

Europe Portable Integrated Photovoltaic Market Size and Forecast (2021 - 2031)

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Abstracts

The Europe Portable Integrated Photovoltaic Market is projected to grow significantly, reaching an estimated US\$ 922.7 million by 2031, up from US\$ 357.7 million in 2024. This growth reflects a robust compound annual growth rate (CAGR) of 14.6% anticipated from 2025 to 2031.

Executive Summary and Market Analysis

The market for portable integrated photovoltaics in Europe is categorized into several key regions, including Germany, France, Italy, the UK, Russia, and the Rest of Europe. According to a report by Korona Pay Europe Limited, in 2022, EU citizens embarked on 202 million tourist trips, with at least one overnight stay in a neighboring EU country. Notably, 47% of these journeys were made by hired or private vehicles, while airlines accounted for 39%. In contrast, train travel was minimal at 6%, with buses and water transport making up 5% and 3%, respectively.

Camping has emerged as a favored outdoor activity across Europe, drawing both local and international tourists. The appeal of camping lies in the diverse landscapes and the increasing focus on nature-based tourism. In 2023, European campgrounds, RV parks, and trailer parks welcomed approximately 91.97 million visitors, who collectively spent 407.33 million nights in camping accommodations. This marked a 3.2% increase from the previous year, with Euro campers spending around US\$ 8.60 billion (€ 7.79 billion) in 2023. France led the way with 148 million nights spent, generating US\$ 2.46 billion (€ 2.33 billion), while Spain and Germany also reported significant increases in camping nights.

The growing trend of outdoor activities in Europe is expected to drive demand for

portable integrated photovoltaic systems, which provide a reliable power supply for various needs in outdoor settings.

Strategic Insights

Market Segmentation

The Europe Portable Integrated Photovoltaic Market is segmented by application into two main categories: Emergency Power Backup and Leisure and Recreational Activities. In 2024, the Leisure and Recreational Activities segment is anticipated to hold the largest market share.

Portable integrated photovoltaic products encompass a range of items, including solar chargers, solar backpacks, portable power stations, and solar generators. These products are essential for charging communication devices, providing lighting for nighttime activities, and powering medical devices in recreational settings. Solar panels enable outdoor enthusiasts to access energy, ensuring a continuous power supply for critical devices such as cell phones and GPS trackers, which can be vital for navigation and safety in remote areas.

Moreover, solar lighting solutions, such as solar lanterns and string lights, enhance the outdoor experience by offering reliable illumination for evening activities. These lights are compact, lightweight, and environmentally friendly, as they do not rely on batteries or grid electricity. By improving visibility on camping and hiking trips, solar lighting helps ensure safety during nighttime excursions.

In addition, the ability to power medical devices and first aid equipment is crucial for outdoor safety, particularly in off-grid locations. Portable solar panels can provide the necessary energy to keep essential medical equipment operational, which can be life-saving in emergencies.

Country Insights

The market is further segmented by country, with Germany, France, Italy, the UK, Spain, and the Rest of Europe being the primary regions of interest. Germany is expected to dominate the market in 2024.

Camping has gained immense popularity in Germany, with a steady increase in overnight camping stays over the past decade, barring the disruptions caused by the

COVID-19 pandemic. In 2023, Germany recorded approximately 42 million overnight stays at campgrounds, reflecting a 5.2% increase from 2022 and an 18.2% rise compared to pre-pandemic levels in 2019. Popular camping destinations included the Baltic Sea in Schleswig-Holstein, the Black Forest, and the North Sea coast of Lower Saxony, all contributing to the growth of the portable integrated photovoltaic market in the country.

Company Profiles

Key players in the Europe Portable Integrated Photovoltaic Market include Duracell Inc., ALLPOWERS Industrial International Co., Ltd., EcoFlow Inc., Jackery Inc., Bluetti Power Inc., RICH Solar, Renogy International, BioLite, PowerFilm Solar, Inc., and ACOPower. These companies are actively pursuing strategies such as market expansion, product innovation, and mergers and acquisitions to enhance their offerings and increase market share.

In conclusion, the Europe Portable Integrated Photovoltaic Market is poised for substantial growth, driven by the rising popularity of outdoor activities and the increasing need for reliable power solutions in recreational settings. As the market evolves, innovative products and strategic initiatives by key players will play a crucial role in shaping its future.

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