

Global Virtual Power Plant Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G9F60011E222EN.html>

Date: February 2026

Pages: 114

Price: US\$ 4,480.00 (Single User License)

ID: G9F60011E222EN

Abstracts

The global Virtual Power Plant market size is expected to reach \$ 73552 million by 2032, rising at a market growth of 16.6% CAGR during the forecast period (2026-2032). A virtual power plant (VPP) is a cloud-based distributed power plant that aggregates the capacities of heterogeneous distributed energy resources (DER) for the purposes of enhancing power generation, as well as trading or selling power on the electricity market. A Virtual Power Plant (VPP) is an aggregated portfolio of Distributed Energy Resources and Controllable Loads into energy blocks which can be used to participate in Energy Markets and offer Services to the System Operator.

Virtual Power Plant (VPP) market growth is strongly driven by the rapid expansion of distributed energy resources (DERs) such as rooftop solar, batteries, EV chargers, and flexible loads which need coordination to operate like one reliable virtual power plant. As renewable energy penetration increases, grids face more variability, so utilities and system operators increasingly value VPPs for balancing load and providing utility-grade grid services.

A second major driver is the increasing need for grid flexibility and demand response, especially to manage peak demand, reduce congestion, and avoid expensive grid upgrades. VPPs enable load shifting and flexible consumption in response to real-time system conditions, which improves asset utilization and supports efficient clean energy integration while lowering curtailment.

Finally, policy reforms and market access are accelerating VPP adoption by opening new revenue streams for aggregated DERs. In the U.S., FERC Order 2222 requires organized wholesale markets (RTOs/ISOs) to allow DER aggregations to participate in services they are technically capable of providing strengthening the commercial case for VPP operators and technology providers.

This report studies the global Virtual Power Plant demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Virtual Power Plant, 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 Virtual Power Plant that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Virtual Power Plant total market, 2021-2032, (USD Million)

Global Virtual Power Plant total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Virtual Power Plant total market, key domestic companies, and share, (USD Million)

Global Virtual Power Plant revenue by player, revenue and market share 2021-2026, (USD Million)

Global Virtual Power Plant total market by Type, CAGR, 2021-2032, (USD Million)

Global Virtual Power Plant total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Virtual Power Plant 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 Next Kraftwerke, Cpower, EnergyHub, Voltus, Kraken, Enel X, RWE, Uplight, Siemens, GE Vernova, 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 Virtual Power Plant 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 Virtual Power Plant Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Virtual Power Plant Market, Segmentation by Type:

Platform Software Services

VPP Aggregator Services

Electricity Trading

Global Virtual Power Plant Market, Segmentation by Feature:

Demand-side Resource-based

Supply-side Resource-based

Hybrid Resource-based (Energy Storage/Hybrid)

Global Virtual Power Plant Market, Segmentation by Energy Source:

Solar Photovoltaic

Wind Power

Battery Storage

Other

Global Virtual Power Plant Market, Segmentation by Application:

Commercial

Industrial

Residential

Companies Profiled:

Next Kraftwerke

Cpower

EnergyHub

Voltus

Kraken

Enel X

RWE

Uplight

Siemens

GE Vernova

Generac Grid

Ormat Technologies

Naritech

Key Questions Answered

1. How big is the global Virtual Power Plant market?
2. What is the demand of the global Virtual Power Plant market?

3. What is the year over year growth of the global Virtual Power Plant market?
4. What is the total value of the global Virtual Power Plant market?
5. Who are the Major Players in the global Virtual Power Plant market?
6. What are the growth factors driving the market demand?

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Figure 54. Virtual Power Plant Industrial Chain

Figure 55. Methodology

Figure 56. Research Process and Data Source

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