

# Nuclear Power Industry in Europe: Porter's Five Forces Analysis

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## Abstracts

Nuclear power is a widely used source of power generation across Europe. In fact as of January 2012, there were 187 nuclear power plants in operation in Europe, with a total installed capacity of 162 GWe. Furthermore, 18 nuclear power plants were already under construction by the end of January 2012.

With France, Belgium, Russia, Ukraine, UK, and Sweden leading the number of nuclear power plants, the Fukushima nuclear disaster has had a huge impact on the nuclear power industry in Europe, particularly Germany. Following the disaster, Germany permanently shut down eight of its nuclear reactors and also resolved to shut down the remaining nuclear reactors by 2022. Nuclear power has also not found favor in Italy, Switzerland, and Spain, who have banned the construction of any new nuclear reactors. While Belgium, a leader in nuclear power in Europe at the moment, is also considering phasing out of its nuclear power plants by 2015.

In this industry scenario, it remains to be seen in the coming years is whether or not Europe can survive without the large amount of power that is generated from nuclear power every year in many countries across the continent. With the debate raging on strong about the use and safety of nuclear power, alternative sources of energies such as clean coal, LNG, renewable resources, etc., have come to the front as European nations decide whether to opt for nuclear energy in its future energy mix or not.

In order to understand the profitability and the dynamics of competitive structure of the global nuclear industry, Taiyou Research presents a Porter's Five Forces Analysis of the Nuclear Power Industry in Europe.

Michael Porter's Five Forces Model is one of the most effective analytical model for

understanding and analyzing the competitive landscape in an industry. The model analyzes the bargaining power of buyers and suppliers; the competitive rivalry in the industry; the threat of new entrants and the threat of substitutes for the particular industry – in this case, coal faces the threat of substitution from the various renewable energy sources that are fast becoming popular today.

In our report, apart from the Porter's Five Forces Model Analysis of the industry, we also analyze briefly what nuclear power is along with a definition of nuclear power, a profile of the nuclear power industry in Europe, including a market profile, market value and volume analysis, region-wise industry segmentation, and an industry forecast till 2015.

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