

Power Rental Market Worth Over USD 17 Billion by 2030 | North America Dominate by United States, Canada

Power Rental Market is projected to grow at a CAGR of 6.6% from 2021 to 2030.

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According to a new report published by Allied Market Research, The global [power rental market](#) was valued at \$9.5 billion in 2020, and is projected to reach \$17.8 billion by 2030, growing at a CAGR of 6.6% from 2021 to 2030.



The power rental market offers temporary power solutions to various industries, including construction, events, oil and gas, manufacturing, utilities, and infrastructure projects. These solutions can range from small portable generators to large-scale power plants.



The global power rental market is expected to witness incredible growth due to rapid increase in the demand for power from the developing nations."

Allied Market Research (AMR)

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Asia-Pacific dominated the global market in 2020, garnering one-third of the total share. This is attributed to rapid expansion of commercial spaces comprising malls, hotels, and retail stores in Asia-Pacific, which has significantly driven the demand for stable power supply,

thereby augmenting the utilization of power rentals.

The major players profiled in the global power rental industry are Atlas Copco AB, Caterpillar, United Rentals, Cummins, Inc., Aggreko, Generac Power Systems, Inc., Kohler Co., Ashtead Group Plc., HERC Rentals Inc., and Wacker Neuson SE.

The power rental market plays a crucial role in providing emergency power supply during natural disasters, grid failures, or other unplanned events. Rental power equipment can be quickly deployed to restore electricity in affected areas or ensure continuity of operations for critical facilities like hospitals, data centers, and telecommunications infrastructure.

Power rental companies provide flexible and scalable power solutions that can be tailored to meet specific requirements. Customers can rent the exact power capacity and equipment they need for a specific duration, allowing them to adjust their power supply according to project demands or unforeseen circumstances.

The global power rental market is expected to head toward expansion in the coming years, owing to rapid increase in the demand for power from the developing nations, such as China, India, South Korea, Brazil, Turkey, Thailand, and Qatar.

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These countries are undergoing rapid technological advancements along with increasing foreign investments in the construction sector, owing to which the demand for rented power is likely to rise.

Rise in electricity consumption for commercial and industrial applications has increased the supply-demand gap in the power market. This slit is even more obvious during the peak hours for power consumption. This has propelled the expansion of power rental systems, which are proficient in providing provisional electricity at times of low supply of power.

Surge in demand for momentary electricity supply sources at times of festivals, events, and fairs is expected to boost the power rental market growth in the upcoming years.

These power systems deliver a peak shaving, which permits various industries to allot their power load consistently during non-peak and peak hours.

Power rental refers to the facility of temporarily renting power plants or generators for supplying energy to industrial units. It delivers functioning power equipment along with various scalable components, which are installed in power stations.

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The power rental market is increasingly focusing on environmental sustainability by offering cleaner and more fuel-efficient power solutions. Rental companies may provide low-emission generators, hybrid power systems, or renewable energy options like solar or wind power to

reduce carbon footprint and comply with environmental regulations.

In addition, it offers reliability, flexibility, speed, and cost-effectiveness to businesses for coping with brief shortages of power.

Power rental services are aimed to stabilize utility power grids and provide additional energy to industries and support communities. Thus, power rental systems find extensive application across the construction, mining, and oil & gas industries.

These systems act as a stand-in power supply in periods of unintended power losses. Incentives and schemes by government authorities, including feed-in-tariff, in Asia-Pacific and North America are expected to fuel the demand for power rental solutions.

Schemes introduced by the government are targeting to endorse the installation of such rental systems across industrial, commercial, and residential applications.

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Enforcement of stringent regulations pertaining to emission reduction in fossil fuel-powered equipment is expected to hamper the growth of the power rental market during the forecast period.

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Power Rental Market

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