

Latin America Genset Market



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Research Scope

Latin American Genset Market

The Latin American Genset Market is mature and competitive with the presence of regional, national, and global market participants trying to get a strong foothold in the market. The market is projected to experience a moderate growth during the next seven years. The growth is expected to be driven by population and urbanization growth, unreliable power grids, and electricity demand.

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

The market numbers included in this report represent revenues generated from the sales of generator sets. Transportation, installation, and additional components, such as controls, paralleling systems, and transfer switches, are **not included**. 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 Latin American Genset 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 Latin American Genset 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 Latin American Genset 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, and to bring additional capacity during peak demand period. This segment uses generators in megawatt output.



INDUSTRIAL

Industrial end users comprise factories and manufacturing units such as Oil & Gas, semiconductors, paper and pulp, 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



COMMERCIAL

This end user segment comprises high-rise buildings, restaurants, resorts, offices, shopping malls, the telecoms industry, IT companies, data centers, small enterprise, and commercial warehouses.



RESIDENTIAL

The residential segments are smaller end user groups, which vary from apartment complexes to condominiums.



INFRASTRUCTURE

The public and private Infrastructure segment comprises hospitals, schools, universities, rural communities, government buildings, airports, railways, and various other power capacities. Mainly small-sized generators in the 20 to 60 kW range are used in this sector.

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 Latin American Genset 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 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

- Supplies 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.



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 Latin American Genset 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

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.

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Air Treatment

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**Any questions?
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