

Market for UPS in Middle East and Africa

Written by Bob Snyder
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It's been a long 3 years of decline: but now sales of uninterruptible power supplies into the Middle East and Africa region returns to growth in 2012 and will continue to expand in 2013.

Researcher IHS says **MEA offers a combined UPS market of US\$550 million in 2012.**



“Looking just at the Middle East, growth is projected to stay around the 5% range during the next two years,” notes Liz Cruz, senior analyst, data center and critical infrastructure, at IHS. “Saudi Arabia and the United Arab Emirates will drive growth in the near term, while more emerging UPS markets like Oman and Qatar will generate higher long-term growth.”

Some countries in the Middle East have market drivers other than oil prices, ones that are creating new applications for UPS. For example, building, transportation and utility infrastructure will affect numerous markets, as well as some construction of new data centres in the region.

And how about Africa?

While the UPS market in Africa should grow by single-digits for now, it will increase in trajectory

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by 2015. North Africa will hold back growth for now as the political and economic situations stabilize. Look to the Sub-Saharan regions, especially Nigeria and South Africa, to have stronger growth in the near-term.

“Everything from power quality, civil unrest, emerging data center construction, infrastructure development and even tourism will affect UPS market growth over the next five years,” Cruz comments. “These factors will affect each country’s UPS market differently.”

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