



LAMIGCONSULTING

Latin America Market Intelligence

Mexican Market for Diesel Power Generators, 2020

*A Strategic Market Quantification and Opportunity Analysis for Market
Penetration and Business Growth*

Latin America
Market
Intelligence

www.lamiglatam.com

Who We Are

We conduct studies on various sectors in Mexico and Latin America; among them oil and gas; generation, transmission and distribution of electricity; control and automation; renewable energy; biofuels; and several industries in the manufacturing sector, such as automotive, aerospace, machinery and equipment manufacturing, chemical industry, among others.

We work mainly with private industry, but also with many associations and chambers of commerce, to provide market information, such as: market share and size, competitors, buyers, industry suppliers, distribution chain analysis, cost analysis and prices, regulatory framework or logistics of exports or imports.

The information we provide is essential for entering new markets, increasing market share, knowing the positioning or acceptance of brands or products, identifying new market niches; develop sales strategies, as well as promote strategic partnerships between companies, chambers or trade associations in Mexico or other countries in the region"

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- 1.- **Methodology and Geographical Scope**
- 2.- **Chapter 1. Industry Overview**
 - The Mexican Market for Diesel Power Generators, 2015 to 2020
 - Challenges of the Industry
 - Regulations
 - Norms
 - National Apparent Consumption (production plus imports minus exports)
- 3.- **Chapter 2. Market Size and Market Share**
 - Market Size, 2020
 - Market Share, 2020
 - Evolution of the Market 2015 to 2020
 - Market Size Forecast to 2025 (3 scenarios)
 - Profiles of Top 10 Competitors
 - Best Rated Diesel Power Generators

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4.- Chapter 3. End Users

- Market Breakdown by End User, 2020 (oil & gas, mining, ports, manufacturing, construction, events, power rental, commercial, telecom and other industries)
- Challenges by End User (oil & gas, mining, ports, manufacturing, construction, events, power rental, commercial, telecom and other industries)
- Market Breakdown by End User Forecast to 2025 (oil & gas, mining, ports, manufacturing, construction, events, power rental, commercial, telecom and other industries)
- Largest End Users (oil & gas, mining, ports, manufacturing, construction, events, power rental, commercial, telecom and other industries)
- Profiles of Top 5 End Users per Industry

5.- Chapter 4. Geographical Breakdown

- Market Breakdown by Region, 2020
- Challenges by Region
- Market Breakdown by Region Forecast to 2025

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6.- **Chapter 5. Drivers, Barriers, Trends and Challenges**

- Drivers
- Barriers
- Trends
- Challenges

7.- **Chapter 6. Price Analysis**

8.- **Chapter 7. Financing Strategies**

- Financing Strategies
- Leasing, Distributors and OEM's
- Warranties
- Depreciation

9.- **Chapter 8. Sales Strategies**

10.- **Conclusions and Strategic Recommendations**



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Methodology

Methodology

Secondary Research

Analysis of databases, such as production, international trade, imports, exports and others. Analysis of the information compiled in magazines, specialized websites and those related to competitors, associations, corporate unions, industrial chambers, etc.

Primary Research

Telephone or face to face interviews with the main related players in the diesel power generators market, such as manufacturers, importers, distributors, end users, associations, business associations, industrial chambers, etc.

Discussion Guides

Discussion Guides (DG's) are designed for interviews with different market players (competitors, distributors and end users) these DG's are designed between LAMIG Latam and the client to ensure the quality of information required for the study.

Primary Research

Diesel Power Generators Manufacturers, Importers and Distributors

Primary research is essential for the development of the project, since first-hand interviews with executives of competitors or distributors offer us a faithful image of the market and relevant data on drivers, restraints, threats and market opportunities, as well as other topics such as regulation, technological advances, possible entry of new competitors, etc.

Some of the companies to interview are (amongst others)

1. Cummins Power Generation (ALESSO)
2. CAT (MADISA, TRACSA, MATCO)
3. IGSA
4. Atlas Copco
5. SDMO
6. FG WILSON
7. GENERAC
8. GENESAL ENERGY
9. HIMOINSA
10. KOHLER



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Methodology

Primary Research

Diesel Power Generation End Users

Primary research is essential for the development of the project, since the first-hand interviews with Regional Managers or purchasing departments of the end users by segment, provide us with a faithful image of the market and relevant data on drivers, restraints, threats and opportunities of the market, as well as other issues such as regulation, technological advances, possible entry of new competitors, etc.

Some of the companies included are oil & gas, mining, ports and airports, manufacturing, construction, events, power rental, commercial, telecom and other industries



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Methodology

Product Scope:

Diesel Power Generators

A diesel generator (DG) (also known as diesel genset) is the combination of a diesel engine with an electric generator (often an alternator) to generate electrical energy.

For the purpose of this study, diesel power generators from 20 kW to above 2.5 MW were analyzed, in the following power ranges:

Standby Power Ranges:

- 20 kW to 100 kW
- 101 kW to 250 kW
- 251 kW to 500 kW
- 501 kW to 1.0 MW
- 1.0 MW to 2.0 MW
- Above 2.0 MW



Geographical Scope

The geographical scope of the study is initially limited to Mexico. Divided in 8 economic regions defined by the INEGI *

Regions	States Included
I. North	Chihuahua, Coahuila, Zacatecas, Durango and San Luis Potosi
II. Northwest	North and South BC, Sonora, Sinaloa and Nayarit
III. Northeast	Nuevo Leon and Tamaulipas
IV. Central West	Jalisco, Aguascalientes, Colima, Michoacan and Guanajuato
V. East Center	Queretaro, Mexico, CDMX, Morelos, Hidalgo, Tlaxcala and Puebla
VI. South Central	Veracruz and Tabasco
VII. South	Guerrero, Oaxaca and Chiapas
VIII. Yucatan	Yucatan, Campeche and Quintana Roo

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Final

We thank you for your attention,
as well as your valuable advice and
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