

# **Smart Solar Power Market – Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented by Device (Smart Solar Meters, IntelliGrid, RFID), by Application (Commercial, Industrial, Residential), By Region, By Competition 2018-2028.**

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## **Abstracts**

Global Smart Solar Power Market has valued at USD 12.81 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 13.36% through 2028. Smart solar power systems are the automated and internet connected version of solar energy system. The deployment of these devices is expected to help users minimize their electricity expenses and increase solar panels efficiency through real time monitoring and communication. The rising investment in the smart energy market and the reduction of solar PV costs are some factors driving the market growth.

### Key Market Drivers

#### Increasing Demand for Renewable Energy

The escalating global demand for renewable energy stands as a primary catalyst propelling the growth of the smart solar power market. As societies worldwide grapple with the pressing need to address climate change and reduce carbon footprints, there has been a monumental shift toward sustainable energy sources, with solar power emerging as a linchpin in this transition. Governments, businesses, and consumers are increasingly recognizing the imperative to embrace cleaner alternatives, fostering a conducive environment for the expansion of the smart solar power sector.

Governments around the world are playing a pivotal role by implementing policies and incentives that promote the adoption of renewable energy, including solar power.

Initiatives such as feed-in tariffs, tax credits, and ambitious renewable energy targets are creating a favorable landscape for investments in smart solar technologies. These policy measures not only stimulate the market but also underscore a commitment to achieving environmental sustainability goals. The corporate sector, driven by a heightened sense of corporate social responsibility (CSR), is actively seeking ways to integrate renewable energy sources into their operations. This drive is fueled not only by ethical considerations but also by the economic benefits associated with sustainable practices. As businesses increasingly invest in smart solar power solutions, they contribute not only to their own energy resilience but also to the broader global transition towards a low-carbon future.

Furthermore, consumers are becoming more environmentally conscious, demanding clean energy options. The residential sector, in particular, is witnessing a surge in interest in rooftop solar installations, driven by a desire for energy independence and a commitment to reducing individual carbon footprints. This grassroots momentum adds a significant impetus to the global smart solar power market. In conclusion, the increasing demand for renewable energy, with a specific focus on solar power, is a pivotal driver steering the trajectory of the smart solar power market. This demand is sustained by a combination of government initiatives, corporate responsibility, and a growing awareness among individuals, collectively fostering a global environment conducive to the widespread adoption of smart solar technologies. As the world seeks sustainable solutions, the smart solar power market is poised to play a central role in shaping the future of clean and resilient energy systems.

### Advancements in Technology

Advancements in technology are poised to be a driving force behind the global smart solar power market, revolutionizing the efficiency, reliability, and intelligence of solar energy systems. These technological strides encompass various facets of the smart solar power ecosystem, contributing to the industry's growth and sustainability. One crucial area of advancement is solar panel technology. Ongoing research and development efforts have led to the creation of more efficient and durable photovoltaic materials, enhancing the overall performance of solar panels. Innovations such as tandem solar cells, perovskite-silicon tandem structures, and bifacial panels are pushing the boundaries of energy conversion rates, ensuring higher yields from solar installations.

Energy storage technologies are also evolving rapidly, playing a pivotal role in the smart solar landscape. Advanced battery systems, including lithium-ion and flow batteries,

enable effective storage of excess energy during peak sunlight hours. This stored energy can then be seamlessly released during periods of low sunlight or high energy demand, contributing to grid stability and reliability. The integration of smart grid technologies is another technological leap forward. Smart grids facilitate real-time communication between various components of the electricity infrastructure, allowing for dynamic adjustments based on energy demand and supply. This integration optimizes the distribution of solar power, minimizes transmission losses, and enhances the resilience of the overall energy grid.

Furthermore, the Internet of Things (IoT) and data analytics are transforming smart solar power systems into intelligent and responsive networks. IoT devices embedded in solar panels, inverters, and other components enable real-time monitoring and data collection. Analyzing this data provides valuable insights for predictive maintenance, performance optimization, and fault detection, ensuring the longevity and efficiency of solar installations. As technology continues to advance, the global smart solar power market is set to benefit from these innovations, making solar energy an increasingly viable and attractive option for consumers, businesses, and utilities alike. These advancements not only drive economic feasibility but also position smart solar power as a key player in the global transition towards sustainable and renewable energy solutions.

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**Key Market Challenges**

**High Initial Costs**

The high initial costs associated with implementing smart solar power solutions stand out as a significant impediment to the widespread adoption and growth of the global market. While the long-term benefits of smart solar technologies are evident, the substantial upfront investment required can be a deterrent for many potential stakeholders. The capital-intensive nature of deploying advanced monitoring systems, energy storage solutions, and integrating smart grid technologies poses a formidable barrier, particularly for smaller businesses, developing economies, and residential consumers.

One of the primary components contributing to the high initial costs is the expense associated with cutting-edge solar panel technologies. While solar panel costs have been decreasing over time, the incorporation of smart features, such as IoT sensors

and monitoring equipment, adds an extra layer of expense. Additionally, the integration of energy storage systems, crucial for addressing the intermittent nature of solar power generation, contributes significantly to the overall project costs. Moreover, the need for specialized infrastructure, including smart grid components and communication systems, amplifies the financial burden. Retrofitting existing solar installations with smart technologies or building entirely new, integrated systems requires substantial investments in both hardware and software.

The financial challenges are particularly pronounced in regions with limited financial resources or uncertain economic conditions. In these areas, potential investors may be hesitant to commit to smart solar projects due to concerns about the return on investment and the ability to recover high upfront costs. Addressing the challenge of high initial costs necessitates concerted efforts from governments, industry stakeholders, and financial institutions. Incentives, subsidies, and favorable financing options can help alleviate the financial burden on businesses and consumers, fostering a more conducive environment for the adoption of smart solar power solutions. As technology continues to advance, economies of scale and increased competition within the smart solar market may contribute to cost reductions, making these technologies more accessible and accelerating their global deployment. Ultimately, overcoming the barrier of high initial costs is crucial for unlocking the full potential of smart solar power and achieving a sustainable and resilient energy future.

### Intermittency and Variability of Solar Power

The inherent intermittency and variability of solar power generation present significant challenges that can potentially hamper the growth and efficiency of the global smart solar power market. Solar energy production is contingent on weather conditions, daylight hours, and seasonal changes, leading to fluctuations in power output. This variability poses a direct challenge to the reliability and consistency of smart solar power systems, impacting their ability to meet energy demands consistently. One of the primary concerns is the mismatch between peak solar generation and peak energy demand. Solar power generation typically peaks during daylight hours, which may not align perfectly with periods of high energy consumption, such as evenings when households and businesses are using electricity extensively. This misalignment underscores the need for effective energy storage solutions to store excess energy during peak generation for use during periods of low or no sunlight.

The intermittency of solar power also requires robust backup systems or alternative energy sources to ensure a continuous and reliable power supply. This introduces

additional complexities and costs into smart solar power installations, potentially diminishing their economic viability, especially in regions heavily dependent on consistent energy availability. Moreover, the unpredictability of weather conditions, such as cloud cover and storms, can lead to sudden drops in solar energy production. Smart solar power systems must be equipped with advanced forecasting and monitoring capabilities to anticipate and mitigate the effects of these fluctuations. This necessitates investments in sophisticated weather prediction technologies and real-time monitoring infrastructure, adding to the overall operational costs.

Efforts to address the intermittency and variability challenge involve the development and integration of advanced energy storage technologies, such as large-scale batteries, to store surplus energy during periods of high generation. Additionally, the use of hybrid systems that combine solar power with other renewable energy sources, like wind or geothermal, can enhance overall system reliability. In conclusion, while the variability of solar power is a natural characteristic, mitigating its impact on the smart solar power market requires innovative solutions and strategic planning. Continued advancements in energy storage technologies, grid management, and hybrid renewable energy systems are essential to overcoming the challenges posed by the intermittency of solar power, ensuring the sustained growth and effectiveness of smart solar power solutions globally.

### Data Security and Privacy Concerns

Data security and privacy concerns emerge as critical challenges that have the potential to hinder the advancement of the global smart solar power market. As smart solar power systems become increasingly interconnected and reliant on data exchange, the sensitivity of the information generated raises apprehensions among stakeholders regarding the protection of this data. One primary concern revolves around the vulnerability of smart solar power systems to cyber threats. As these systems incorporate Internet of Things (IoT) devices, sensors, and communication networks, they become potential targets for cyberattacks. Unauthorized access, data breaches, and tampering with system controls pose significant risks, not only to the integrity of the data but also to the overall functionality and security of the smart solar infrastructure.

The data generated by smart solar power systems often includes sensitive information about energy consumption patterns, system performance, and even personal details in the case of residential installations. Ensuring the confidentiality and secure transmission of this data is crucial to building and maintaining trust among consumers, businesses, and regulatory bodies. Regulatory compliance is another dimension of the data security challenge. Different regions and countries may have varying standards and regulations

governing the collection, storage, and transmission of energy-related data. Navigating this complex regulatory landscape requires a robust framework that addresses not only the technical aspects of data security but also legal and compliance considerations.

To mitigate these concerns, industry stakeholders must invest in cutting-edge cybersecurity measures, including encryption protocols, secure authentication mechanisms, and intrusion detection systems. Regular audits and assessments of system vulnerabilities are essential to stay ahead of evolving cyber threats. Additionally, fostering awareness and education within the industry and among end-users about the importance of data security can contribute to a culture of vigilance and proactive risk management. Collaboration between the private sector, governments, and cybersecurity experts is crucial to developing and implementing standardized best practices for data security in smart solar power systems. By addressing these concerns head-on, the industry can not only enhance the resilience of smart solar power infrastructure but also instill confidence among investors and end-users, thereby facilitating the sustainable growth of the global smart solar power market.

## Key Market Trends

### Increasing Adoption of IoT and Digitalization

The increasing adoption of the Internet of Things (IoT) and digitalization is poised to drive a transformative wave within the global smart solar power market. This trend signifies a paradigm shift in how solar power systems are monitored, managed, and optimized. The integration of IoT technologies allows for the creation of intelligent, interconnected networks comprising sensors, devices, and platforms that collect and exchange real-time data from solar installations. One of the key drivers is the deployment of IoT sensors embedded within solar panels and other components of smart solar power systems. These sensors continuously gather data on various parameters such as energy production, system performance, and environmental conditions. This wealth of information enables precise monitoring and analysis, facilitating proactive maintenance, identifying inefficiencies, and optimizing the overall performance of solar installations.

Digitalization plays a pivotal role in converting the vast amount of data generated by IoT sensors into actionable insights. Advanced analytics and machine learning algorithms process this data to provide valuable information for decision-making. Predictive maintenance capabilities, for example, allow operators to identify potential issues before they escalate, reducing downtime and enhancing the reliability of smart solar power



systems. Remote monitoring and control are also made possible through digitalization. Operators can access real-time data and make adjustments to solar power systems remotely, improving operational efficiency and reducing the need for on-site interventions. This capability is especially valuable for large-scale solar farms and installations in geographically challenging locations.

Moreover, the integration of digital technologies extends beyond individual solar installations to encompass smart grids. Digitalized smart grids enable bidirectional communication between the grid and solar power systems, optimizing energy distribution and enhancing grid reliability. This interconnectedness contributes to the creation of a more responsive and resilient energy infrastructure. Government initiatives, incentives, and industry collaborations further propel the adoption of IoT and digitalization in the smart solar power market. As the world intensifies its focus on sustainable and efficient energy solutions, the synergy between IoT, digitalization, and solar power positions this market at the forefront of the global energy transition. The result is not just enhanced efficiency in energy production but a paradigm shift towards a smarter, more interconnected, and sustainable energy ecosystem.

### Rapid Growth of Energy Storage Solutions

The rapid growth of energy storage solutions is poised to be a driving force behind the global smart solar power market, revolutionizing the way solar energy is harnessed, stored, and utilized. Energy storage plays a pivotal role in overcoming one of the inherent challenges of solar power – its intermittent nature. Lithium-ion batteries and other advanced storage technologies enable the efficient capture and storage of excess solar energy generated during peak sunlight hours. This stored energy can then be seamlessly deployed during periods of low sunlight or high energy demand, providing a continuous and reliable power supply.

The integration of energy storage solutions enhances the overall effectiveness and resilience of smart solar power systems. It addresses the variability of solar energy production, ensuring a stable power output even when weather conditions are less favorable. This capability is especially crucial for maximizing the economic viability of solar installations and unlocking their full potential as a mainstream energy source. Moreover, the growth of energy storage aligns with the broader trend of transitioning towards decentralized and distributed energy systems. By storing excess solar energy locally, consumers and businesses can reduce their dependence on the central power grid, contributing to greater energy independence. This trend is particularly relevant in areas with unreliable or underdeveloped grid infrastructure.

The advancements in energy storage technologies also support the scalability of smart solar power solutions. From residential solar installations to large-scale solar farms, the ability to store energy efficiently ensures a steady and consistent power supply, optimizing the performance of the entire solar energy ecosystem. Government incentives and a favorable regulatory environment further accelerate the adoption of energy storage solutions within smart solar power systems. As the cost of energy storage continues to decline and technological innovations progress, the synergy between smart solar power and advanced energy storage is likely to reshape the global energy landscape. This paradigm shift not only promotes sustainability but also positions smart solar power as a key player in the transition towards a more resilient, flexible, and decentralized energy infrastructure.

## Segmental Insights

### Device Insights

Smart Solar Meter segment is expected to hold the largest share of Smart Solar Power Market for during the forecast period, Solar meters include a monitoring function that alerts plant owners about performance issues with PV plants, allowing them to quickly address issues and optimize return on investment. The projection of real-time PV power generation data from a PV system is measured using solar power meters. Solar power meters have gained widespread acceptance in residential, industrial, and commercial sectors, which acts as a key driver for the global smart solar power market. Furthermore, various benefits associated with solar power meters such as long-term stability, economical cost, wide spectral range, and automated transmission measurement foster the global market growth. The presence of above-mentioned factors will provide ample smart solar power opportunities for the development of the market.

### Regional Insights

North America is expected to dominate the market during the forecast period. North America region dominates the global smart solar power market. In 2021, the solar industry generated more than \$33 billion of private investment in the American economy. According to Electric Power Annual, solar power accounted for 3% of U.S. electricity generation from all sources in 2020. In EIA Short-Term Energy Outlook, forecast that solar will account for 5% of U.S. electricity generation in 2022. In total U.S. power generation, solar energy accounts for 2% as of 2019 and 3% in 2020 to serve



16.4 million and 18 million average American homes respectively. According to the United States National Renewable Energy Laboratory (NREL), since 2010, there has been a 64%, 69%, and 82% reduction in the cost of residential, commercial-rooftop, and utility-scale PV systems in the U.S., respectively.

### Key Market Players

Huawei Technologies Co., Ltd

Aclara Software

Schneider Electric, Itron Inc.

Landis+GYR AG

Sensus USA Inc.

HCL Technologies Ltd

Echelon Corporation

ABB Ltd, Siemens AG

Silver Spring Networks INC.

GE Energy

CAlico Energy Services

Urban Green Energy International

### Report Scope:

In this report, the Global Smart Solar Power Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Global Smart Solar Power Market, By Device:

Smart Solar Meters

IntelliGrid

RFID

Global Smart Solar Power Market, By Application:

Commercial

Industrial

Residential

Global Smart Solar Power Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Indonesia

Europe

Germany

United Kingdom

France

Russia

Spain

South America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

South Africa

Egypt

UAE

Israel

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Smart Solar Power Market.

## Available Customizations:

Global Smart Solar Power Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## 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
- 1.3. Markets Covered
- 1.4. Years Considered for Study
- 1.5. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

### **4. VOICE OF CUSTOMERS**

### **5. GLOBAL SMART SOLAR POWER MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Device (Smart Solar Meters, IntelliGrid, RFID)
  - 5.2.2. By Application (Commercial, Industrial, Residential)
  - 5.2.3. By Region
- 5.3. By Company (2022)
- 5.4. Market Map

### **6. NORTH AMERICA SMART SOLAR POWER MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Device
  - 6.2.2. By Application
  - 6.2.3. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Smart Solar Power Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Device
      - 6.3.1.2.2. By Application
  - 6.3.2. Canada Smart Solar Power Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Device
      - 6.3.2.2.2. By Application
  - 6.3.3. Mexico Smart Solar Power Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Device
      - 6.3.3.2.2. By Application

## **7. ASIA-PACIFIC SMART SOLAR POWER MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Device
  - 7.2.2. By Application
  - 7.2.3. By Country
- 7.3. Asia-Pacific: Country Analysis
  - 7.3.1. China Smart Solar Power Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast



- 7.3.1.2.1. By Device
- 7.3.1.2.2. By Application
- 7.3.2. India Smart Solar Power Market Outlook
  - 7.3.2.1. Market Size & Forecast
    - 7.3.2.1.1. By Value
  - 7.3.2.2. Market Share & Forecast
    - 7.3.2.2.1. By Device
    - 7.3.2.2.2. By Application
- 7.3.3. Japan Smart Solar Power Market Outlook
  - 7.3.3.1. Market Size & Forecast
    - 7.3.3.1.1. By Value
  - 7.3.3.2. Market Share & Forecast
    - 7.3.3.2.1. By Device
    - 7.3.3.2.2. By Application
- 7.3.4. South Korea Smart Solar Power Market Outlook
  - 7.3.4.1. Market Size & Forecast
    - 7.3.4.1.1. By Value
  - 7.3.4.2. Market Share & Forecast
    - 7.3.4.2.1. By Device
    - 7.3.4.2.2. By Application
- 7.3.5. Indonesia Smart Solar Power Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Device
    - 7.3.5.2.2. By Application

## **8. EUROPE SMART SOLAR POWER MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Device
  - 8.2.2. By Application
  - 8.2.3. By Country
- 8.3. Europe: Country Analysis
  - 8.3.1. Germany Smart Solar Power Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value

- 8.3.1.2. Market Share & Forecast
  - 8.3.1.2.1. By Device
  - 8.3.1.2.2. By Application
- 8.3.2. United Kingdom Smart Solar Power Market Outlook
  - 8.3.2.1. Market Size & Forecast
    - 8.3.2.1.1. By Value
  - 8.3.2.2. Market Share & Forecast
    - 8.3.2.2.1. By Device
    - 8.3.2.2.2. By Application
- 8.3.3. France Smart Solar Power Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Device
    - 8.3.3.2.2. By Application
- 8.3.4. Russia Smart Solar Power Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Device
    - 8.3.4.2.2. By Application
- 8.3.5. Spain Smart Solar Power Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Device
    - 8.3.5.2.2. By Application

## **9. SOUTH AMERICA SMART SOLAR POWER MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Device
  - 9.2.2. By Application
  - 9.2.3. By Country
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Smart Solar Power Market Outlook
    - 9.3.1.1. Market Size & Forecast

- 9.3.1.1.1. By Value
- 9.3.1.2. Market Share & Forecast
  - 9.3.1.2.1. By Device
  - 9.3.1.2.2. By Application
- 9.3.2. Argentina Smart Solar Power Market Outlook
  - 9.3.2.1. Market Size & Forecast
    - 9.3.2.1.1. By Value
  - 9.3.2.2. Market Share & Forecast
    - 9.3.2.2.1. By Device
    - 9.3.2.2.2. By Application

## **10. MIDDLE EAST & AFRICA SMART SOLAR POWER MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Device
  - 10.2.2. By Application
  - 10.2.3. By Country
- 10.3. Middle East & Africa: Country Analysis
  - 10.3.1. Saudi Arabia Smart Solar Power Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Device
      - 10.3.1.2.2. By Application
  - 10.3.2. South Africa Smart Solar Power Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Device
      - 10.3.2.2.2. By Application
  - 10.3.3. UAE Smart Solar Power Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Device
      - 10.3.3.2.2. By Application
  - 10.3.4. Israel Smart Solar Power Market Outlook

- 10.3.4.1. Market Size & Forecast
  - 10.3.4.1.1. By Value
- 10.3.4.2. Market Share & Forecast
  - 10.3.4.2.1. By Device
  - 10.3.4.2.2. By Application
- 10.3.5. Egypt Smart Solar Power Market Outlook
  - 10.3.5.1. Market Size & Forecast
    - 10.3.5.1.1. By Value
  - 10.3.5.2. Market Share & Forecast
    - 10.3.5.2.1. By Device
    - 10.3.5.2.2. By Application

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenge

## **12. MARKET TRENDS & DEVELOPMENTS**

## **13. COMPANY PROFILES**

- 13.1. Huawei Technologies Co., Ltd
  - 13.1.1. Business Overview
  - 13.1.2. Key Revenue and Financials
  - 13.1.3. Recent Developments
  - 13.1.4. Key Personnel
  - 13.1.5. Key Product/Services
- 13.2. Aclara Software
  - 13.2.1. Business Overview
  - 13.2.2. Key Revenue and Financials
  - 13.2.3. Recent Developments
  - 13.2.4. Key Personnel
  - 13.2.5. Key Product/Services
- 13.3. Schneider Electric
  - 13.3.1. Business Overview
  - 13.3.2. Key Revenue and Financials
  - 13.3.3. Recent Developments
  - 13.3.4. Key Personnel

- 13.3.5. Key Product/Services
- 13.4. Sensus USA Inc.
  - 13.4.1. Business Overview
  - 13.4.2. Key Revenue and Financials
  - 13.4.3. Recent Developments
  - 13.4.4. Key Personnel
  - 13.4.5. Key Product/Services
- 13.5. HCL Technologies Ltd
  - 13.5.1. Business Overview
  - 13.5.2. Key Revenue and Financials
  - 13.5.3. Recent Developments
  - 13.5.4. Key Personnel
  - 13.5.5. Key Product/Services
- 13.6. Echelon Corporation
  - 13.6.1. Business Overview
  - 13.6.2. Key Revenue and Financials
  - 13.6.3. Recent Developments
  - 13.6.4. Key Personnel
  - 13.6.5. Key Product/Services
- 13.7. ABB Ltd
  - 13.7.1. Business Overview
  - 13.7.2. Key Revenue and Financials
  - 13.7.3. Recent Developments
  - 13.7.4. Key Personnel
  - 13.7.5. Key Product/Services
- 13.8. Siemens AG
  - 13.8.1. Business Overview
  - 13.8.2. Key Revenue and Financials
  - 13.8.3. Recent Developments
  - 13.8.4. Key Personnel
  - 13.8.5. Key Product/Services

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

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