

Global Grid-Interactive Water Heater Aggregation Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Grid-Interactive Water Heater Aggregation Software market size is expected to reach \$ 472 million by 2032, rising at a market growth of 10.2% CAGR during the forecast period (2026-2032).

Grid-interactive water heater aggregation software is a cloud-based platform that remotely connects, monitors, and controls fleets of residential or commercial electric water heaters to form a virtual power plant (VPP) or provide demand response services to the electric grid. Unlike standalone smart thermostats or individual appliance controls, aggregation software enables utilities and aggregators to coordinate thousands of distributed water heaters as a single, dispatchable grid resource for load shifting, peak shaving, frequency regulation, and renewable energy integration. The underlying technology leverages the inherent thermal storage capacity of water heaters?treating them as ?uni-directional batteries? that can store excess renewable energy as heat and shed load during peak demand periods?without impacting end-user comfort. Key technical concepts include virtual battery (VB) modeling, model predictive control (MPC), CTA-2045 standard communication protocols, and payback effect management. From a value chain perspective, upstream includes water heater manufacturers (grid-enabled controllers, CTA-2045 ports), IoT module suppliers, and cloud infrastructure providers; midstream involves software platform development (aggregation algorithms, forecasting engines, API integrations), device onboarding, and utility program management; downstream demand spans investor-owned utilities, electric cooperatives, municipal utilities, virtual power plant operators, and independent aggregators. In 2025, the gross margins generally range from 50% to 75%, driven by software development costs, customer acquisition expenses, and regulatory compliance requirements.

This report studies the global Grid-Interactive Water Heater Aggregation Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Grid-Interactive Water Heater Aggregation Software, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Grid-Interactive Water Heater Aggregation Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Grid-Interactive Water Heater Aggregation Software total market, 2021-2032, (USD Million)

Global Grid-Interactive Water Heater Aggregation Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Grid-Interactive Water Heater Aggregation Software total market, key domestic companies, and share, (USD Million)

Global Grid-Interactive Water Heater Aggregation Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Grid-Interactive Water Heater Aggregation Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Grid-Interactive Water Heater Aggregation Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Grid-Interactive Water Heater Aggregation Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Virtual Peaker, Schneider Electric, Siemens, Shifted Energy, Cisco Systems, AutoGrid Systems (Uplight), Generac Grid Services, CVTE (WattSeek), Danfoss, ICF International, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Grid-Interactive Water Heater Aggregation Software market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Grid-Interactive Water Heater Aggregation Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Grid-Interactive Water Heater Aggregation Software Market, Segmentation by Type:

Pilot / Small Scale (
Medium Scale (1,000 - 10,000 units)

Large Scale (> 10,000 units)

Global Grid-Interactive Water Heater Aggregation Software Market, Segmentation by Business Model:

Software-as-a-Service (SaaS) Subscription

Performance-Based / Shared Savings

Managed Service / Turnkey Program

Global Grid-Interactive Water Heater Aggregation Software Market, Segmentation by Data Processing Location:

Cloud-Based Aggregation

Edge-Based Aggregation

Hybrid Cloud-Edge

Global Grid-Interactive Water Heater Aggregation Software Market, Segmentation by Application:

Residential

Commercial (Multi-Family, Hospitality)

Municipal / Institutional

Companies Profiled:

Virtual Peaker

Schneider Electric

Siemens

Shifted Energy

Cisco Systems

AutoGrid Systems (Uplight)

Generac Grid Services

CVTE (WattSeek)

Danfoss

ICF International

Key Questions Answered

1. How big is the global Grid-Interactive Water Heater Aggregation Software market?
2. What is the demand of the global Grid-Interactive Water Heater Aggregation Software market?
3. What is the year over year growth of the global Grid-Interactive Water Heater Aggregation Software market?
4. What is the total value of the global Grid-Interactive Water Heater Aggregation Software market?
5. Who are the Major Players in the global Grid-Interactive Water Heater Aggregation Software market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Grid-Interactive Water Heater Aggregation Software Introduction
- 1.2 World Grid-Interactive Water Heater Aggregation Software Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Grid-Interactive Water Heater Aggregation Software Total Market by Region (by Headquarter Location)
 - 1.3.1 World Grid-Interactive Water Heater Aggregation Software Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032)
 - 1.3.3 China Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032)
 - 1.3.4 Europe Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032)
 - 1.3.5 Japan Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032)
 - 1.3.8 India Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Grid-Interactive Water Heater Aggregation Software Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032)
- 2.2 World Grid-Interactive Water Heater Aggregation Software Consumption Value by Region
 - 2.2.1 World Grid-Interactive Water Heater Aggregation Software Consumption Value by Region (2021-2026)
 - 2.2.2 World Grid-Interactive Water Heater Aggregation Software Consumption Value

Forecast by Region (2027-2032)

2.3 United States Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032)

2.4 China Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032)

2.5 Europe Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032)

2.6 Japan Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032)

2.7 South Korea Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032)

2.8 ASEAN Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032)

2.9 India Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032)

3 WORLD GRID-INTERACTIVE WATER HEATER AGGREGATION SOFTWARE COMPANIES COMPETITIVE ANALYSIS

3.1 World Grid-Interactive Water Heater Aggregation Software Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Grid-Interactive Water Heater Aggregation Software Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Grid-Interactive Water Heater Aggregation Software in 2025

3.2.3 Global Concentration Ratios (CR8) for Grid-Interactive Water Heater Aggregation Software in 2025

3.3 Grid-Interactive Water Heater Aggregation Software Company Evaluation Quadrant

3.4 Grid-Interactive Water Heater Aggregation Software Market: Overall Company Footprint Analysis

3.4.1 Grid-Interactive Water Heater Aggregation Software Market: Region Footprint

3.4.2 Grid-Interactive Water Heater Aggregation Software Market: Company Product Type Footprint

3.4.3 Grid-Interactive Water Heater Aggregation Software Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Grid-Interactive Water Heater Aggregation Software Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Grid-Interactive Water Heater Aggregation Software Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Grid-Interactive Water Heater Aggregation Software Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Grid-Interactive Water Heater Aggregation Software Consumption Value Comparison

4.2.1 United States VS China: Grid-Interactive Water Heater Aggregation Software Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Grid-Interactive Water Heater Aggregation Software Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Grid-Interactive Water Heater Aggregation Software Companies and Market Share, 2021-2026

4.3.1 United States Based Grid-Interactive Water Heater Aggregation Software Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Grid-Interactive Water Heater Aggregation Software Revenue, (2021-2026)

4.4 China Based Companies Grid-Interactive Water Heater Aggregation Software Revenue and Market Share, 2021-2026

4.4.1 China Based Grid-Interactive Water Heater Aggregation Software Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Grid-Interactive Water Heater Aggregation Software Revenue, (2021-2026)

4.5 Rest of World Based Grid-Interactive Water Heater Aggregation Software Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Grid-Interactive Water Heater Aggregation Software Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Grid-Interactive Water Heater Aggregation Software Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Grid-Interactive Water Heater Aggregation Software Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Pilot / Small Scale (5.2.2 Medium Scale (1,000 - 10,000 units)

5.2.3 Large Scale (> 10,000 units)

5.3 Market Segment by Type

5.3.1 World Grid-Interactive Water Heater Aggregation Software Market Size by Type (2021-2026)

5.3.2 World Grid-Interactive Water Heater Aggregation Software Market Size by Type (2027-2032)

5.3.3 World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY BUSINESS MODEL

6.1 World Grid-Interactive Water Heater Aggregation Software Market Size Overview by Business Model: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Business Model

6.2.1 Software-as-a-Service (SaaS) Subscription

6.2.2 Performance-Based / Shared Savings

6.2.3 Managed Service / Turnkey Program

6.3 Market Segment by Business Model

6.3.1 World Grid-Interactive Water Heater Aggregation Software Market Size by Business Model (2021-2026)

6.3.2 World Grid-Interactive Water Heater Aggregation Software Market Size by Business Model (2027-2032)

6.3.3 World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Business Model (2027-2032)

7 MARKET ANALYSIS BY DATA PROCESSING LOCATION

7.1 World Grid-Interactive Water Heater Aggregation Software Market Size Overview by Data Processing Location: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Data Processing Location

7.2.1 Cloud-Based Aggregation

7.2.2 Edge-Based Aggregation

7.2.3 Hybrid Cloud-Edge

7.3 Market Segment by Data Processing Location

7.3.1 World Grid-Interactive Water Heater Aggregation Software Market Size by Data

Processing Location (2021-2026)

7.3.2 World Grid-Interactive Water Heater Aggregation Software Market Size by Data Processing Location (2027-2032)

7.3.3 World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Data Processing Location (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Grid-Interactive Water Heater Aggregation Software Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Residential

8.2.2 Commercial (Multi-Family, Hospitality)

8.2.3 Municipal / Institutional

8.3 Market Segment by Application

8.3.1 World Grid-Interactive Water Heater Aggregation Software Market Size by Application (2021-2026)

8.3.2 World Grid-Interactive Water Heater Aggregation Software Market Size by Application (2027-2032)

8.3.3 World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Virtual Peaker

9.1.1 Virtual Peaker Details

9.1.2 Virtual Peaker Major Business

9.1.3 Virtual Peaker Grid-Interactive Water Heater Aggregation Software Product and Services

9.1.4 Virtual Peaker Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Virtual Peaker Recent Developments/Updates

9.1.6 Virtual Peaker Competitive Strengths & Weaknesses

9.2 Schneider Electric

9.2.1 Schneider Electric Details

9.2.2 Schneider Electric Major Business

9.2.3 Schneider Electric Grid-Interactive Water Heater Aggregation Software Product and Services

9.2.4 Schneider Electric Grid-Interactive Water Heater Aggregation Software Revenue,

Gross Margin and Market Share (2021-2026)

9.2.5 Schneider Electric Recent Developments/Updates

9.2.6 Schneider Electric Competitive Strengths & Weaknesses

9.3 Siemens

9.3.1 Siemens Details

9.3.2 Siemens Major Business

9.3.3 Siemens Grid-Interactive Water Heater Aggregation Software Product and Services

9.3.4 Siemens Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Siemens Recent Developments/Updates

9.3.6 Siemens Competitive Strengths & Weaknesses

9.4 Shifted Energy

9.4.1 Shifted Energy Details

9.4.2 Shifted Energy Major Business

9.4.3 Shifted Energy Grid-Interactive Water Heater Aggregation Software Product and Services

9.4.4 Shifted Energy Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Shifted Energy Recent Developments/Updates

9.4.6 Shifted Energy Competitive Strengths & Weaknesses

9.5 Cisco Systems

9.5.1 Cisco Systems Details

9.5.2 Cisco Systems Major Business

9.5.3 Cisco Systems Grid-Interactive Water Heater Aggregation Software Product and Services

9.5.4 Cisco Systems Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 Cisco Systems Recent Developments/Updates

9.5.6 Cisco Systems Competitive Strengths & Weaknesses

9.6 AutoGrid Systems (Uplight)

9.6.1 AutoGrid Systems (Uplight) Details

9.6.2 AutoGrid Systems (Uplight) Major Business

9.6.3 AutoGrid Systems (Uplight) Grid-Interactive Water Heater Aggregation Software Product and Services

9.6.4 AutoGrid Systems (Uplight) Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 AutoGrid Systems (Uplight) Recent Developments/Updates

9.6.6 AutoGrid Systems (Uplight) Competitive Strengths & Weaknesses

9.7 Generac Grid Services

9.7.1 Generac Grid Services Details

9.7.2 Generac Grid Services Major Business

9.7.3 Generac Grid Services Grid-Interactive Water Heater Aggregation Software Product and Services

9.7.4 Generac Grid Services Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.7.5 Generac Grid Services Recent Developments/Updates

9.7.6 Generac Grid Services Competitive Strengths & Weaknesses

9.8 CVTE (WattSeek)

9.8.1 CVTE (WattSeek) Details

9.8.2 CVTE (WattSeek) Major Business

9.8.3 CVTE (WattSeek) Grid-Interactive Water Heater Aggregation Software Product and Services

9.8.4 CVTE (WattSeek) Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.8.5 CVTE (WattSeek) Recent Developments/Updates

9.8.6 CVTE (WattSeek) Competitive Strengths & Weaknesses

9.9 Danfoss

9.9.1 Danfoss Details

9.9.2 Danfoss Major Business

9.9.3 Danfoss Grid-Interactive Water Heater Aggregation Software Product and Services

9.9.4 Danfoss Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.9.5 Danfoss Recent Developments/Updates

9.9.6 Danfoss Competitive Strengths & Weaknesses

9.10 ICF International

9.10.1 ICF International Details

9.10.2 ICF International Major Business

9.10.3 ICF International Grid-Interactive Water Heater Aggregation Software Product and Services

9.10.4 ICF International Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026)

9.10.5 ICF International Recent Developments/Updates

9.10.6 ICF International Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Grid-Interactive Water Heater Aggregation Software Industry Chain
- 10.2 Grid-Interactive Water Heater Aggregation Software Upstream Analysis
- 10.3 Grid-Interactive Water Heater Aggregation Software Midstream Analysis
- 10.4 Grid-Interactive Water Heater Aggregation Software Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Grid-Interactive Water Heater Aggregation Software Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Grid-Interactive Water Heater Aggregation Software Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Grid-Interactive Water Heater Aggregation Software Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Grid-Interactive Water Heater Aggregation Software Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Grid-Interactive Water Heater Aggregation Software Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Grid-Interactive Water Heater Aggregation Software Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Grid-Interactive Water Heater Aggregation Software Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Grid-Interactive Water Heater Aggregation Software Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Grid-Interactive Water Heater Aggregation Software Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Grid-Interactive Water Heater Aggregation Software Players in 2025

Table 12. World Grid-Interactive Water Heater Aggregation Software Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Grid-Interactive Water Heater Aggregation Software Company Evaluation Quadrant

Table 14. Head Office of Key Grid-Interactive Water Heater Aggregation Software Players

Table 15. Grid-Interactive Water Heater Aggregation Software Market: Company Product Type Footprint

Table 16. Grid-Interactive Water Heater Aggregation Software Market: Company Product Application Footprint

Table 17. Grid-Interactive Water Heater Aggregation Software Mergers & Acquisitions Activity

Table 18. United States VS China Grid-Interactive Water Heater Aggregation Software Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Grid-Interactive Water Heater Aggregation Software Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Grid-Interactive Water Heater Aggregation Software Companies, Headquarters (States, Country)

Table 21. United States Based Companies Grid-Interactive Water Heater Aggregation Software Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Grid-Interactive Water Heater Aggregation Software Revenue Market Share (2021-2026)

Table 23. China Based Grid-Interactive Water Heater Aggregation Software Companies, Headquarters (Province, Country)

Table 24. China Based Companies Grid-Interactive Water Heater Aggregation Software Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Grid-Interactive Water Heater Aggregation Software Revenue Market Share (2021-2026)

Table 26. Rest of World Based Grid-Interactive Water Heater Aggregation Software Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Grid-Interactive Water Heater Aggregation Software Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Grid-Interactive Water Heater Aggregation Software Revenue Market Share (2021-2026)

Table 29. World Grid-Interactive Water Heater Aggregation Software Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Grid-Interactive Water Heater Aggregation Software Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Grid-Interactive Water Heater Aggregation Software Market Size by Type (2027-2032) & (USD Million)

Table 32. World Grid-Interactive Water Heater Aggregation Software Market Size by Business Model, (USD Million), 2021 & 2025 & 2032

Table 33. World Grid-Interactive Water Heater Aggregation Software Market Size Value by Business Model (2021-2026) & (USD Million)

Table 34. World Grid-Interactive Water Heater Aggregation Software Market Size by Business Model (2027-2032) & (USD Million)

Table 35. World Grid-Interactive Water Heater Aggregation Software Market Size by Data Processing Location, (USD Million), 2021 & 2025 & 2032

Table 36. World Grid-Interactive Water Heater Aggregation Software Market Size Value by Data Processing Location (2021-2026) & (USD Million)

Table 37. World Grid-Interactive Water Heater Aggregation Software Market Size by Data Processing Location (2027-2032) & (USD Million)

Table 38. World Grid-Interactive Water Heater Aggregation Software Market Size by

Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Grid-Interactive Water Heater Aggregation Software Market Size by Application (2021-2026) & (USD Million)

Table 40. World Grid-Interactive Water Heater Aggregation Software Market Size by Application (2027-2032) & (USD Million)

Table 41. Virtual Peaker Basic Information, Manufacturing Base and Competitors

Table 42. Virtual Peaker Major Business

Table 43. Virtual Peaker Grid-Interactive Water Heater Aggregation Software Product and Services

Table 44. Virtual Peaker Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Virtual Peaker Recent Developments/Updates

Table 46. Virtual Peaker Competitive Strengths & Weaknesses

Table 47. Schneider Electric Basic Information, Manufacturing Base and Competitors

Table 48. Schneider Electric Major Business

Table 49. Schneider Electric Grid-Interactive Water Heater Aggregation Software Product and Services

Table 50. Schneider Electric Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Schneider Electric Recent Developments/Updates

Table 52. Schneider Electric Competitive Strengths & Weaknesses

Table 53. Siemens Basic Information, Manufacturing Base and Competitors

Table 54. Siemens Major Business

Table 55. Siemens Grid-Interactive Water Heater Aggregation Software Product and Services

Table 56. Siemens Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Siemens Recent Developments/Updates

Table 58. Siemens Competitive Strengths & Weaknesses

Table 59. Shifted Energy Basic Information, Manufacturing Base and Competitors

Table 60. Shifted Energy Major Business

Table 61. Shifted Energy Grid-Interactive Water Heater Aggregation Software Product and Services

Table 62. Shifted Energy Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Shifted Energy Recent Developments/Updates

Table 64. Shifted Energy Competitive Strengths & Weaknesses

Table 65. Cisco Systems Basic Information, Manufacturing Base and Competitors

Table 66. Cisco Systems Major Business

Table 67. Cisco Systems Grid-Interactive Water Heater Aggregation Software Product and Services

Table 68. Cisco Systems Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Cisco Systems Recent Developments/Updates

Table 70. Cisco Systems Competitive Strengths & Weaknesses

Table 71. AutoGrid Systems (Uplight) Basic Information, Manufacturing Base and Competitors

Table 72. AutoGrid Systems (Uplight) Major Business

Table 73. AutoGrid Systems (Uplight) Grid-Interactive Water Heater Aggregation Software Product and Services

Table 74. AutoGrid Systems (Uplight) Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. AutoGrid Systems (Uplight) Recent Developments/Updates

Table 76. AutoGrid Systems (Uplight) Competitive Strengths & Weaknesses

Table 77. Generac Grid Services Basic Information, Manufacturing Base and Competitors

Table 78. Generac Grid Services Major Business

Table 79. Generac Grid Services Grid-Interactive Water Heater Aggregation Software Product and Services

Table 80. Generac Grid Services Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Generac Grid Services Recent Developments/Updates

Table 82. Generac Grid Services Competitive Strengths & Weaknesses

Table 83. CVTE (WattSeek) Basic Information, Manufacturing Base and Competitors

Table 84. CVTE (WattSeek) Major Business

Table 85. CVTE (WattSeek) Grid-Interactive Water Heater Aggregation Software Product and Services

Table 86. CVTE (WattSeek) Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. CVTE (WattSeek) Recent Developments/Updates

Table 88. CVTE (WattSeek) Competitive Strengths & Weaknesses

Table 89. Danfoss Basic Information, Manufacturing Base and Competitors

Table 90. Danfoss Major Business

Table 91. Danfoss Grid-Interactive Water Heater Aggregation Software Product and Services

Table 92. Danfoss Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Danfoss Recent Developments/Updates

Table 94. Danfoss Competitive Strengths & Weaknesses

Table 95. ICF International Basic Information, Manufacturing Base and Competitors

Table 96. ICF International Major Business

Table 97. ICF International Grid-Interactive Water Heater Aggregation Software Product and Services

Table 98. ICF International Grid-Interactive Water Heater Aggregation Software Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. ICF International Recent Developments/Updates

Table 100. ICF International Competitive Strengths & Weaknesses

Table 101. Global Key Players of Grid-Interactive Water Heater Aggregation Software Upstream (Raw Materials)

Table 102. Global Grid-Interactive Water Heater Aggregation Software Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Grid-Interactive Water Heater Aggregation Software Picture

Figure 2. World Grid-Interactive Water Heater Aggregation Software Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Grid-Interactive Water Heater Aggregation Software Total Revenue (2021-2032) & (USD Million)

Figure 4. World Grid-Interactive Water Heater Aggregation Software Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Grid-Interactive Water Heater Aggregation Software Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Grid-Interactive Water Heater Aggregation Software Revenue (2021-2032) & (USD Million)

Figure 13. Grid-Interactive Water Heater Aggregation Software Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032) & (USD Million)

Figure 16. World Grid-Interactive Water Heater Aggregation Software Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032) & (USD Million)

Figure 18. China Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032) & (USD Million)

Figure 23. India Grid-Interactive Water Heater Aggregation Software Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Grid-Interactive Water Heater Aggregation Software by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Grid-Interactive Water Heater Aggregation Software Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Grid-Interactive Water Heater Aggregation Software Markets in 2025

Figure 27. United States VS China: Grid-Interactive Water Heater Aggregation Software Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Grid-Interactive Water Heater Aggregation Software Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Grid-Interactive Water Heater Aggregation Software Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Type in 2025

Figure 31. Pilot / Small Scale (Figure 32. Medium Scale (1,000 - 10,000 units)

Figure 33. Large Scale (> 10,000 units)

Figure 34. World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Type (2021-2032)

Figure 35. World Grid-Interactive Water Heater Aggregation Software Market Size by Business Model, (USD Million), 2021 & 2025 & 2032

Figure 36. World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Business Model in 2025

Figure 37. Software-as-a-Service (SaaS) Subscription

Figure 38. Performance-Based / Shared Savings

Figure 39. Managed Service / Turnkey Program

Figure 40. World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Business Model (2021-2032)

Figure 41. World Grid-Interactive Water Heater Aggregation Software Market Size by Data Processing Location, (USD Million), 2021 & 2025 & 2032

Figure 42. World Grid-Interactive Water Heater Aggregation Software Market Size Market Share by Data Processing Location in 2025

Figure 43. Cloud-Based Aggregation

Figure 44. Edge-Based Aggregation

Figure 45. Hybrid Cloud-Edge

Figure 46. World Grid-Interactive Water Heater Aggregation Software Market Size
Market Share by Data Processing Location (2021-2032)

Figure 47. World Grid-Interactive Water Heater Aggregation Software Market Size by
Application, (USD Million), 2021 & 2025 & 2032

Figure 48. World Grid-Interactive Water Heater Aggregation Software Market Size
Market Share by Application in 2025

Figure 49. Residential

Figure 50. Commercial (Multi-Family, Hospitality)

Figure 51. Municipal / Institutional

Figure 52. World Grid-Interactive Water Heater Aggregation Software Market Size
Market Share by Application (2021-2032)

Figure 53. Grid-Interactive Water Heater Aggregation Software Industrial Chain

Figure 54. Methodology

Figure 55. Research Process and Data Source

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