

Global Whole House Battery Backup System Market Growth 2026-2032

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Abstracts

The global Whole House Battery Backup System 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 House Battery Backup System is a residential energy security solution centered on battery storage, designed to ensure continuous power supply during electricity shortages or grid outages by integrating energy storage, power conversion, and intelligent control technologies to maintain stable operation of essential household loads. It emphasizes resilience against power instability, enabling households to mitigate outage risks while improving energy autonomy and consumption efficiency. 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 critical components for storage and energy generation. The midstream segment focuses on system integration, energy management system development, inverter design, thermal management optimization, and safety certification, which determine system efficiency, durability, and operational reliability. Downstream is dominated by online and offline sales channels.

United States market for Whole House Battery Backup System is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Whole House Battery Backup System is estimated to increase from

US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Whole House Battery Backup System is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Whole House Battery Backup System players cover EcoFlow (China), Shenzhen Hello Tech Energy (China), GOAL ZERO (USA), Shenzhen Poweroak Newener (China), Allpowers (China), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Whole House Battery Backup System 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 House Battery Backup System portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Whole House Battery Backup System market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Whole House Battery Backup System 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 House Battery Backup System.

This report presents a comprehensive overview, market shares, and growth opportunities of Whole House Battery Backup System 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 House Battery Backup System market?

What factors are driving Whole House Battery Backup System market growth, globally and by region?

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

How do Whole House Battery Backup System market opportunities vary by end market size?

How does Whole House Battery Backup System break out by Type, by Sales Channel?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Whole House Battery Backup System Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Whole House Battery Backup System by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Whole House Battery Backup System by Country/Region, 2021, 2025 & 2032

2.2 Whole House Battery Backup System Segment by Type

- 2.2.1 500-1000Wh
- 2.2.2 >1000Wh
- 2.2.3 Whole House Battery Backup System Sales by Type
 - 2.2.3.1 Global Whole House Battery Backup System Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Whole House Battery Backup System Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Whole House Battery Backup System Sale Price by Type (2021-2026)

2.3 Whole House Battery Backup System Segment by Output Power

- 2.3.1 <500W
- 2.3.2 500W-1000W
- 2.3.3 1000W-3000W
- 2.3.4 Others
- 2.3.5 Whole House Battery Backup System Sales by Output Power
 - 2.3.5.1 Global Whole House Battery Backup System Sales Market Share by Output Power (2021-2026)
 - 2.3.5.2 Global Whole House Battery Backup System Revenue and Market Share by

Output Power (2021-2026)

2.3.5.3 Global Whole House Battery Backup System Sale Price by Output Power (2021-2026)

2.4 Whole House Battery Backup System Segment by Protection

2.4.1 IP54

2.4.2 IP65

2.4.3 Others

2.4.4 Whole House Battery Backup System Sales by Protection

2.4.4.1 Global Whole House Battery Backup System Sales Market Share by Protection (2021-2026)

2.4.4.2 Global Whole House Battery Backup System Revenue and Market Share by Protection (2021-2026)

2.4.4.3 Global Whole House Battery Backup System Sale Price by Protection (2021-2026)

2.5 Whole House Battery Backup System Segment by Sales Channel

2.5.1 Online

2.5.2 Offline

2.5.3 Whole House Battery Backup System Sales by Sales Channel

2.5.3.1 Global Whole House Battery Backup System Sale Market Share by Sales Channel (2021-2026)

2.5.3.2 Global Whole House Battery Backup System Revenue and Market Share by Sales Channel (2021-2026)

2.5.3.3 Global Whole House Battery Backup System Sale Price by Sales Channel (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Whole House Battery Backup System Breakdown Data by Company

3.1.1 Global Whole House Battery Backup System Annual Sales by Company (2021-2026)

3.1.2 Global Whole House Battery Backup System Sales Market Share by Company (2021-2026)

3.2 Global Whole House Battery Backup System Annual Revenue by Company (2021-2026)

3.2.1 Global Whole House Battery Backup System Revenue by Company (2021-2026)

3.2.2 Global Whole House Battery Backup System Revenue Market Share by Company (2021-2026)

3.3 Global Whole House Battery Backup System Sale Price by Company

3.4 Key Manufacturers Whole House Battery Backup System Producing Area

Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Whole House Battery Backup System Product Location

Distribution

3.4.2 Players Whole House Battery Backup System Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR WHOLE HOUSE BATTERY BACKUP SYSTEM BY GEOGRAPHIC REGION

4.1 World Historic Whole House Battery Backup System Market Size by Geographic Region (2021-2026)

4.1.1 Global Whole House Battery Backup System Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Whole House Battery Backup System Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Whole House Battery Backup System Market Size by Country/Region (2021-2026)

4.2.1 Global Whole House Battery Backup System Annual Sales by Country/Region (2021-2026)

4.2.2 Global Whole House Battery Backup System Annual Revenue by Country/Region (2021-2026)

4.3 Americas Whole House Battery Backup System Sales Growth

4.4 APAC Whole House Battery Backup System Sales Growth

4.5 Europe Whole House Battery Backup System Sales Growth

4.6 Middle East & Africa Whole House Battery Backup System Sales Growth

5 AMERICAS

5.1 Americas Whole House Battery Backup System Sales by Country

5.1.1 Americas Whole House Battery Backup System Sales by Country (2021-2026)

5.1.2 Americas Whole House Battery Backup System Revenue by Country (2021-2026)

5.2 Americas Whole House Battery Backup System Sales by Type (2021-2026)

5.3 Americas Whole House Battery Backup System Sales by Sales Channel (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Whole House Battery Backup System Sales by Region

6.1.1 APAC Whole House Battery Backup System Sales by Region (2021-2026)

6.1.2 APAC Whole House Battery Backup System Revenue by Region (2021-2026)

6.2 APAC Whole House Battery Backup System Sales by Type (2021-2026)

6.3 APAC Whole House Battery Backup System Sales by Sales Channel (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Whole House Battery Backup System by Country

7.1.1 Europe Whole House Battery Backup System Sales by Country (2021-2026)

7.1.2 Europe Whole House Battery Backup System Revenue by Country (2021-2026)

7.2 Europe Whole House Battery Backup System Sales by Type (2021-2026)

7.3 Europe Whole House Battery Backup System Sales by Sales Channel (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Whole House Battery Backup System by Country

8.1.1 Middle East & Africa Whole House Battery Backup System Sales by Country (2021-2026)

8.1.2 Middle East & Africa Whole House Battery Backup System Revenue by Country

(2021-2026)

8.2 Middle East & Africa Whole House Battery Backup System Sales by Type

(2021-2026)

8.3 Middle East & Africa Whole House Battery Backup System Sales by Sales Channel

(2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Whole House Battery Backup System

10.3 Manufacturing Process Analysis of Whole House Battery Backup System

10.4 Industry Chain Structure of Whole House Battery Backup System

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Whole House Battery Backup System Distributors

11.3 Whole House Battery Backup System Customer

12 WORLD FORECAST REVIEW FOR WHOLE HOUSE BATTERY BACKUP SYSTEM BY GEOGRAPHIC REGION

12.1 Global Whole House Battery Backup System Market Size Forecast by Region

12.1.1 Global Whole House Battery Backup System Forecast by Region (2027-2032)

12.1.2 Global Whole House Battery Backup System Annual Revenue Forecast by Region (2027-2032)

- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global Whole House Battery Backup System Forecast by Type (2027-2032)
- 12.7 Global Whole House Battery Backup System Forecast by Sales Channel (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 EcoFlow (China)

13.1.1 EcoFlow (China) Company Information

13.1.2 EcoFlow (China) Whole House Battery Backup System Product Portfolios and Specifications

13.1.3 EcoFlow (China) Whole House Battery Backup System Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 EcoFlow (China) Main Business Overview

13.1.5 EcoFlow (China) Latest Developments

13.2 Shenzhen Hello Tech Energy (China)

13.2.1 Shenzhen Hello Tech Energy (China) Company Information

13.2.2 Shenzhen Hello Tech Energy (China) Whole House Battery Backup System Product Portfolios and Specifications

13.2.3 Shenzhen Hello Tech Energy (China) Whole House Battery Backup System Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Shenzhen Hello Tech Energy (China) Main Business Overview

13.2.5 Shenzhen Hello Tech Energy (China) Latest Developments

13.3 GOAL ZERO (USA)

13.3.1 GOAL ZERO (USA) Company Information

13.3.2 GOAL ZERO (USA) Whole House Battery Backup System Product Portfolios and Specifications

13.3.3 GOAL ZERO (USA) Whole House Battery Backup System Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 GOAL ZERO (USA) Main Business Overview

13.3.5 GOAL ZERO (USA) Latest Developments

13.4 Shenzhen Poweroak Newener (China)

13.4.1 Shenzhen Poweroak Newener (China) Company Information

13.4.2 Shenzhen Poweroak Newener (China) Whole House Battery Backup System Product Portfolios and Specifications

13.4.3 Shenzhen Poweroak Newener (China) Whole House Battery Backup System

Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Shenzhen Poweroak Newener (China) Main Business Overview

13.4.5 Shenzhen Poweroak Newener (China) Latest Developments

13.5 Allpowers (China)

13.5.1 Allpowers (China) Company Information

13.5.2 Allpowers (China) Whole House Battery Backup System Product Portfolios and Specifications

13.5.3 Allpowers (China) Whole House Battery Backup System Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Allpowers (China) Main Business Overview

13.5.5 Allpowers (China) Latest Developments

13.6 Westinghouse (USA)

13.6.1 Westinghouse (USA) Company Information

13.6.2 Westinghouse (USA) Whole House Battery Backup System Product Portfolios and Specifications

13.6.3 Westinghouse (USA) Whole House Battery Backup System Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Westinghouse (USA) Main Business Overview

13.6.5 Westinghouse (USA) Latest Developments

13.7 ANKER (China)

13.7.1 ANKER (China) Company Information

13.7.2 ANKER (China) Whole House Battery Backup System Product Portfolios and Specifications

13.7.3 ANKER (China) Whole House Battery Backup System Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 ANKER (China) Main Business Overview

13.7.5 ANKER (China) Latest Developments

13.8 JVC (Japan)

13.8.1 JVC (Japan) Company Information

13.8.2 JVC (Japan) Whole House Battery Backup System Product Portfolios and Specifications

13.8.3 JVC (Japan) Whole House Battery Backup System Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 JVC (Japan) Main Business Overview

13.8.5 JVC (Japan) Latest Developments

13.9 Sonnen (Germany)

13.9.1 Sonnen (Germany) Company Information

13.9.2 Sonnen (Germany) Whole House Battery Backup System Product Portfolios and Specifications

13.9.3 Sonnen (Germany) Whole House Battery Backup System Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Sonnen (Germany) Main Business Overview

13.9.5 Sonnen (Germany) Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Whole House Battery Backup System Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Whole House Battery Backup System Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of 500-1000Wh

Table 4. Major Players of >1000Wh

Table 5. Global Whole House Battery Backup System Sales by Type (2021-2026) & (K Units)

Table 6. Global Whole House Battery Backup System Sales Market Share by Type (2021-2026)

Table 7. Global Whole House Battery Backup System Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Whole House Battery Backup System Revenue Market Share by Type (2021-2026)

Table 9. Global Whole House Battery Backup System Sale Price by Type (2021-2026) & (USD/Unit)

Table 10. Major Players of <500W

Table 11. Major Players of 500W-1000W

Table 12. Major Players of 1000W-3000W

Table 13. Major Players of Others

Table 14. Global Whole House Battery Backup System Sales by Output Power (2021-2026) & (K Units)

Table 15. Global Whole House Battery Backup System Sales Market Share by Output Power (2021-2026)

Table 16. Global Whole House Battery Backup System Revenue by Output Power (2021-2026) & (\$ million)

Table 17. Global Whole House Battery Backup System Revenue Market Share by Output Power (2021-2026)

Table 18. Global Whole House Battery Backup System Sale Price by Output Power (2021-2026) & (USD/Unit)

Table 19. Major Players of IP54

Table 20. Major Players of IP65

Table 21. Major Players of Others

Table 22. Global Whole House Battery Backup System Sales by Protection (2021-2026) & (K Units)

Table 23. Global Whole House Battery Backup System Sales Market Share by Protection (2021-2026)

Table 24. Global Whole House Battery Backup System Revenue by Protection (2021-2026) & (\$ million)

Table 25. Global Whole House Battery Backup System Revenue Market Share by Protection (2021-2026)

Table 26. Global Whole House Battery Backup System Sale Price by Protection (2021-2026) & (USD/Unit)

Table 27. Global Whole House Battery Backup System Sale by Sales Channel (2021-2026) & (K Units)

Table 28. Global Whole House Battery Backup System Sale Market Share by Sales Channel (2021-2026)

Table 29. Global Whole House Battery Backup System Revenue by Sales Channel (2021-2026) & (\$ million)

Table 30. Global Whole House Battery Backup System Revenue Market Share by Sales Channel (2021-2026)

Table 31. Global Whole House Battery Backup System Sale Price by Sales Channel (2021-2026) & (USD/Unit)

Table 32. Global Whole House Battery Backup System Sales by Company (2021-2026) & (K Units)

Table 33. Global Whole House Battery Backup System Sales Market Share by Company (2021-2026)

Table 34. Global Whole House Battery Backup System Revenue by Company (2021-2026) & (\$ millions)

Table 35. Global Whole House Battery Backup System Revenue Market Share by Company (2021-2026)

Table 36. Global Whole House Battery Backup System Sale Price by Company (2021-2026) & (USD/Unit)

Table 37. Key Manufacturers Whole House Battery Backup System Producing Area Distribution and Sales Area

Table 38. Players Whole House Battery Backup System Products Offered

Table 39. Whole House Battery Backup System Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 40. New Products and Potential Entrants

Table 41. Market M&A Activity & Strategy

Table 42. Global Whole House Battery Backup System Sales by Geographic Region (2021-2026) & (K Units)

Table 43. Global Whole House Battery Backup System Sales Market Share Geographic Region (2021-2026)

Table 44. Global Whole House Battery Backup System Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 45. Global Whole House Battery Backup System Revenue Market Share by Geographic Region (2021-2026)

Table 46. Global Whole House Battery Backup System Sales by Country/Region (2021-2026) & (K Units)

Table 47. Global Whole House Battery Backup System Sales Market Share by Country/Region (2021-2026)

Table 48. Global Whole House Battery Backup System Revenue by Country/Region (2021-2026) & (\$ millions)

Table 49. Global Whole House Battery Backup System Revenue Market Share by Country/Region (2021-2026)

Table 50. Americas Whole House Battery Backup System Sales by Country (2021-2026) & (K Units)

Table 51. Americas Whole House Battery Backup System Sales Market Share by Country (2021-2026)

Table 52. Americas Whole House Battery Backup System Revenue by Country (2021-2026) & (\$ millions)

Table 53. Americas Whole House Battery Backup System Sales by Type (2021-2026) & (K Units)

Table 54. Americas Whole House Battery Backup System Sales by Sales Channel (2021-2026) & (K Units)

Table 55. APAC Whole House Battery Backup System Sales by Region (2021-2026) & (K Units)

Table 56. APAC Whole House Battery Backup System Sales Market Share by Region (2021-2026)

Table 57. APAC Whole House Battery Backup System Revenue by Region (2021-2026) & (\$ millions)

Table 58. APAC Whole House Battery Backup System Sales by Type (2021-2026) & (K Units)

Table 59. APAC Whole House Battery Backup System Sales by Sales Channel (2021-2026) & (K Units)

Table 60. Europe Whole House Battery Backup System Sales by Country (2021-2026) & (K Units)

Table 61. Europe Whole House Battery Backup System Revenue by Country (2021-2026) & (\$ millions)

Table 62. Europe Whole House Battery Backup System Sales by Type (2021-2026) & (K Units)

Table 63. Europe Whole House Battery Backup System Sales by Sales Channel

(2021-2026) & (K Units)

Table 64. Middle East & Africa Whole House Battery Backup System Sales by Country (2021-2026) & (K Units)

Table 65. Middle East & Africa Whole House Battery Backup System Revenue Market Share by Country (2021-2026)

Table 66. Middle East & Africa Whole House Battery Backup System Sales by Type (2021-2026) & (K Units)

Table 67. Middle East & Africa Whole House Battery Backup System Sales by Sales Channel (2021-2026) & (K Units)

Table 68. Key Market Drivers & Growth Opportunities of Whole House Battery Backup System

Table 69. Key Market Challenges & Risks of Whole House Battery Backup System

Table 70. Key Industry Trends of Whole House Battery Backup System

Table 71. Whole House Battery Backup System Raw Material

Table 72. Key Suppliers of Raw Materials

Table 73. Whole House Battery Backup System Distributors List

Table 74. Whole House Battery Backup System Customer List

Table 75. Global Whole House Battery Backup System Sales Forecast by Region (2027-2032) & (K Units)

Table 76. Global Whole House Battery Backup System Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 77. Americas Whole House Battery Backup System Sales Forecast by Country (2027-2032) & (K Units)

Table 78. Americas Whole House Battery Backup System Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 79. APAC Whole House Battery Backup System Sales Forecast by Region (2027-2032) & (K Units)

Table 80. APAC Whole House Battery Backup System Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 81. Europe Whole House Battery Backup System Sales Forecast by Country (2027-2032) & (K Units)

Table 82. Europe Whole House Battery Backup System Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 83. Middle East & Africa Whole House Battery Backup System Sales Forecast by Country (2027-2032) & (K Units)

Table 84. Middle East & Africa Whole House Battery Backup System Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 85. Global Whole House Battery Backup System Sales Forecast by Type (2027-2032) & (K Units)

Table 86. Global Whole House Battery Backup System Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 87. Global Whole House Battery Backup System Sales Forecast by Sales Channel (2027-2032) & (K Units)

Table 88. Global Whole House Battery Backup System Revenue Forecast by Sales Channel (2027-2032) & (\$ millions)

Table 89. EcoFlow (China) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 90. EcoFlow (China) Whole House Battery Backup System Product Portfolios and Specifications

Table 91. EcoFlow (China) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 92. EcoFlow (China) Main Business

Table 93. EcoFlow (China) Latest Developments

Table 94. Shenzhen Hello Tech Energy (China) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 95. Shenzhen Hello Tech Energy (China) Whole House Battery Backup System Product Portfolios and Specifications

Table 96. Shenzhen Hello Tech Energy (China) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 97. Shenzhen Hello Tech Energy (China) Main Business

Table 98. Shenzhen Hello Tech Energy (China) Latest Developments

Table 99. GOAL ZERO (USA) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 100. GOAL ZERO (USA) Whole House Battery Backup System Product Portfolios and Specifications

Table 101. GOAL ZERO (USA) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 102. GOAL ZERO (USA) Main Business

Table 103. GOAL ZERO (USA) Latest Developments

Table 104. Shenzhen Poweroak Newener (China) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 105. Shenzhen Poweroak Newener (China) Whole House Battery Backup System Product Portfolios and Specifications

Table 106. Shenzhen Poweroak Newener (China) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 107. Shenzhen Poweroak Newener (China) Main Business

Table 108. Shenzhen Poweroak Newener (China) Latest Developments

Table 109. Allpowers (China) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 110. Allpowers (China) Whole House Battery Backup System Product Portfolios and Specifications

Table 111. Allpowers (China) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 112. Allpowers (China) Main Business

Table 113. Allpowers (China) Latest Developments

Table 114. Westinghouse (USA) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 115. Westinghouse (USA) Whole House Battery Backup System Product Portfolios and Specifications

Table 116. Westinghouse (USA) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 117. Westinghouse (USA) Main Business

Table 118. Westinghouse (USA) Latest Developments

Table 119. ANKER (China) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 120. ANKER (China) Whole House Battery Backup System Product Portfolios and Specifications

Table 121. ANKER (China) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 122. ANKER (China) Main Business

Table 123. ANKER (China) Latest Developments

Table 124. JVC (Japan) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 125. JVC (Japan) Whole House Battery Backup System Product Portfolios and Specifications

Table 126. JVC (Japan) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 127. JVC (Japan) Main Business

Table 128. JVC (Japan) Latest Developments

Table 129. Sonnen (Germany) Basic Information, Whole House Battery Backup System Manufacturing Base, Sales Area and Its Competitors

Table 130. Sonnen (Germany) Whole House Battery Backup System Product Portfolios and Specifications

Table 131. Sonnen (Germany) Whole House Battery Backup System Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)

Table 132. Sonnen (Germany) Main Business

Table 133. Sonnen (Germany) Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Picture of Whole House Battery Backup System

Figure 2. Whole House Battery Backup System Report Years Considered

Figure 3. Research Objectives

Figure 4. Research Methodology

Figure 5. Research Process and Data Source

Figure 6. Global Whole House Battery Backup System Sales Growth Rate 2021-2032 (K Units)

Figure 7. Global Whole House Battery Backup System Revenue Growth Rate 2021-2032 (\$ millions)

Figure 8. Whole House Battery Backup System Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 9. Whole House Battery Backup System Sales Market Share by Country/Region (2025)

Figure 10. Whole House Battery Backup System Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 11. Product Picture of 500-1000Wh

Figure 12. Product Picture of >1000Wh

Figure 13. Global Whole House Battery Backup System Sales Market Share by Type in 2026

Figure 14. Global Whole House Battery Backup System Revenue Market Share by Type (2021-2026)

Figure 15. Product Picture of <500W

Figure 16. Product Picture of 500W-1000W

Figure 17. Product Picture of 1000W-3000W

Figure 18. Product Picture of Others

Figure 19. Global Whole House Battery Backup System Sales Market Share by Output Power in 2026

Figure 20. Global Whole House Battery Backup System Revenue Market Share by Output Power (2021-2026)

Figure 21. Product Picture of IP54

Figure 22. Product Picture of IP65

Figure 23. Product Picture of Others

Figure 24. Global Whole House Battery Backup System Sales Market Share by Protection in 2026

Figure 25. Global Whole House Battery Backup System Revenue Market Share by

Protection (2021-2026)

Figure 26. Whole House Battery Backup System Consumed in Online

Figure 27. Global Whole House Battery Backup System Market: Online (2021-2026) & (K Units)

Figure 28. Whole House Battery Backup System Consumed in Offline

Figure 29. Global Whole House Battery Backup System Market: Offline (2021-2026) & (K Units)

Figure 30. Global Whole House Battery Backup System Sale Market Share by Sales Channel (2025)

Figure 31. Global Whole House Battery Backup System Revenue Market Share by Sales Channel in 2025

Figure 32. Whole House Battery Backup System Sales by Company in 2025 (K Units)

Figure 33. Global Whole House Battery Backup System Sales Market Share by Company in 2025

Figure 34. Whole House Battery Backup System Revenue by Company in 2025 (\$ millions)

Figure 35. Global Whole House Battery Backup System Revenue Market Share by Company in 2025

Figure 36. Global Whole House Battery Backup System Sales Market Share by Geographic Region (2021-2026)

Figure 37. Global Whole House Battery Backup System Revenue Market Share by Geographic Region in 2025

Figure 38. Americas Whole House Battery Backup System Sales 2021-2026 (K Units)

Figure 39. Americas Whole House Battery Backup System Revenue 2021-2026 (\$ millions)

Figure 40. APAC Whole House Battery Backup System Sales 2021-2026 (K Units)

Figure 41. APAC Whole House Battery Backup System Revenue 2021-2026 (\$ millions)

Figure 42. Europe Whole House Battery Backup System Sales 2021-2026 (K Units)

Figure 43. Europe Whole House Battery Backup System Revenue 2021-2026 (\$ millions)

Figure 44. Middle East & Africa Whole House Battery Backup System Sales 2021-2026 (K Units)

Figure 45. Middle East & Africa Whole House Battery Backup System Revenue 2021-2026 (\$ millions)

Figure 46. Americas Whole House Battery Backup System Sales Market Share by Country in 2025

Figure 47. Americas Whole House Battery Backup System Revenue Market Share by Country (2021-2026)

Figure 48. Americas Whole House Battery Backup System Sales Market Share by Type

(2021-2026)

Figure 49. Americas Whole House Battery Backup System Sales Market Share by Sales Channel (2021-2026)

Figure 50. United States Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 51. Canada Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 52. Mexico Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 53. Brazil Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 54. APAC Whole House Battery Backup System Sales Market Share by Region in 2025

Figure 55. APAC Whole House Battery Backup System Revenue Market Share by Region (2021-2026)

Figure 56. APAC Whole House Battery Backup System Sales Market Share by Type (2021-2026)

Figure 57. APAC Whole House Battery Backup System Sales Market Share by Sales Channel (2021-2026)

Figure 58. China Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 59. Japan Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 60. South Korea Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 61. Southeast Asia Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 62. India Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 63. Australia Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 64. China Taiwan Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 65. Europe Whole House Battery Backup System Sales Market Share by Country in 2025

Figure 66. Europe Whole House Battery Backup System Revenue Market Share by Country (2021-2026)

Figure 67. Europe Whole House Battery Backup System Sales Market Share by Type (2021-2026)

Figure 68. Europe Whole House Battery Backup System Sales Market Share by Sales Channel (2021-2026)

Figure 69. Germany Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 70. France Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 71. UK Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 72. Italy Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 73. Russia Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 74. Middle East & Africa Whole House Battery Backup System Sales Market Share by Country (2021-2026)

Figure 75. Middle East & Africa Whole House Battery Backup System Sales Market Share by Type (2021-2026)

Figure 76. Middle East & Africa Whole House Battery Backup System Sales Market Share by Sales Channel (2021-2026)

Figure 77. Egypt Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 78. South Africa Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 79. Israel Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 80. Turkey Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 81. GCC Countries Whole House Battery Backup System Revenue Growth 2021-2026 (\$ millions)

Figure 82. Manufacturing Cost Structure Analysis of Whole House Battery Backup System in 2026

Figure 83. Manufacturing Process Analysis of Whole House Battery Backup System

Figure 84. Industry Chain Structure of Whole House Battery Backup System

Figure 85. Channels of Distribution

Figure 86. Global Whole House Battery Backup System Sales Market Forecast by Region (2027-2032)

Figure 87. Global Whole House Battery Backup System Revenue Market Share Forecast by Region (2027-2032)

Figure 88. Global Whole House Battery Backup System Sales Market Share Forecast by Type (2027-2032)

Figure 89. Global Whole House Battery Backup System Revenue Market Share Forecast by Type (2027-2032)

Figure 90. Global Whole House Battery Backup System Sales Market Share Forecast by Sales Channel (2027-2032)

Figure 91. Global Whole House Battery Backup System Revenue Market Share Forecast by Sales Channel (2027-2032)

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