

# North America Off-Grid Energy Storage Systems Market By Type (Lithium-ion Batteries, Lead Acid Batteries), By Application (Residential, Commercial), By Country, Competition, Forecast and Opportunities, 2020-2030F

<https://marketpublishers.com/r/N3028A0A72FDEN.html>

Date: May 2025

Pages: 120

Price: US\$ 4,000.00 (Single User License)

ID: N3028A0A72FDEN

## Abstracts

### Market Overview

The North America Off-Grid Energy Storage Systems Market was valued at USD 5.34 billion in 2024 and is projected to reach USD 11.90 billion by 2030, growing at a CAGR of 14.29% during the forecast period. This growth is driven by the increasing demand for reliable electricity in remote and underserved regions where connection to the central power grid is economically or logistically unfeasible. Off-grid energy storage systems, which store energy generated from renewable sources like solar and wind, play a vital role in ensuring consistent power availability. The region's transition towards renewable energy, combined with heightened interest in energy independence and grid resiliency, is fueling market expansion.

Technological advancements in battery technologies—particularly in lithium-ion and emerging chemistries—have improved the efficiency, lifespan, and cost-effectiveness of off-grid systems. These systems are being adopted not only in remote communities but also in critical infrastructure such as military bases, mining operations, and disaster-prone areas. Public and private initiatives supporting rural electrification and clean energy access are reinforcing growth, while the proliferation of mobile and modular storage units is broadening deployment across residential, commercial, and emergency applications. With growing environmental consciousness and advancements in distributed energy resources, the off-grid energy storage market is poised to become a key component of North America's sustainable energy landscape.

## Key Market Drivers

### Expansion of Renewable Energy Projects in Remote and Underserved Areas

The deployment of renewable energy systems in remote regions is a significant driver of off-grid energy storage demand in North America. Communities in remote parts of Canada, Alaska, and rural U.S. states often lack consistent access to centralized grids. To address this, solar and wind installations are being integrated with advanced storage systems to ensure energy reliability. The variability of renewable generation necessitates energy storage for balancing supply and demand. These systems store surplus power and release it when production dips, making renewables a dependable energy source in off-grid scenarios.

Government-backed electrification programs and declining renewable technology costs are accelerating this transition. Over 600 megawatts of off-grid renewable energy capacity had been installed across remote North American locations by 2024, requiring over 1.2 gigawatt-hours of storage. Community microgrids and hybrid power systems that combine solar, wind, and battery storage are becoming standard solutions for powering rural and hard-to-reach populations.

## Key Market Challenges

### High Initial Capital Expenditure and Cost Barriers

Despite advancements in storage technology, the high upfront cost of off-grid systems remains a major barrier to adoption. Installation expenses include the cost of advanced batteries, power electronics, smart control systems, and labor. While these systems deliver long-term savings and energy security, their initial capital requirements can be prohibitive for rural households, small businesses, and community-based projects.

Additional challenges include the lack of financial infrastructure in many remote areas and limited access to tailored financing mechanisms. Traditional lenders often hesitate to fund off-grid energy projects due to the perceived risk and lack of standardization in project economics. The absence of widespread subsidy frameworks or incentive models tailored to off-grid storage further limits affordability, especially for economically disadvantaged regions. As a result, the full market potential remains untapped, with adoption largely concentrated in government-backed or mission-critical applications.

## Key Market Trends

### Increasing Adoption of Advanced Battery Technologies

The adoption of advanced battery technologies is a key trend reshaping the North America off-grid energy storage systems market. Lithium-ion batteries, particularly lithium iron phosphate (LFP) variants, are being favored for their superior energy density, longer life cycles, and safety performance compared to traditional lead-acid batteries. Emerging technologies such as solid-state and flow batteries are also entering the market, offering higher scalability and improved thermal stability—key features for off-grid applications in extreme environments.

Smart battery management systems (BMS), integrated monitoring, and IoT-enabled controls are enhancing system performance, efficiency, and reliability. This shift is allowing users to optimize power usage, extend battery life, and minimize maintenance. Battery recyclability and lower environmental impact are becoming differentiators in procurement decisions, especially as regulatory scrutiny increases. The rapid evolution of energy storage technologies is thus creating more flexible, durable, and sustainable solutions, making off-grid energy storage systems increasingly viable for a broader array of applications.

## Key Market Players

Amperex Technology Ltd.

Fronius International GmbH

General Electric Co.

LG Energy Solution Ltd.

Mitsubishi Heavy Industries Ltd.

NRG Energy Inc.

Primus Power Solutions

Saft Groupe SAS

## Report Scope

In this report, the North America Off-Grid Energy Storage Systems Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### North America Off-Grid Energy Storage Systems Market, By Type:

Lithium-ion Batteries

Lead Acid Batteries

### North America Off-Grid Energy Storage Systems Market, By Application:

Residential

Commercial

### North America Off-Grid Energy Storage Systems Market, By Country:

United States

Canada

Mexico

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the North America Off-Grid Energy Storage Systems Market.

## Available Customizations

North America Off-Grid Energy Storage Systems Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

*North America Off-Grid Energy Storage Systems Market By Type (Lithium-ion Batteries, Lead Acid Batteries), By...*

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
  - 2.5.1. Secondary Research
  - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
  - 2.6.1. The Bottom-Up Approach
  - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
  - 2.8.1. Data Triangulation & Validation

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

### **5. NORTH AMERICA OFF-GRID ENERGY STORAGE SYSTEMS MARKET OUTLOOK**

## 5.1. Market Size & Forecast

### 5.1.1. By Value

## 5.2. Market Share & Forecast

### 5.2.1. By Type (Lithium-ion Batteries, Lead Acid Batteries)

### 5.2.2. By Application (Residential, Commercial)

### 5.2.3. By Country (United States, Canada, Mexico)

### 5.2.4. By Company (2024)

## 5.3. Market Map

# 6. UNITED STATES OFF-GRID ENERGY STORAGE SYSTEMS MARKET OUTLOOK

## 6.1. Market Size & Forecast

### 6.1.1. By Value

## 6.2. Market Share & Forecast

### 6.2.1. By Type

### 6.2.2. By Application

# 7. CANADA OFF-GRID ENERGY STORAGE SYSTEMS MARKET OUTLOOK

## 7.1. Market Size & Forecast

### 7.1.1. By Value

## 7.2. Market Share & Forecast

### 7.2.1. By Type

### 7.2.2. By Application

# 8. MEXICO OFF-GRID ENERGY STORAGE SYSTEMS MARKET OUTLOOK

## 8.1. Market Size & Forecast

### 8.1.1. By Value

## 8.2. Market Share & Forecast

### 8.2.1. By Type

### 8.2.2. By Application

# 9. MARKET DYNAMICS

## 9.1. Drivers

## 9.2. Challenges

# 10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

## **11. COMPANY PROFILES**

- 11.1. Amperex Technology Ltd.
  - 11.1.1. Business Overview
  - 11.1.2. Key Revenue and Financials
  - 11.1.3. Recent Developments
  - 11.1.4. Key Personnel/Key Contact Person
  - 11.1.5. Key Product/Services Offered
- 11.2. Fronius International GmbH
- 11.3. General Electric Co.
- 11.4. LG Energy Solution Ltd.
- 11.5. Mitsubishi Heavy Industries Ltd.
- 11.6. NRG Energy Inc.
- 11.7. Primus Power Solutions
- 11.8. Saft Groupe SAS

## **12. STRATEGIC RECOMMENDATIONS**

## **13. ABOUT US & DISCLAIMER**

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