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Home Standby Generators: 2025–2026 in Review

A quiet 2025, a stormy start to 2026, and a rebound in demand. Here's what happened to outages, sales and prices, and what it means if you're shopping for a whole-home generator.

By Steph Lane · Published November 14, 2026 · Data through mid-November 2026

4.4 hrs
Average U.S. outage time per customer in 2025, vs. about 10 hrs in 2024

−7%
Generac residential product sales in 2025 ($2.27B)

+9%
Generac residential segment sales in Q3 2026 ($743M)

~68%
Generac share of U.S. home standby sales (2025, one analyst estimate)

The short version

- **2025 was the year the lights stayed on.** Outages dropped to about 4.4 hours per customer, and home standby shipments fell hard in the back half of the year.
- **2026 started with a bang and then went quiet.** A brutal January ice storm put more than a million customers in the dark, but the Atlantic hurricane season stayed quiet, with the first hurricane not forming until October.
- **Demand came back anyway.** Generac's residential sales grew 9% in Q3 2026 after a rough 2025, and its home standby activations turned positive again in September.
- **Prices stuck.** The 2025 tariff-driven increases did not roll back, and tariff relief this year is temporary, so I wouldn't wait around for a sale to save you real money.

2025: the year nothing happened (and why that mattered)

I want to start with something that sounds like good news, because for most homeowners it was. 2025 was quiet. The U.S. Energy Information Administration's utility data shows the average customer was without power for about 4.4 hours in 2025 (262.6 minutes), compared to about 10 hours in 2024 (611 minutes), a year that was nearly double the decade before it thanks to Beryl, Helene and Milton. Strip out major events and the two years look almost identical, at about two hours each.

Average hours without power per U.S. customer

Hours without power per customer. Source: U.S. Energy Information Administration, Electric Power Annual, Table 11.3 (SAIDI, any method).



Generac said the third quarter of 2025 had the lowest total outage hours of any third quarter since 2015. That is good news for homeowners and slow news for anyone selling generators, because people mostly buy them in the days after the power goes out.

Generac's numbers show exactly how that played out. Residential product sales for the full year came in at $2.27 billion, down 7% from the year before. In the fourth quarter, residential product sales fell 23% to $572 million, and the company said home standby shipments dropped 25%. Generac was also rolling out its next-generation home standby platform at the same time.

2026: ice storm, then a hurricane drought

Winter reminded everyone why this category exists. Between January 23 and 27, a huge storm sent ice across the South and left more than a million customers without power at its peak, according to PowerOutage.us.

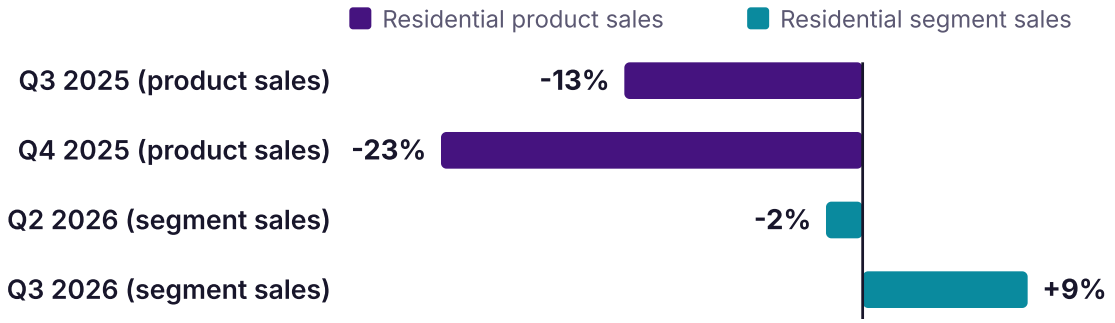
Then the tropics barely showed up. By early November AccuWeather had declared the 2026 Atlantic season over, with 10 named storms and the first hurricane of the year not forming until October, a record for the latest first hurricane.

So did people buy generators? Slowly at first, then yes. Generac's residential segment sales slipped 2% in Q2 2026, then rose 9% to $743 million in Q3.

Management pointed to home standby sales growing at a mid-teens rate, plus strong portable demand, and said home standby activations grew again in September for the first time since the second quarter of 2025. Its residential dealer network is now nearly 9,900 dealers, up from about 9,400 a year ago.

Generac residential sales: change vs. same quarter last year

The first two bars are residential *product* sales; the last two are the reorganized Residential *segment*. Bases differ slightly, so read the direction, not the decimals.



Sources: Generac Q3 2025 and Q4/FY2025 results; Q2 2026 8-K; Q3 2026 results and 10-Q.

My takeaway: home standby is a weather-driven business sitting on top of a slow, steady trend. Even in the quietest outage year in a decade, consultations held up. Outages light the match, but the fuel is a growing worry about grid reliability.

What a home generator costs now

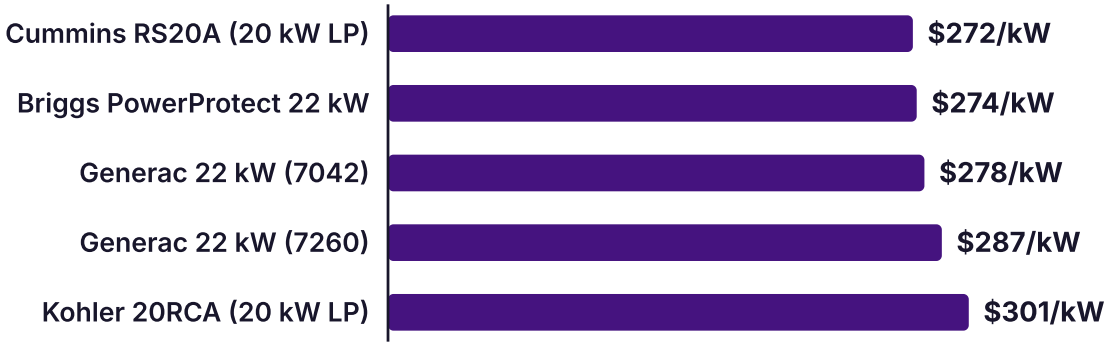
Here's what I can tell you about price with confidence: it went up in 2025 and didn't come back down. Generac announced a 7–8% increase on home standby generators in 2025, citing tariffs, and estimated roughly $125 million of tariff cost in the second half of that year before any offsetting actions. Its Q2 2026 results included about $71 million of tariff refunds, but that is a company recovering costs. It isn't a promise of lower sticker prices.

On the policy side, the Supreme Court struck down the IEEPA tariffs in February 2026, but the Section 232 steel and aluminum tariffs are separate. Changes that took effect June 8, 2026 soften them through the end of 2027, mostly by lowering the U.S.-metal-content threshold for the reduced rate from 95% to 85%. I'd expect slower price increases, not price cuts.

Here is what the air-cooled units list for in our catalog. These are manufacturer list prices for the generator alone, no transfer switch, no install.

List price per kW: air-cooled home standby, 20–22 kW class

Manufacturer MSRP divided by rated kW (LP rating where the model lists both). GenTrak catalog, Nov. 8, 2026.



MODEL	LIST PRICE	RATED KW
Cummins RS20A (20 kW LP)	$5,438	20
Kohler 20RCA (20 kW LP)	$6,016	20
Briggs PowerProtect 22 kW	$6,037	22
Generac 22 kW (7042)	$6,119	22
Generac 22 kW (7260)	$6,309	22

Natural gas ratings are lower than LP ratings on most of these units, so $/kW on natural gas runs higher. Dealers and manufacturers run promotions all year, so the price you pay can differ from list.

The box is only part of the bill. The pad, gas line, transfer switch, permits and labor can add a lot to the generator price, and the total depends mostly on your

gas run and electrical panel, so get two or three local quotes.

Also compare the whole package, not just the number on the quote. Warranty terms and seasonal promotions can matter as much as a small price difference.

Who is winning

Generac is still the 800-pound gorilla. Global Market Insights estimates it held about 68% of the U.S. home standby market in 2025, and says the top five makers (Generac, Rehlko, Cummins, Briggs & Stratton and Caterpillar) held about 90% combined. Take any market-size number with a grain of salt: that same analyst puts the U.S. home standby market at about $3.3 billion in 2025 and $3.6 billion in 2026, while other firms size the global market at roughly $5 billion to $5.4 billion.

The product story to watch is Generac's next-generation platform, which began shipping in late 2025 and includes the first 28 kW air-cooled unit. You can see it in our catalog: Generac's 28 kW air-cooled unit (model 7282) lists at $8,159.

What I'm watching going into 2027

- **Weather luck.** A quiet outage year is not a trend. A quiet hurricane season is the kind of thing that makes a quarter come in soft.
- **Tariff cliffs.** The June 2026 Section 232 relief runs through the end of 2027. Anything that changes it moves equipment prices.
- **Dealer capacity.** A bigger dealer network helps, but installs still depend on gas, permits and electricians.
- **Batteries vs. generators.** Generac's energy storage shipments fell while generators grew. Generators are winning this stretch.

If you're thinking about buying

- **Size it first.** Use our free size calculator so you know your running and starting watts before a salesperson tells you.
- **Compare the real models.** Browse our 107 home standby generators and compare list prices side by side.
- **Budget your fuel.** Natural gas and propane cost very different amounts per hour of runtime. Our Fuel Hub shows it at today's EIA prices.
- **Get multiple installed quotes** and ask what is and isn't included: pad, ATS, permit, gas line, warranty.

Find the right size before you shop

It takes about a minute, it's free, and we don't sell generators.

Size a generator for my home | Browse home standby models | Fuel Hub

Sources

- Generac Q4 and Full-Year 2025 results
- Generac Q3 2025 results (SEC 8-K)
- Generac Q3 2026 Form 10-Q (SEC)
- What Generac said on its Q3 2026 call
- Generac Q2 2026 call highlights (Nasdaq)
- EIA Electric Power Annual, Table 11.3: reliability metrics, 2025 and 2024
- EIA: hurricanes in 2024 led to the most hours without power in 10 years

- PowerOutage.us: Winter Storm Fern analysis
- AccuWeather: 2026 Atlantic hurricane season is over
- Generac price increase and tariff cost (Milwaukee Business Journal)
- Foley Hoag: Supreme Court strikes down IEEPA tariffs (Feb. 20, 2026)
- Plante Moran: Section 232 update (June 2026)
- Global Market Insights: U.S. home standby gensets market
- GenTrak generator catalog (home standby)

GenTrak doesn't sell, broker, quote or install generators, and nothing here is financial, legal or electrical advice. Prices labeled "GenTrak catalog" come from our November 2026 generator table (manufacturer list prices where published, otherwise our estimated fair market value, typically ±20–30% for industrial units). Third-party figures are attributed to their source and some are analyst or distributor estimates, which can differ by publisher. A licensed electrician or dealer should confirm sizing and quotes before you buy.