
Description: Wind energy is one of the most abundant energy resources present in the Asia Pacific region, which makes it a potential source to be harnessed for fulfilling the energy demand in this region. Looking at the tremendous growth potential of wind energy, the Asian countries such as China, India, Japan and others are currently focusing on implementing a vast deployment of this resource.

The increasing focus on sustainable development along with a motto of reducing carbon and green house gas emissions is primarily acting as an impetus for the adoption of wind energy. Wind energy has significantly changed from being an alternative source of energy to a form of mainstream energy source for power generation. This change is visible due to the increasing reliance on wind energy owing to the recent development in the turbine technology, and factors such as fostering government incentives and declining costs of wind energy technology in the Asian countries.

The report on “Asia-Pacific Wind Energy Market Outlook, Focus on Equipment, Deployment and Geography: Estimation and Forecast 2015-2020” covers the overall wind energy market and the ecosystem that includes the equipments used in a wind energy project. Qualitative and quantitative analysis has been carried out for the wind energy market in the Asia-Pacific region. The qualitative data focuses on the market dynamic, trends, and developments in the wind energy sector; while the quantitative data provides the information of the market statistics in terms of capacity, generation, and revenue.

In the market overview chapter, the report talks about the evolution of wind energy along with investment analysis, and the dynamics of the wind energy market. The market dynamics highlights the key drivers and restraining forces along with 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 the wind energy sector. The competitive insight offers a descriptive study on the impact of the Porter’s five forces on the wind energy industry. It provides the readers with an adequate understanding of the current status of the market by presenting detailed information on existing competitors as well as new competition in the market. The chapter also provides a market share analysis of top players on the basis of revenue.

Moreover, the report puts special emphasis on the wind energy market based on the types of deployment, i.e. onshore and offshore. These wind energy technologies are discussed thoroughly including the factors driving and restraining their growth potential in the APAC regions along with the opportunities for the future. The wind energy market is segmented by geography in the report including the major countries in the APAC region such as China, India, Japan, Australia, South Korea, and others. Further in the chapter, established and proposed wind projects are listed along with the major policies supporting wind energy in the Asian countries.

Owing to the increasing environmental concerns and associated regulations with regard to the deployment of wind energy, this sector is expanding at a double digit growth rate, with China acquiring the largest market followed by India. With the total installed capacity of 114.69GW in 2014 in the APAC region, the onshore wind sector is expected to reach cumulative installed capacity of 279.17 GW by 2020.

The key questions answered in the report are:
- What are the key drivers pushing the market growth of wind energy in APAC region?
- What are the major challenges faced against the proliferation of wind energy generation in APAC region?
- How are the new regulations and laws governing the wind market?
- Who is the main governing body formulating the laws for wind energy sector in Asian countries?
- Which region of APAC is leading in wind energy production?
- What are the deployment types of wind energy market?
- Which country will be having the highest growth rate by the end of the forecast period?

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