



North American Power Rental Market

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The North American Power Rental Market is mature and competitive with the presence of local, regional, and national market participants. The market has experienced a moderate steady growth during the last years and has been affected by the COVID-19 pandemic. However, increase urbanization and population growth, higher spending in construction, urbanization and construction growth, aging power infrastructure, and recovery of the industrial activity are projected to drive the demand for rental power during the next seven years.

This study aims to provide a detailed analysis of the North American Power Rental Market along with qualitative trending information for the year 2020.

The market numbers included in this report represent revenues generated by companies operating in the United States and Canadian power rental market. The base year for the study is 2020 and the forecast period is from 2020 until 2027.

This study captures the following information on the power rental market:

- Market Size, Growth Rate, Revenue Forecasts (2020-2027)
- Growth Drivers & Restraints
- Market Data
- Market Share Analysis
- Market Trends



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, construction spending, oil & gas prices, and rental revenues, 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. As an added exercise, Verify Markets backs into market size estimates by counting dealerships and incorporating revenue assumptions based on proximity to metropolitan area.

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 of electricity. Diesel generators dominate the North American power rental market with demand coming from utilities, industrial markets, manufacturing, 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 simple, cheap, and easy to store.

Natural Gas

Natural gas generators run on Liquid Propane (LP) fuel. They can generate up to 2 MW of power and smaller portable generators start from 2.5kW. Natural gas/propane is seen as a more environmentally-conscious 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 and electric generators, hybrid generators and alternative fuel generators. 'Other' generators make up a small portion of the market.

Segmentation by Application and Power Range

+ Prime Power

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



Less than 100kw

+ 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.



100kw - 500kw

+ 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 electrical charges are highest.



500kw - 1MW



Above 1Mw



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. Generator size ranges between 60 kW and 3 MW.



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.



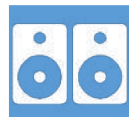
Utility - Comprised of power utility companies using generators for start-up and for stand-by purposes during scheduled power outages; to bring additional capacity during peak demand period; or to provide electricity during emergency situations. This segment uses generators, mainly, in the megawatt output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



Industrial- Industrial end users are comprised of factories and manufacturing applications such as semiconductors, pulp and paper, food processing, maritime, chemicals, petrochemicals, rubber, metals, and mining. Generator sets used by this segment vary between 100 kW to 1.5 MW power ranges.



Commercial - This end user segment is comprised of the telecom industry, IT sector, and data centers. It also includes office buildings, restaurants, resorts, offices, shopping malls, schools, healthcare centers, enterprise, and commercial warehouses. Medium-sized generators in the 35 to 500 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 provide backup power at all times; portable power with low noise emissions are desired ranging from 25kW to 2,000kW.



About Verify Markets

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.



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 China 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.

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of the UV disinfection vessels 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.



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

Verify Markets report is for customers' internal use and not for general publication. This research cannot be given, disclosed, or sold to non-customers or third parties. Since most of the data is based on company personnel views, it is subject to fluctuation.

Verify markets

Capabilities

Market Coverage

Services

- Water & Wastewater Treatment
- Air Treatment
- Environmental Technologies
- Energy & Power Equipment
- Power Supplies & Batteries
- Oil & Gas
- Building Technologies & Efficiency
- Consumer Products
- Healthcare IT

- Competitive Intelligence
- Market Research
- Custom Consulting
- Strategic Planning
- White Papers
- Verified Leader Awards
- Claim Validation
- Strategy Workshops
- Customized Monthly Newsletters





**ANY QUESTIONS?
CONTACT US AND SET UP A TIME TO
SPEAK WITH OUR ANALYSTS.**



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