

Growth Opportunities in Global Solar Photovoltaic Cell Market 2012-2017: Trend, Forecast, and Opportunity Analysis, December 2012

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Abstracts

The global solar photovoltaic (PV) cell market has experienced strong growth in recent years. The market is expected to reach \$35,559 million by 2017, with CAGR of 4% over the next five years. The global solar PV cell market comprises two broad categories, crystalline silicon, and thin-film. Thin-film technology is expected to grow faster as compared to crystalline silicon due to several advantages.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the industry and presents its findings in “Growth Opportunities in Global Solar Photovoltaic Cell Market 2012-2017: Trend, Forecast, and Opportunity Analysis.”

From the analysis presented, cell suppliers should recognize where potentially valuable opportunities exist in the global solar PV cell industry. Marketing strategies tailored to take advantage of these conditions should result in improved revenue and profitability.

The report describes that one of the major challenges in the global solar PV cell industry is that the cost per unit of energy generated through solar PV is higher than other methods, such as coal, natural gas, and wind. PV cell is an expensive technology compared to other sources of generating electricity. Low availability of sunlight in many regions makes usage of the technology useless for those regions. In addition, there is always the uncertainty of cloudy weather, rains, and storms that render solar PV ineffective.

The industry is driven by the government subsidies such as feed-in-tariffs that provide significant support for industry growth. The industry produces no noise, harmful

emissions, or polluting gas. Electricity generated by solar cells uses no fuel other than sunlight. Crystalline PV systems do not release any harmful air or water pollution.

This study provides a competitive benchmarking of the global thin film solar PV cell market. The study provides up-to-date information on market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their competencies and plans, and provides competitor information, data analysis, and insight, critical to the implementation of an effective marketing and sales plan.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

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