

Solar Panels: -- Markets Reach \$180.7 Billion By 2021

LEXINGTON, Massachusetts (March 10, 2015) – WinterGreen Research announces that it has published a new study *Solar Panels: Market Shares, Strategy, and Forecasts, Worldwide, 2015 to 2021*. The 2015 study has 537 pages, 212 tables and figures. Worldwide markets for solar panels are growing as units become more efficient and less costly for generating electricity. Rapid adoption of solar panels worldwide is occurring as systems provide peak power efficiently.

The ability to remain competitive depends upon the ability to develop technologically advanced products and processes. What better investment in infrastructure on the part of a government than solar power? Cheap energy promises to provide water, cheap manufacturing, electric vehicles, all sorts of things more useful than a war that the government might alternatively spend its money on.

Main areas of solar panels is for: large scale utility systems connected to the electrical grid. Residential and commercial markets are evolving further.

Solar panel market driving forces relate primarily to the prospect of inexpensive, lasting energy from the sun. In 2015, analysts agree, a tipping point has been reached, solar panel markets are at the critical point in the market development, where an inevitability of adoption is certain. Solar panels markets have been an up and down evolving situation that was completely dependent on government subsidies.

Now the government subsidies seem certain. Market development without government subsidies seems certain. Utilities have to have solar energy. Governments have to have solar energy. People have to have solar energy. The stability of the solar panel market leads to a new and irreversible positive thrust for the market. Market development is certain to occur, the question is simply how fast.

Solar panel markets have crossed a threshold and gains will possibly have significant momentum, triggered by the technology. Solar panel adoption is now a dynamic process



Copyright 2015 WinterGreen Research, Inc.

-Page 1-

WinterGreen Research, Inc.

6 Raymond St.

Lexington, MA 02421

(781) 863-5078

www.wintergreenresearch.com

of innovation, insight, and influence through advocacy. The critical point in solar panel adoption is a process that is now unstoppable.

The growth of solar has been driven by a single paradigm at the federal and state levels worldwide. Now, with China so entirely dedicated to making solar less expensive than coal electrical generation, solar energy will take hold worldwide. Almost all solar has taken advantage of -- and needed to take advantage of -- state-level incentives.

China has had government subsidies for a long time. This continues to be the case, but in China now, grid parity is a result of taxing coal electrical generation, making solar panels attractive. The US is poised to see rapid adoption of solar panels in various regions.

According to Susan Eustis, the lead author of the team that created the study, "Solar panel market driving forces relate primarily to the prospect of inexpensive, lasting energy from the sun. In 2015, analysts agree, a tipping point has been reached, solar panel markets are at the critical point in the market development, where an inevitability of adoption is certain. Utilities have to have solar energy to meet the regulatory requirements. Governments have to have solar energy to achieve clean air standards. People have to have solar energy to charge electric cars. The stability of the solar panel market leads to a new and irreversible positive thrust for the market. Market development is certain to occur, the question is simply how fast."

Solar panels have moved from the trial stage to the early adopter stage. Markets at \$24.2 billion in 2014 are expected to reach \$180.7 billion by 2021. Growth is expected to achieve rapid adoption of renewable energy.

WinterGreen Research is positioned to help customers face challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and



Copyright 2015 WinterGreen Research, Inc.

-Page 2-

WinterGreen Research, Inc.

6 Raymond St.

Lexington, MA 02421

(781) 863-5078

www.wintergreenresearch.com

forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, electronics.ca, and Thompson Financial. WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises.

The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

Contact:

Susan Eustis, President and Co-Author
WinterGreen Research
6 Raymond St.
Lexington, MA 02421

(781) 863-5078 (Work)

(617) 852-7876 (Cell)

susan@wintergreenresearch.com

www.wintergreenresearch.com

Key Words: , Solar Panels , Inexpensive, Lasting Energy, Energy From The Sun, Grid Parity, China Achieves Grid Parity For Solar, PV, Photo Voltaic, Solar, Distributed Generation (DG) Project, European Utilities Struggle with Solar, Solar Power Plants, PV Photovoltaic Technologies, Solar Panel Technological Innovation, Solar Market Driving Forces, Drop In Solar Installation Costs, Solar Panel Pricing, Solar Panel Regional Market, Nano Silver Coating, Solar Glass, Solar Panel Economies of Scale, Powering Current Sensors,



Copyright 2015 WinterGreen Research, Inc.

-Page 3-

WinterGreen Research, Inc.

6 Raymond St.

Lexington, MA 02421

(781) 863-5078

www.wintergreenresearch.com



Copyright 2015 WinterGreen Research, Inc.

-Page 4-

WinterGreen Research, Inc.
6 Raymond St.
Lexington, MA 02421
(781) 863-5078
www.wintergreenresearch.com