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# Middle Eastern Power Rental Market with COVID-19 Impact

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The Middle Eastern Power Rental Market is in the growth stage. The market is highly competitive, with a large number of local companies holding a major portion of the market share. The market is projected to experience steady growth rate during the forecast period (2020-2027). The market is expected to be driven by increasing construction activity, resurgence of the events industry, and regional economic development.

This study aims to provide a detailed analysis of the Middle Eastern Power Rental Market along with competitive intelligence for the year 2020.

The market numbers included in this report represent revenues generated from renting of generator sets. The base year for the study is 2020 and the forecast period is from 2020 until 2027.

This study captures the following information on Middle Eastern Power Rental Market:

- Market Size, Growth Rate, Revenue Forecasts (2020-2027)
- Growth Drivers & Challenges
- Market Data
- Quotes by Key Industry Participants
- Market Share Analysis
- Market Trends
- COVID-19 Impact





## **Transactional Model:**

A temporary contract where the rental company offers power equipment at a fixed price based on the power output. Additionally, the company also offers basic services such as regular on-site services, generator maintenance, and 24/7 technical support.

## **Power Projects:**

Rental companies provide rental power for multi-megawatts projects particularly in oil & gas and mining sectors via short to medium-term contracts. These contracts generally have fixed rental costs based on the power output and variable operation and maintenance costs based on the electricity generated or on the hours of operation.

## **Power Rental or Flow/Commercial/Depot/Local Business:**

Customers rent generators that are typically based on diesel or gas. The company that provides rental equipment, typically, does not provide fuel for running generators. The rental company does, however, provide the set up required for meeting power requirements.

## **Power Projects/Temporary Power/Rental Power Plants:**

Temporary setups that do not exceed 15 years of operation. These plants typically cater to power requirements of more than 20 MW to a single, or aggregated, clientele (acting as a single customer) at single (generally) or multiple locations for a single contract.



## **Utility Power:**

Provides power to a utility through a temporary/rental power plant or provides auxiliary power to existing power plants. Standby Power/Standby – If the main/existing power source fails, standby power is provided via generators on a rental basis for purposes of continuous operations.

## **Continuous Power/Continuous/Base Load Power:**

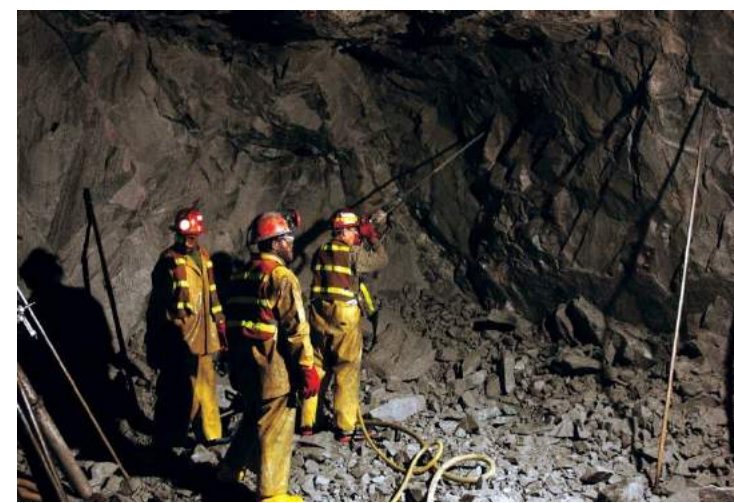
Typically, in case of a power deficit, it involves providing power to utilities. It can also involve providing rental power in areas where no other power source is available and rental power acts as the only source for continuous power. Additionally, the required output remains the same.

## **Prime Power:**

Providing rental power for the purposes of continual, or non-continual, usage for variable loads/power demands, particularly for industries running motors, or other equipment, whose power demands vary during usage.

## **Permanent Power Plants/Base Load Units/Capacity:**

Base load units are permanently established power units, or capacity, which can provide power for at least 20 to 25 years. These units can be from various power sources such as thermal, renewable, nuclear or hydro.



## MINING

This segment consists of various extraction activities of valuable minerals or other geological materials from mines or reefs that require power for a considerable time period.



## CONSTRUCTION

This segment consists of the construction industry including residential, agricultural, infrastructural, commercial, industrial, and others.



## MANUFACTURING

This segment consists of various manufacturing industries including cement, textile, chemical, pharmaceutical, machinery, and others. It also includes assembly units or plants, which source components and deliver the end product by integrating them.



## OIL & GAS

This segment consists of various upstream operations in the oil and gas industry including exploration, drilling, and extraction activities. Sites of these activities are remote and cannot be catered to by an established power plant, which requires rental power.



## EVENTS

This segment consists of corporate events, exhibitions, community, local, regional, national or international celebratory events, sporting events, natural disasters such as earthquakes, cyclones, volcanic eruptions, and others.



## DATACENTERS

This segment consists of large facilities that centralize an organization's shared IT operations and equipment for the purposes of storing, processing, and disseminating data, and applications.





## COMMERCIAL

This segment consists of commercial properties including office buildings, medical centers, hotels, malls, retail stores, and others.



## RESIDENTIAL

This segment consists for properties which are zoned for single-family homes, multi-family apartments, townhouses, condominiums, and others.



## MILITARY

This segment consists of various establishments of armed forces including the army, navy and air force, such as camps, bases, equipment, and others.



## UTILITY

This segment consists of rental power used by electric power companies that are engaged in the generation, transmission and distribution of electricity.



## MARITIME

This segment consists of designing, manufacturing, acquiring, operating, maintaining, and repairing vessels or some of its components used in the shipping industry.



**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 Middle Eastern 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. 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, product prices, and other trends were taken into consideration in the forecasting model. An in-depth analysis of these factors enabled Verify Markets to size and forecast the Middle Eastern Power Rental Market.





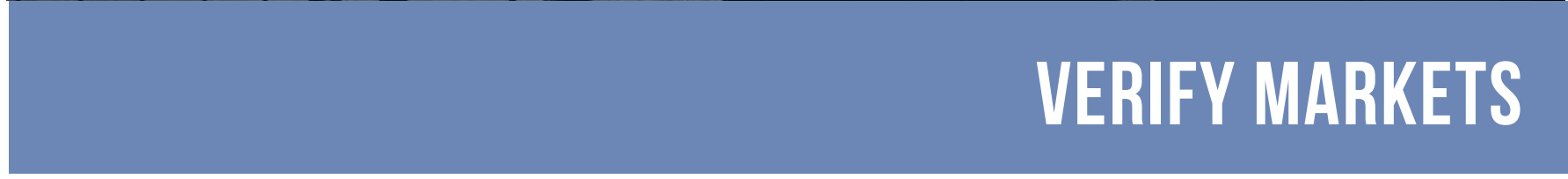
# About Verify Markets

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Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy, Consumer Products 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 Challenges 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. Photos 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 Middle Eastern 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**

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

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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







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



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