

# European Power Rental Market

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# Table of Contents

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- I. Scope of Research, Methodology..... 4
- II. Market Definition..... 6
- III. Segmentation by output range (over 1000 Kw, 501 to 1000 Kw, 100 to 500 Kw, less than 100 Kw)..... 7
  - by end user (commercial, industrial, oil & gas, maritime, utilities and events)..... 8
  - by application (prime power, standby power, continuous power)..... 10
- IV. Executive Summary ..... 11
  - a. Market share by end user..... 12
  - b. Major Data Points ..... 13
  - c. European power rental market revenues, 2023 & 2030 ..... 14
  - d. Market drivers..... 15
  - e. Market restraints ..... 17
  - f. Main market participants..... 19
  - g. Major trends ..... 20
- V. Market Drivers..... 22
- VI. Market Restraints..... 27
- VII. Market Trends..... 32
  - a. Raised in natural gas prices favors diesel generators..... 33
  - b. Eco-friendly power innovations..... 34
  - c. Connectivity..... 39
  - d. Advancements in combating wet stacking..... 40
- VIII. Market data..... 41
  - a. Total market revenues (2023-2030)..... 42
  - b. European power rental market size and revenue, by country..... 44
  - c. Market share by business model..... 46

# Table of Contents

---

c.	Market share by end user.....	48
d.	Market share by fuel.....	50
e.	Market share by output.....	51
f.	Market share by application.....	52
IX.	Competitive Landscape.....	53
a.	Competitive factors.....	54
b.	Market share by revenue.....	55
X.	Company Profiles.....	56
a.	LOXAM Group.....	57
b.	Boels Rental.....	59
c.	Atlas Copco AB.....	61
d.	Speedy Hire Plc.....	63
e.	Aggreko PLC.....	65
f.	Bredenoord GmbH.....	66
XI.	Country Analysis.....	67
a.	United Kingdom.....	68
b.	France.....	72
c.	Benelux.....	76
d.	Germany.....	80
e.	Nordics.....	84
f.	Spain.....	90
g.	Italy.....	94
h.	Rest of Europe.....	98
XII.	About Verify Markets.....	102

European Power Rental Market

# Scope of Research

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This study aims to provide a detailed analysis of the European power rental market along with qualitative trends for the year 2023.

The market numbers included in this report represent revenues generated by companies operating in the generator power rental market in Europe. Revenue figures consider the revenue generated from the rental of generator assets under the transactional and power project model. Fuel, transportation, operation and maintenance (O&M), and other associated costs are excluded from these figures. Power projects with contracts over five years were excluded from the revenue figures. The base year for the study is 2023 and the forecast period is from 2023 until 2030.

This study captures the following information on the European Power Rental Market:

- Market Size, Growth Rate, Revenue Forecasts (2023-2030)
- Growth Drivers & Restraints
- Market Data
- Market Share Analysis
- Market Trends
- Quotes by Key Industry Participants

# Methodology

## Interviews with key market participants

The methodology adopted while creating this research involved conducting interviews with various key market participants, enabling Verify Markets to identify various trends in the European 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, market experts, and secondary sources. The collected information was structured and collated into this report.



## Macro-economic factors and industry parameters

Various country-level parameters including the GDP, population growth rate, oil & gas prices, construction spending, and sales 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 European 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 areas.

# Market Definition

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## Transactional Model

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

## Power Projects

Power projects require multi-megawatt generators for short to medium-term contracts. These contracts generally have a fixed rental cost based on the power output and a variable operation and maintenance cost based on the electricity generated or the hours of operation. Power projects may be either connected to the electric power grid as distributed energy resources or isolated from the grid for stand-alone applications.

## Power Plants

A long-term contract where the rental company, acting as an independent power producer (IPP), develops, owns, operates, and maintains a power plant and sells electricity to the utility. Some of these longer-term solutions are provided via PPA (Power Purchase Agreements). Most of these power plants have a multi-megawatt capacity.

**For the purposes of this study, the analysis was focused on the transactional model and power projects. Power plants were considered out-of-scope for this study and have been excluded from the analysis.**

European Power Rental Market

# Segmentation by output range

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Over 1,000 kW



501 to 1,000 kW



100 to 500 kW



Less than 100 kW



## European Power Rental Market

# Segmentation by end user

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In 2023, the commercial and utilities sectors combined represented almost half of the total power rental opportunity in Europe. These segments are expected to continue dominating the market, driven by the need for supplemental power to manage aging infrastructure challenges and the increasing demand for energy during peak periods, which exceeds the available capacity of traditional power sources.



## Commercial

This segment consists of the construction industry, telecom industry, IT sector, data centers, healthcare, government, and commercial facilities. The construction industry includes construction projects, public and private infrastructure projects, improvements to existing facilities, and site maintenance. Small-sized generators in the 20 to 60 kW range are mainly used in this sector.



## Utilities

This segment consists of power utility companies using rental generators for start-up and for standby purposes during scheduled power outages and to bring additional capacity during peak demand period.



## Industrial

This end user group is comprised of factories and manufacturing applications such as cement, textile, chemicals, petrochemicals, pharmaceuticals, automobiles, machinery, agricultural, metals and mining. It also includes assembly units or plants, which source components and deliver end products.



European Power Rental Market

# Segmentation by end user

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## Oil & Gas

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



## Maritime

Maritime end users rent generators used during vessel construction, emergency shutdown, or planned maintenance, in addition to use by the off-shore shipping industry.



## Events

This end user segment is comprised of corporate events, exhibitions, communities, local, regional, national or international events, sporting events, and natural disasters such as earthquakes, cyclones, and volcanic eruptions, among others.



European Power Rental Market

# Segmentation by application



## 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.



## Continuous Power

Continuous gensets are designed to supply power continuously at a constant load.

# About Verify Markets

Verify Markets

# About us

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## 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

Secondary research was conducted. A list of key industry participants was put together.



## Primary Research

Telephonic interviews were conducted. Most of the leading participants across North America were contacted.

## Bottom-up

Bottom-up methodology was used to calculate the market size.



## Drivers & Restraints

Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

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.



## Disclaimer

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

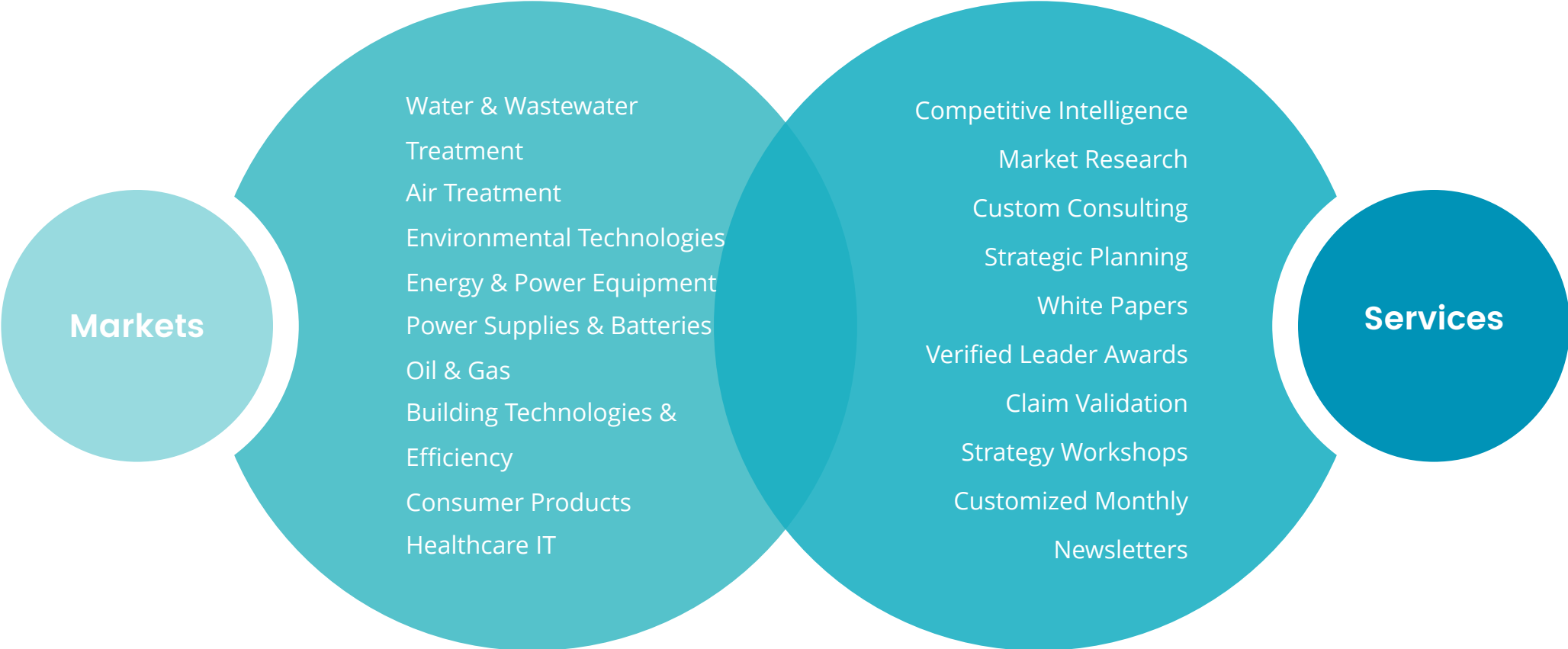
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Verify Markets

# Capabilities

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# Global Presence







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# Have A Question?



Contact us and set up a time to speak with our analysts.



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# Contact us: We're social

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