

Global Whole-Home Backup Power Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Whole-Home Backup Power market size was valued at US\$ 687 million in 2025 and is forecast to a readjusted size of US\$ 1992 million by 2032 with a CAGR of 16.1% during review period.

Whole-Home Backup Power is an integrated residential energy resilience system designed to provide uninterrupted electricity supply during grid outages by combining energy storage, power conversion, and intelligent management capabilities to support critical household loads with high reliability and operational flexibility. Its core advantages lie in rapid response, seamless switching, high energy efficiency, and compatibility with distributed energy resources such as solar systems, enabling households to enhance energy independence and cost optimization under volatile power conditions. In 2025, production was approximately 1.06 million units and the average price was USD 630 per unit. The industry's capacity utilization rate in 2025 was about 70% and the average gross margin was around 45%. Upstream, the key inputs include lithium-ion battery cells and photovoltaic modules, with representative suppliers such as CATL, BYD, LG Energy Solution, Panasonic, LONGi Green Energy, and Trina Solar providing core components for energy storage and generation. The midstream segment focuses on system integration, energy management system development, inverter design, thermal management optimization, and safety certification, which determine system efficiency, lifespan, and reliability. Downstream, Whole-Home Backup Power is primarily distributed through online and offline sales channels.

Whole-Home Backup Power is gaining strategic relevance as residential users face

increasing exposure to grid instability, extreme weather events, and rising electricity costs. The shift from partial backup to full-home coverage reflects a growing expectation for uninterrupted power across all household loads, especially in regions with frequent outages or high reliance on electric heating and cooling systems. Integration with solar generation and home energy management systems further enhances its economic value by enabling peak shaving and self-consumption optimization. In this context, vendors that can balance system reliability, installation scalability, and lifecycle cost control are better positioned to capture long-term value, particularly as consumers prioritize resilience and energy independence.

This report is a detailed and comprehensive analysis for global Whole-Home Backup Power market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Whole-Home Backup Power market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Whole-Home Backup Power market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Whole-Home Backup Power market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Whole-Home Backup Power market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Whole-Home Backup Power

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Whole-Home Backup Power market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include EcoFlow (China), Shenzhen Hello Tech Energy (China), GOAL ZERO (USA), Shenzhen Poweroak Newener (China), Allpowers (China), Westinghouse (USA), ANKER (China), JVC (Japan), Sonnen (Germany), etc.

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

Market Segmentation

Whole-Home Backup Power market is split by Type and by Sales Channel. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

500-1000Wh

?1000Wh

Market segment by Output Power

?500W

500W-1000W

1000W-3000W

Others

Market segment by Protection

IP54

IP65

Others

Market segment by Sales Channel

Online

Offline

Major players covered

EcoFlow (China)

Shenzhen Hello Tech Energy (China)

GOAL ZERO (USA)

Shenzhen Poweroak Newener (China)

Allpowers (China)

Westinghouse (USA)

ANKER (China)

JVC (Japan)

Sonnen (Germany)

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Whole-Home Backup Power product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Whole-Home Backup Power, with price, sales quantity, revenue, and global market share of Whole-Home Backup Power from 2021 to 2026.

Chapter 3, the Whole-Home Backup Power competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Whole-Home Backup Power breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the

world, from 2021 to 2026.and Whole-Home Backup Power market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Whole-Home Backup Power.

Chapter 14 and 15, to describe Whole-Home Backup Power sales channel, distributors, customers, research findings and conclusion.

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