

Middle East & Africa Portable Integrated Photovoltaic Market Size and Forecast (2021 - 2031)

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Abstracts

The Portable Integrated Photovoltaic Market in the Middle East and Africa is projected to grow significantly, reaching an estimated US\$ 110.6 million by 2031, up from US\$ 43.7 million in 2024. This growth reflects a compound annual growth rate (CAGR) of 14.3% from 2025 to 2031, indicating a robust demand for portable solar energy solutions in the region.

Executive Summary and Market Analysis

The market for portable integrated photovoltaic systems in the Middle East and Africa encompasses several key countries, including the UAE, Saudi Arabia, Egypt, Israel, South Africa, and other regions within MEA. Many Arab nations are currently facing severe power shortages, leading to frequent outages that disrupt daily life. Countries such as Egypt, Iraq, Lebanon, Syria, Yemen, Sudan, and Kuwait are particularly affected, with Egypt experiencing daily power cuts of two to three hours as a response to escalating electricity demand. In 2024, Egypt's power consumption reached unprecedented levels, with the Prime Minister noting a 12% increase from the previous year, prompting the Egyptian Electricity Holding Company to implement scheduled power cuts to help citizens manage their daily routines. Protests in Iraq's al-Diwaniyah region in July 2024 highlighted the public's frustration over energy shortages, especially during extreme heat.

Strategic Insights

Market Segmentation

The Middle East and Africa 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 held the largest market share, reflecting the growing interest in outdoor activities and the need for portable energy solutions.

Market Outlook

The market is witnessing a transformation as traditional silicon-based solar panels are being enhanced with innovative materials and technologies that improve their efficiency in capturing sunlight and converting it into electricity. Notable advancements include perovskite solar cells, which offer high efficiency, flexibility, and lower manufacturing costs. Additionally, tandem solar cells, which combine different photovoltaic materials, are pushing the boundaries of solar efficiency even further. These innovations enable portable solar panels to generate more power from smaller surface areas, making them ideal for a variety of applications, from camping gear to emergency backup systems.

Research and development in nanotechnology and quantum dot solar cells are expected to yield even greater improvements in efficiency and cost-effectiveness in the near future. Lightweight and flexible solar panels are being integrated into a wide array of products, including clothing, tents, and vehicles, thereby expanding the potential applications of portable solar energy solutions. This flexibility allows for creative uses of solar energy that were previously impractical, positioning portable solar technology as a vital component in various industries.

Advancements in materials science are also leading to the development of ultra-thin solar films that can be applied to almost any surface. These films have the potential to convert ordinary surfaces—such as windows, walls, and vehicles—into efficient sources of clean energy, thereby enhancing the appeal of portable solar solutions in both residential and commercial markets.

Country Insights

The market is further segmented by country, with Egypt, Saudi Arabia, the UAE, Israel, South Africa, and the Rest of the Middle East and Africa being the primary regions of interest. The UAE is expected to maintain the largest market share in 2024, driven by its unique geography and diverse natural environment. The UAE's arid landscape, characterized by vast deserts, mountains, and beautiful coastlines, offers numerous opportunities for outdoor recreational activities, such as desert safaris, mountain climbing, and camping. The country's rich marine life and stunning underwater scenery

also attract tourists, further boosting the demand for portable integrated photovoltaic systems.

Company Profiles

Key players in the Middle East and Africa 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 various strategies, including market expansion, product innovation, and mergers and acquisitions, to enhance their product offerings and increase their market share.

In conclusion, the Middle East and Africa Portable Integrated Photovoltaic Market is poised for significant growth, driven by increasing energy demands, technological advancements, and a growing interest in sustainable energy solutions. As the region continues to face energy challenges, portable solar energy solutions will play a crucial role in addressing these issues and providing reliable power for both recreational and emergency applications.

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