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The Latin 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, an increase in infrastructure, demand from events, and the continuing shift from ownership to rental.

This study aims to provide a detailed analysis of the Latin American Power Rental Market along with competitive intelligence for the year 2016.

The market numbers included in this report represent revenues generated by companies operating in the Latin American Power Rental Market by country (Argentina, Mexico and Brazil). The base year for the study is 2016 and the forecast period is from 2016 until 2023.

This study captures the following information on Latin American Power Rental Market:
- Market Size, Growth Rate, Revenue Forecasts (2016-2023)
- Growth Drivers & Restraints
- Market Data
- Quotes by Key Industry Participants
- Market Share Analysis
- Market Trends
## Market Definition and Segmentation

### Latin American Power Rental Market, by Type

**Prime Power**

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

**Continuous Power**

- Continuous power generators are designed to operate continuously for extended periods of time in situations where limited amount of power load fluctuations occur.

**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-Load**

- 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.
MARKET DEFINITION AND SEGMENTATION

LATIN AMERICAN POWER RENTAL MARKET, 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.

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.

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.

- Diesel generators dominate the 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/propane—Natural gas is an environmentally-friendly clean fuel and economically more efficient.
- Other generators make up a small portion of the market.
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.

Utilities
Comprised 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 periods. This segment uses generators in megawatt output.

Mining
Rental generators are used in the mining industry to provide prime power to mines and quarries, which depend on reliable power for exploration, construction, production, and expansion. Generators range between 60 kW and 3 MW.
MARKET DEFINITION AND SEGMENTATION

LATIN AMERICAN POWER RENTAL MARKET, BY END USER (CONT.)

INDUSTRIAL
Industrial users are comprised of factories and manufacturing units such as semiconductors, paper and pulp, food processing units, marine, chemicals, petrochemicals, rubber, metals, and mining.

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.

EVENTS
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.

OTHERS
Power rental requirements by residential complexes, buildings, offices, schools, shopping centers, healthcare centers and others.
The power rental market in Latin America can be mainly divided into two segments based on the type of rental contract:

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

- **Power Projects**: In some Latin American countries, in areas isolated from the national grid or where grid reliability and stability is low (such as Argentina and Brazil), rental companies provide rental power for big projects that require multi-megawatt generators through 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 the hours of operation.

- **Power Purchase Agreement (PPA)**: A long-term contract where the power rental company, acting as an independent power producer (IPP), develops, owns, operates and maintains a power plant and sells electricity to the utility company. The majority of these power plants have a capacity of over 10 MW.

- For the purposes of this study, the analysis was focused on the transactional model and power projects. PPAs were considered out of scope for this study and have been excluded from the analysis.
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 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, urbanization rates, and energy consumption, among others, were taken in consideration in our forecasting model. Other factors which were accounted for include power generator prices, oil & gas prices, metal prices and government regulations. An in-depth analysis of such factors enabled us to size and forecast the Latin American power rental market.
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.
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.

**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.

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

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

### Capabilities
- 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.
CONTACT US

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