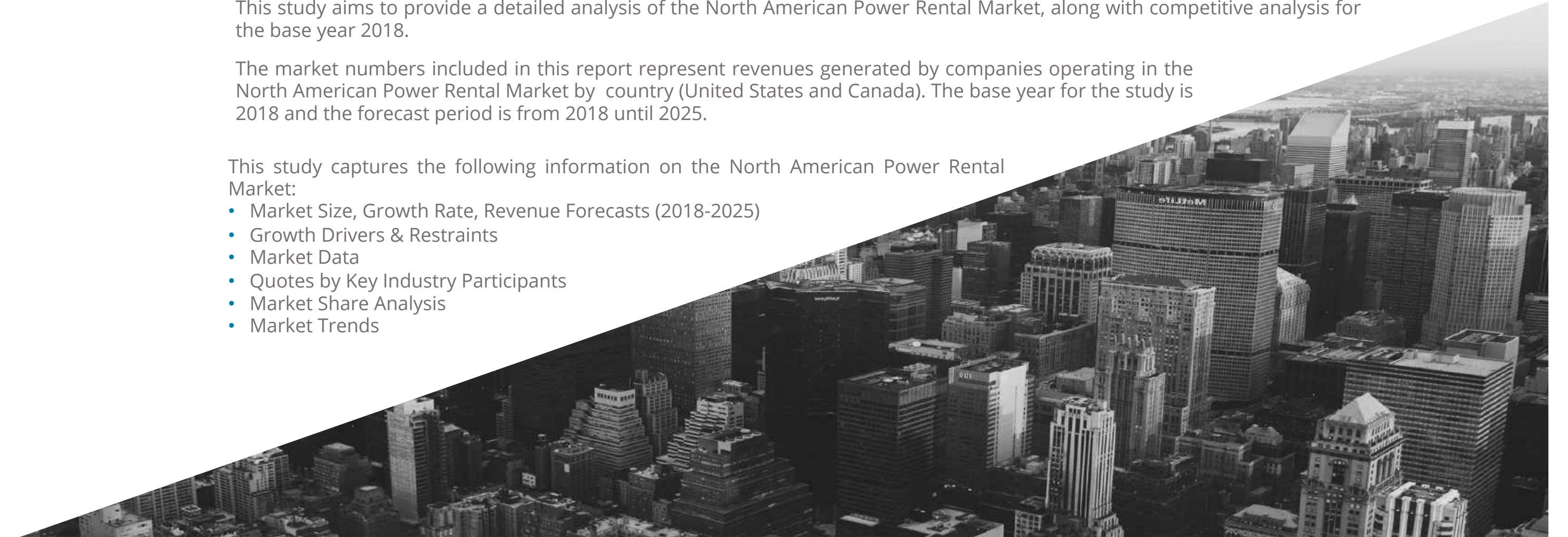
The North American Power Rental Market is mature and competitive with the presence of regional and national market participants trying to get a strong foothold in the market. The market is projected to experience moderate growth during the next seven years driven by economic growth, urbanization and population growth, increase in construction spending and the continuing shift from ownership to rental and demand from events.

This study aims to provide a detailed analysis of the North American Power Rental Market, along with competitive analysis for the base year 2018.

The market numbers included in this report represent revenues generated by companies operating in the North American Power Rental Market by country (United States and Canada). The base year for the study is 2018 and the forecast period is from 2018 until 2025.

This study captures the following information on the North American Power Rental Market:

- Market Size, Growth Rate, Revenue Forecasts (2018-2025)
- Growth Drivers & Restraints
- Market Data
- Quotes by Key Industry Participants
- Market Share Analysis
- Market Trends



Methodology

Interviews with key market participants: The research methodology adopted while creating this research involved conducting interviews with various key market participants, enabling Verify Markets to identify various trends in the North American power rental market. Furthermore, discussions with industry participants enabled us to provide a comprehensive country-level view of the overall market. Next, the information was validated through our internal databases and market experts. Later, the collected information was structured and collated into this report.



Macro-economic factors and industry parameters: Various country level parameters including the GDP, population, disposable incomes, and product prices, among others, were taken into consideration in our forecasting model. An in-depth analysis of such factors enabled Verify Markets to size and forecast the North American power rental market.

Market Segmentation

Segmentation by End User



UTILITY

Comprised of power utility companies using generators for start-up and for stand-by purposes during scheduled power outages; to bring additional capacity during peak demand period; or to provide electricity during emergency situations. This segment uses generators in megawatt output.



OIL & GAS

Rental generators are used in the oil & gas industry to support exploration, production and transportation during planned and unplanned outages and mainly during the construction, expansion, commissioning, and integration phases. Generators ranges between 60 kW and 3 MW.



INDSUTRIAL

Industrial end users comprise of factories and manufacturing units such as semiconductors, pulp and paper, food processing units, marine, chemicals, petrochemicals, rubber, metals, and mining Generator sets used by this segment normally vary between 100 kW to 1.5 MW power range

Market Segmentation

Segmentation by End User (Cont.)



COMERCIAL

This end user segment comprises the telecom industry, IT companies, and data centers. It also includes office buildings, restaurants, resorts, offices, shopping malls, schools, healthcare centers, enterprise, and commercial warehouses.



CONSTRUCTION

Includes power rental provided to construction projects, public and private infrastructure projects, improvements to existing facilities, and site maintenance. Mainly small-sized generators in the 20 to 60 kW range are used in this sector.



ENTERTAINMENT

Events such as television broadcasts, movie productions, sporting events, concert touring, and major corporate events. Power generators for events that provide backup power at all times; portable power with low noise emissions are available from 25kW to 2,000kW.

Market Segmentation

Segmentation by Fuel



DIESEL

These are generators that are powered by diesel, they range from as low as 2.5 kW to much larger generators that can generate up to 3MW electricity. Diesel generators dominate the North American Power Rental Market with demand coming in from utilities, industries, oil & gas exploration, and the construction sector. Diesel generators are preferred as they are easy to operate, have low maintenance, extended life, and fuel availability is easy, cheap, and easy to store.



NATURAL GAS

Natural gas generators run on Liquid Propane (LP) fuel. They are able to generate up to 2 MW of power and smaller portable generators start from 2.5kW. Natural gas/propane-Natural gas is an environmentally-friendly clean fuel and economically more efficient.



OTHER

This category includes, but is not limited to, dual fuel generators that run on Liquid Propane fuel or on regular diesel. Electric generators, etc. Other generators make up a small portion of the market.

Market Segmentation

Segmentation by Application and Power Range

Prime Power

- Prime gensets are designed to operate continuously for extended periods of time at variable loads.

Standby Power

- Supplying emergency power during the duration of normal power interruption. Standby power is run only when there is an outage to the utility grid or there is a disruption in the main source of power.

Peak Shaving

- The period in which electrical power is provided at a significantly higher than average supply level. Peak Shaving is the process of reducing the amount of energy purchased during peak hours when the charges are highest.



Less than 100kw



100kw - 500kw



500kw - 1MW



Above 1Mw



About Verify Markets

About Us

Expert Advice and Strategy Consulting

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

Our goal is to help you reach yours.



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METHODOLOGY

The methodology when formulating market trend projection is outlined below. Historical trends were determined through secondary research and Verify Markets in-house database.

- Secondary research was conducted. A list of key industry participants was put together.
- Telephonic interviews were conducted. Most of the leading participants across all countries were contacted.
- Bottom up methodology was used to calculate the market size.
- Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

METHODOLOGY

Profiles of Interviewees: Vice President, Marketing Manager, Business Development Manager, Brand Manager, CEO (for smaller companies).

Most of the primary interview data was captured through telephonic interviews. Pictures, company contacts, preliminary data was captured through secondary research. Images are derived from company websites and other web sources.

AWARDS

Verify Markets identifies companies that are leaders within a respective industry. These companies are given awards, which are selected by the consultant writing the report. Companies can promote their award publicly to boost brand awareness and confidence.

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Disclaimer

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of the North American Power Rental Market often results in an increased reluctance on the part of several competitors to discuss their market position, future plans, or market trends. Verify Markets used its skills and experience to extract the relevant data in order to complete the analysis.



Verify Markets is not responsible for any incorrect information supplied to us by companies during our primary research process.

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Since most of the data is based on company personnel views, it is subject to fluctuation.

Capabilities & Market Coverage

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Air Treatment

Environmental Technologies

Energy & Power Equipment

Power Supplies & Batteries

Oil & Gas

Building Technologies & Efficiency

Consumer Products

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Market Research

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