

Solar PV (Photovoltaic) Cell Market: Potential Opportunities

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Abstracts

Rising energy and oil prices, together with increased environmental awareness have led to increased global incentives for solar power. All these initiatives by government is gradually making solar cost competitive and in most cases actually less expensive than retail electricity for the end consumer, which has significantly helped to drive the increase in global solar energy demand.

The ultimate goal of the solar industry is to become cost competitive with traditional forms of electricity generation without any incentives. Incentives are the key to solar industry as they serve as a driver for sales to let producers to reach a scale that is not possible without any government support or involvement.

Among all renewable energy segments, wind accounts for approximately 38% of the overall renewable energy market, the photovoltaic (PV) system is 24%, solar heating devices comprise 21% and others 17% that includes water, biomass and geothermal energy. In comparison to the matured wind energy generating system, the PV system is currently not limited to a defined geographical area. Any PV system can be set up for both industrial and consumer use and in both cities and countries.

Solar PV cell industry is expected to be the most flourishing sub-sector in the alternative energy industry because sunlight can be obtained worldwide without any geological concerns.

The report focuses on the global solar PV cell market – its size, growth rate, drivers, market opportunities, issues, etc. The report also covers the overall solar power market and highlights different processes in the solar energy industry supply chain.

The report profiles some of the major industry players, including their financial information and key business strategies.

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