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Mexico Rooftop Solar Market Size, Share, Trends and Forecast by Grid Type, End User, and Region, 2026-2034

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Abstracts

The Mexico rooftop solar market size reached USD 1,145.7 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 1,941.0 Million by 2034 , exhibiting a growth rate (CAGR) of 6.03% during 2026-2034 . The market is propelled by high solar irradiance, increasing cost of electricity, supportive government policies, and environmental concerns. Falling installation costs and helpful net metering programs also fuel adoption in residential and commercial space, driving the steady growth of the Mexico rooftop solar market share.

MEXICO ROOFTOP SOLAR MARKET TRENDS:

Government Incentives and Policy Support

The Mexican government's proactive approach in promoting renewable energy has significantly contributed to the growth of the rooftop solar market. For instance, as per industry reports, thousands of solar panels installed on the roof of Mexico City’s Central de Abasto market will eventually be used to power 300 electric transit buses. The first phase is already cutting the market’s energy costs, while the second phase, set for early 2025, will supply clean electricity to the transit system. The project produces 26.5 GWh annually. Policies such as tax incentives, subsidies, and net metering have lowered the financial barriers for consumers and businesses to invest in solar technologies. Like the Energy Transition Law aims to increase the share of clean energy in the national grid, encouraging decentralized energy solutions like rooftop solar installations. These policy measures not only make solar energy more accessible but also align with Mexico's broader environmental goals, fostering a conducive environment for the Mexico rooftop solar market growth.

Technological Advancements and Cost Reductions

Advancements in solar technology have played a pivotal role in the expansion of the rooftop solar market in Mexico. Innovations in photovoltaic panel efficiency, energy storage solutions, and system integration have enhanced the performance and reliability of solar installations. Additionally, the reduction in the cost of solar components has made rooftop solar systems more affordable for a wider range of consumers. These technological improvements, coupled with competitive pricing, have accelerated the adoption of solar energy, thereby driving the Mexico rooftop solar market growth and increasing its share in the renewable energy sector. For instance, in March 2025, JA Solar partnered with Mexico's Exel Solar to distribute 260?MW of advanced photovoltaic modules featuring DeepBlue 4.0 Pro and TOPCon technology. Announced at RE+ Mexico 2025, this agreement strengthens JA Solar's presence in Latin America and supports clean energy adoption across residential, commercial, and industrial sectors. The modules are engineered to perform efficiently in Mexico's challenging climates. This strategic move highlights JA Solar's commitment to regional growth and innovation, contributing to the country's renewable energy expansion.

Increasing Consumer Awareness and Environmental Consciousness

There has been a notable shift in consumer behavior in Mexico, with a growing emphasis on sustainability and environmental responsibility. Individuals and businesses are increasingly aware of the environmental impact of traditional energy sources and are seeking cleaner alternatives. Rooftop solar installations offer a viable solution by reducing carbon footprints and promoting energy independence. This heightened environmental consciousness, combined with the desire for long-term energy savings, has led to a surge in the adoption of rooftop solar systems, contributing to the overall Mexico rooftop solar market growth. For instance, in February 2024, Mexico City launched the world's largest urban rooftop solar plant atop the Central de Abasto market, featuring 32,000 panels across 21 hectares. With an 18 MW capacity, it will produce 25 GWh annually, enough to power 10,000 homes, cutting 11,400 tonnes of CO? and saving 3.5 million pesos yearly in electricity costs.

MEXICO ROOFTOP SOLAR MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on grid type and end user.

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Grid Type Insights:

- On-Grid
- Off-Grid

The report has provided a detailed breakup and analysis of the market based on the?grid type. This includes on-grid and off-grid.

End User Insights:

- Industrial
- Commercial
- Residential

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes industrial, commercial, and residential.

Regional Insights:

- Northern Mexico
- Central Mexico
- Southern Mexico
- Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the Mexico Rooftop Solar Market Report

1.How big is the Mexico rooftop solar market?

2.What is the future outlook for the Mexico rooftop solar market?

3.What are the key drivers of the Mexico rooftop solar market?

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