Asia Pacific Solar Energy Market Outlook, 2015-2020

Description: Asia-Pacific Solar Energy Market Outlook, Focus on Solar Photovoltaic (PV) and Solar Thermal Energy by Equipment, Application, and Geography: Estimation and Forecast, 2015-2020

Being one of the most abundantly available renewable energy resources in the Asia Pacific regions, solar energy is now witnessing tremendous growth potential in. The increasing focus on sustainable development along with the motto of reducing carbon and green house gas emissions is primarily acting as an impetus for the adoption of solar energy.

Solar energy has significantly changed from being an alternative source of energy to a form of mainstream energy source used for power generation. This is visible due to the increasing reliance on solar energy owing to the recent development, following the likes of encouraging government incentives and declining costs of photovoltaic equipment in the Asian countries. The primary reason behind the growing popularity of the solar energy diversity is in the ways of harnessing various forms of solar energy using variety of technologies such as PV cell, thermal heating, and concentrated solar power technology.

The report on “Asia-Pacific Solar Market” covers all these technologies, analyzed qualitatively and quantitatively. The qualitative data focuses on the market dynamic, trends, and developments in the solar energy sector while the quantitative data provides the information of the market statistics in terms of capacity, generation, and revenue. Moreover, the report puts special emphasis on thermal solar heating and solar PV technology, describing their ecosystem and applications individually.

In the market overview chapter, the report talks about the evolution of solar energy along with investment analysis, and the dynamics of the solar market. The market dynamics highlights the key drivers and restraining forces all along certain untapped opportunities of this market. The report also provides a comprehensive section of the key consortiums and the authorities with their role in governing laws for solar energy sector.

The competitive insight offers a descriptive study on the impact of the Porter's five forces on the solar energy industry. It provides the readers with an adequate understanding of the current status of the market by using the main factors of the five forces, alongside presenting detailed information on existing competitors as well as new competition in the market. The chapter also winds up the market share analysis of top players on the basis of revenue.

The solar market is segmented by application and by geography in the report including the major countries in the APAC region. The application chapter fragments the uses of solar electricity in the utility scale, residential, and commercial segment. The major countries covered in geography chapter of APAC are China, India, Japan, and Australia among others.

Owing to the increasing environmental concerns and associated regulations with regard to the deployment of solar energy, this sector is expanding at a double digit growth rate, with China acquiring the largest market. With an equipment market worth $11.19 billion in 2014 in China, the solar PV sector is expected to reach cumulative installed capacity of 143 GW through the forecast period from 2015-2020. India, now expected to be growing at the fastest CAGR, is anticipated to hold a total market of worth 4.71 billion by 2020.

The key questions answered in the report are:-
- What are the technologies used to harness the solar radiation?
- What are the key drivers pushing the market growth of solar energy in APAC region?
- What are the major challenges faced against the proliferation of solar generation in APAC region?
- What are the potential opportunities of the solar power market along with the competition?
- How are the new regulations and laws governing the solar market?
- Who is the main governing body formulating the laws for solar energy sector?
- Which region of APAC is leading in solar PV production?
- What are the major applications of solar energy market?
- Which country will be having the highest growth rate by the end of the forecast period?
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