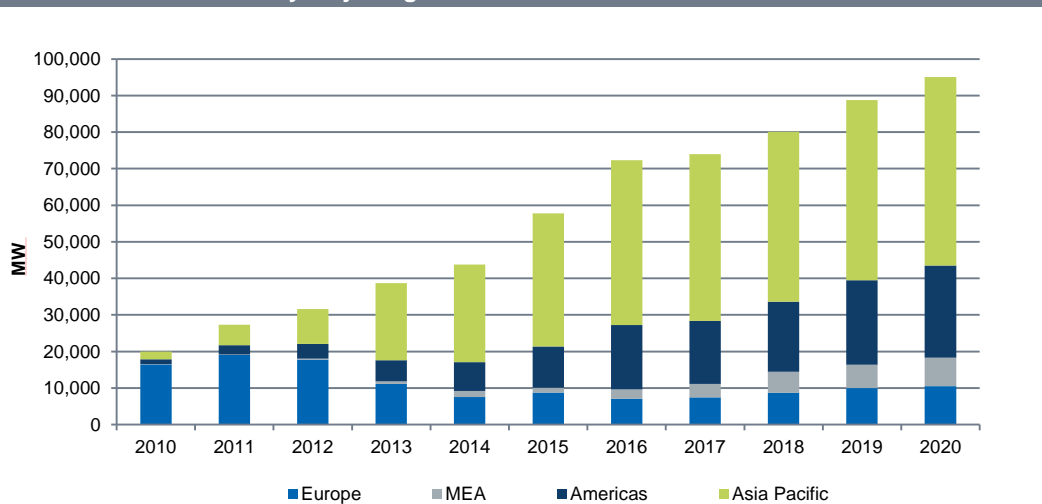




Marketbuzz is your single-source reference across the entire value chain: from polysilicon manufacturing to policy development. A digest of the most recent IHS solar market research and insight, the report is the most comprehensive guide available for the global solar industry. The report answers questions on how the PV industry is performing, future plans, recent trends and any promising long-term opportunities.

Updated annually, Marketbuzz gives you a snapshot of the PV market that will help you develop the most effective strategies for your business. With its detailed analysis, expert insights and forecasts from highly respected IHS analysts, Marketbuzz enables you to plan for the future. This report combines the PV industry's premier sources of information for strategic and tactical planning.

Global PV installations by major region



Source: IHS

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Key Issues Addressed

- De facto publication on state of the solar industry since 2001
- Comprehensive analysis of supply and demand across the entire PV supply chain, from polysilicon to installations. Inverter and storage coverage also included
- Long-term five-year PV demand forecast by country and application segment
- Pricing, cost, revenue, and margin forecasts on offer, across each upstream segment
- Coverage of established and emerging technologies, including energy storage in PV

Applicable To

- Executives, strategists, marketing, sales management, planners, supply chain, procurement
- Solar polysilicon, wafer and other material suppliers
- Photovoltaic cell, module, inverter and BoS manufacturers
- Installers, distributors, developers, LLCs, Energy Service Providers and Utilities
- Government policy makers
- Financial community: funds, venture capital, private equity and commercial banks.

Actuals and Forecast

Frequency, Time Period

- Annual report
- 5-year annual forecast (2016-2021)

Regions, Markets

- Germany
- France
- UK
- Netherlands
- Rest of Europe
- South Africa
- Rest of Africa
- Middle East
- USA
- Canada
- Chile
- Rest of Americas
- China
- Japan
- India
- Australia
- Thailand
- South East Asia
- Rest of Asia

System Type

- Residential
- Small/Medium/Large Commercial
- Utility-Scale
- Off-Grid

Products & Technologies Covered

- Cells & Modules
- Polysilicon
- Wafers
- Inverters
- Energy Storage

Lead Analysts

Sam Wilkinson – Research Manager, Solar Supply Chain and Energy Storage

Sam Wilkinson is a manager for the power & energy group at IHS, leading its research on the PV inverter, BOS and energy storage markets.

Sam has also been responsible for researching the PV module and polysilicon supply chain, working closely with leading global suppliers to develop detailed analysis on these markets. Sam has also been responsible for establishing primary research reports focusing on solar demand and policy, complementing IHS' extensive research of the complete PV supply chain. Sam also established and now leads IHS Technology's coverage of energy storage, covering a wide range of topics within this fast developing sector.

Josefin Berg – Senior Analyst, Solar Demand

Josefin Berg is a senior analyst for the IHS solar research group, where she performs market analysis of trends and strategies in the downstream part of the PV market. Her focus areas include developer strategies, mergers and acquisitions, and the integration of PV in the power generation mix. She authors reports on PV markets and trends, and speaks regularly at industry events.

Susanne von Aichberger – Senior Analyst, Solar Supply Chain

Susanne von Aichberger has been a market and technology analyst at IHS, formerly Solarbuzz since 2005. She is responsible for primary research and analysis concerning the photovoltaic industry, specializing in markets in Europe and the MEA region. Von Aichberger contributes to several global IHS reports, including the tracking and analyzing of both downstream projects and market policies.

About IHS (www.ihs.com)

IHS (NYSE: IHS) is the leading source of insight, analytics and expertise in critical areas that shape today's business landscape. Businesses and governments in more than 150 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs about 8,800 people in 32 countries around the world.

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Marketbuzz is one of our leading syndicated reports and offers a snapshot of both the upstream and downstream solar market.

For in-depth analyst support and regular intelligence updates that are crucial to continued strategy development, IHS offers Intelligence Services for each of the focus areas within the value chain.

Marketbuzz forms part of the Premium Solar Intelligence Service. This service provides a detailed and accurate view into the established, growth and emerging solar markets. Whether you are a new entrant in the market or looking to grow your market share, this service delivers the market intelligence and insight you need to capitalize on the dynamically growing solar market.