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Energy-as-a-Service (EaaS) Market Forecasts to 2032 – Global Analysis by Service Offering (Energy Supply Services, Operational & Maintenance (O&M) Services and Other Value-Added Services), Component (Software Platforms and Hardware & Equipment), Deployment Model, Revenue Model, Enabling Technology, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Energy-as-a-Service (EaaS) Market is accounted for $58.12 billion in 2025 and is expected to reach $130.09 billion by 2032 growing at a CAGR of 12.2% during the forecast period. Energy-as-a-Service (EaaS) is a business model where customers pay for energy services like lighting, heating, or backup power instead of owning energy assets. It typically includes energy supply, efficiency upgrades, and analytics, bundled under a subscription or performance-based contract. EaaS helps organizations reduce upfront costs, improve sustainability, and manage energy more efficiently, while leaving the operational and technical complexities to specialized providers.

According to the U.S. Energy Information Administration, average residential electricity prices rose by almost 6% from 2022 to 2023.

Market Dynamics:

Driver:

Increasing demand for energy efficiency

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Organizations across sectors are actively seeking solutions to reduce operational costs and optimize energy consumption. This demand is propelled by rising energy prices, regulatory mandates for decarbonization, and the need for sustainable operations. Furthermore, technological advancements such as smart grids and real-time analytics enable more precise energy management, making EaaS offerings increasingly attractive. As businesses strive to meet environmental targets, the pursuit of energy efficiency continues to fuel market expansion.

Restraint:

Lack of awareness in developing economies

A significant restraint for the EaaS is the limited awareness and understanding of these solutions in developing economies. Many organizations remain unfamiliar with the benefits and operational models of EaaS, leading to slower adoption rates. Additionally, the absence of targeted educational initiatives and insufficient government support further hinder market penetration. This knowledge gap, coupled with concerns about upfront costs and infrastructure readiness, restricts the growth potential in emerging markets.

Opportunity:

Growing demand for renewable energy integration

The increasing focus on integrating renewable energy sources presents a substantial opportunity for the EaaS. As governments and corporations intensify efforts to reduce carbon footprints, there is heightened demand for solutions that facilitate the seamless adoption of solar, wind, and other renewables. Moreover, EaaS providers are well-positioned to offer bundled services that combine energy supply, management, and optimization, making renewables more accessible and cost-effective. This trend is further supported by government incentives and the declining costs of renewable technologies, paving the way for robust market growth.

Threat:

High competition from traditional utilities and new entrants

Traditional utility providers are leveraging their extensive infrastructure and customer relationships to introduce competing energy solutions, while agile startups are

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innovating rapidly with digital platforms and flexible service models. This intensifying competition can lead to margin pressures and increased customer acquisition costs. Additionally, market saturation and the challenge of differentiating service offerings may pose risks to sustained growth for existing EaaS providers.

Covid-19 Impact:

The Covid-19 pandemic had a pronounced impact on the EaaS market, with global lockdowns leading to reduced industrial and commercial energy demand. Many companies postponed or canceled capital-intensive energy projects due to economic uncertainty and liquidity constraints. While residential energy consumption increased, it was insufficient to offset declines in other sectors. However, as economies recover, there is renewed interest in cost-saving and resilient energy solutions, positioning EaaS as a strategic choice for organizations aiming to enhance operational flexibility and sustainability in a post-pandemic landscape.

The energy supply services segment is expected to be the largest during the forecast period

The energy supply services segment is expected to account for the largest market share during the forecast period, attributed to the growing need for reliable energy supply solutions that can support both grid-connected and off-grid operations. Businesses are increasingly seeking third-party providers to manage energy procurement and supply, reducing their reliance on traditional utilities. Additionally, the integration of distributed energy resources and renewables within this segment enhances operational flexibility and cost predictability, making energy supply services the preferred choice for a broad range of end users.

The industrial sector segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the industrial sector segment is predicted to witness the highest growth rate, driven by the sector’s substantial energy consumption and the pressing need to optimize costs and improve sustainability. Industrial enterprises are adopting EaaS models to access advanced energy management technologies, ensure compliance with environmental regulations, and achieve operational efficiencies. Furthermore, the shift towards automation and digitalization in manufacturing amplifies the demand for tailored energy solutions, positioning the industrial sector as a key growth engine for the EaaS market.

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Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. This leadership stems from early adoption of energy efficiency initiatives, robust regulatory frameworks, and significant investments in renewable energy infrastructure. The presence of established energy service companies and a mature industrial base further accelerates EaaS uptake. Moreover, government incentives and a strong focus on sustainability encourage businesses to transition to EaaS models, solidifying North America’s position as the leading regional market for these services.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid industrialization, urbanization, and increasing energy demand in countries such as China and India are major contributors to this growth. Governments in the region are actively promoting renewable energy integration and supporting smart grid development. Additionally, the expanding commercial and industrial sectors are adopting EaaS solutions to address energy efficiency challenges and reduce operational costs. These factors collectively drive Asia Pacific’s emergence as the fastest-growing market for EaaS offerings.

Key players in the market

Some of the key players in Energy-as-a-Service (EaaS) Market include Schneider Electric SE, Siemens AG, Honeywell International Inc., Engie SA, Veolia Environnement S.A., Johnson Controls International plc, General Electric Company, Enel S.p.A., Orsted A/S, EDF (Electricite de France), Centrica plc, Wendel SE, NORESCO LLC, Bernhard LLC, Entegrity Energy Partners, Redaptive, Inc., Keppel Corporation Limited and Tata Power Trading Company Limited.

Key Developments:

In June 2025, Tata Power-Delhi Distribution Ltd, in collaboration with Japan-based Nissin Electric Co Ltd, has commissioned India's first micro substation with a power voltage transformer (PVT) to provide a low-cost and reliable power supply to consumers in Delhi.The project is part of the International Demonstration Project on Japan's Energy Efficiency Technologies, publicly solicited by the New Energy and Industrial Technology Development Organisation (NEDO).

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In April 2025, a new survey commissioned by AlphaStruxure, a leader in Energy as a Service (EaaS) infrastructure solutions, and Schneider Electric, the leader in the digital transformation of energy management and automation, in partnership with Data Center Frontier, provides insights into the significant energy challenges faced by the data center sector. The survey of 149 American and Canadian data center executives was conducted between January – February 2025 and points to a growing 'time to power' challenge that's leading the industry to look to alternative solutions to grid power.

In October 2024, Tata Power Trading Company Limited, a wholly-owned subsidiary of Tata Power, one of India’s largest integrated power companies, and Keppel, a Singapore-headquartered global asset manager and operator with strong expertise in sustainability-related solutions spanning the areas of infrastructure, real estate and connectivity, have entered into a collaboration arrangement to launch sustainable Cooling-as-a-Service (CaaS) solutions in India.

Service Offerings Covered:

- Energy Supply Services
- Operational & Maintenance (O&M) Services
- Energy Efficiency & Optimization Services
- Integrated EaaS Solutions
- Other Value-Added Services

Components:

- Software Platforms
- Hardware & Equipment

Deployment Models Covered:

- Onsite

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Offsite

Hybrid

Revenue Models Covered:

Subscription-Based

Pay-Per-Use

Performance-Based Contracting

Leasing/Financing Model

Enabling Technologies Covered:

Smart Grid Technology & Grid Integration

Internet of Things (IoT) & Sensors

Artificial Intelligence (AI) & Machine Learning (ML)

Big Data Analytics

Blockchain

Cloud Computing

End Users Covered:

Commercial Sector

Industrial Sector

Residential Sector

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- Government & Municipalities
- Utilities

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia

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- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar
- South Africa
- Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends

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- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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