

Global Whole-Home Backup Power Market Growth 2026-2032

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Abstracts

The global Whole-Home Backup Power market size is predicted to grow from US\$ 653 million in 2025 to US\$ 1994 million in 2032; it is expected to grow at a CAGR of 17.1% from 2026 to 2032.

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.

LP Information, Inc. (LPI) ' newest research report, the ?Whole-Home Backup Power Industry Forecast? looks at past sales and reviews total world Whole-Home Backup Power sales in 2025, providing a comprehensive analysis by region and market sector of projected Whole-Home Backup Power sales for 2026 through 2032. With Whole-Home Backup Power sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Whole-Home Backup Power industry.

This Insight Report provides a comprehensive analysis of the global Whole-Home Backup Power landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Whole-Home Backup Power portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Whole-Home Backup Power market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Whole-Home Backup Power and breaks down the forecast by Type, by Sales Channel, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Whole-Home Backup Power.

This report presents a comprehensive overview, market shares, and growth opportunities of Whole-Home Backup Power market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

500-1000Wh

?1000Wh

Segmentation by Output Power:

?500W

500W-1000W

1000W-3000W

Others

Segmentation by Protection:

IP54

IP65

Others

Segmentation by Sales Channel:

Online

Offline

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

EcoFlow (China)

Shenzhen Hello Tech Energy (China)

GOAL ZERO (USA)

Shenzhen Poweroak Newener (China)

Allpowers (China)

Westinghouse (USA)

ANKER (China)

JVC (Japan)

Sonnen (Germany)

Key Questions Addressed in this Report

What is the 10-year outlook for the global Whole-Home Backup Power market?

What factors are driving Whole-Home Backup Power market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Whole-Home Backup Power market opportunities vary by end market size?

How does Whole-Home Backup Power break out by Type, by Sales Channel?

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