Advanced Energy Storage Systems Market by Application (Transportation, and Grid Storage), by Technology (Lithium ion Battery, PHS, NaS Battery, CAES, Flow Battery, Supercapacitors, and Others), by End User & by Region - Global Forecast to 2020

Description: Advanced energy storage systems market is expected to reach a value of USD 15.95 billion by 2020, at a high CAGR of 4.4% during the forecast period. Energy arbitrage opportunities, increasing renewable installations and growth of the electric vehicles market are propelling the growth of the energy storage systems market across the globe. Various regions, especially North America and Europe, are investing in expanding their energy storage infrastructure in order to perceive sustainable development; energy storage systems are considered to be the need of the hour in order to achieve energy security. Growing economies such as Asia-Pacific leading the energy storage systems market as the region is moving towards renewable energy sources to cope up with the increasing energy demand. The government has taken various steps for renewable energy programs, and therefore, increasing renewable energy programs across the world would definitely support the usage of energy storage systems.

“Transportation application leading the global market”

The transportation application is the fastest growing segment in the global energy storage systems market. The high growth is attributed to increasing usage of electric vehicles in developing as well as developed economies across the world. According to Electric Vehicles Initiative (EVI), there will be approximately 20 million electric vehicles on road by 2020, which is a huge growth considering the current presence of 180,000+ electric vehicles globally.

“Europe & North America: Growing at a similar pace in the energy storage systems market”

These regions are focusing on developing reliable and efficient grid networks. In order to achieve sustainable development, respective governments are deploying new renewable installations in the countries. This increases the demand for energy storage systems in the region. Most countries in the respective regions are member of EVI, and as a part of their target of reducing carbon emissions, these countries have long-term sales targets of electric vehicles, supporting the demand for energy storage systems in the region.

Breakdown of Primaries:

In-depth interviews have been conducted with various key industry participants, subject matter experts, C-level executives of key market players, and industry consultants among other experts to obtain & verify critical qualitative and quantitative information as well as assess future market prospects. Distribution of primary interviews is as follows:
By Company Type: Tier 1-22%, Tier 2- 47%, Tier3-31%
By Designation: C Level- 34%, Director Level- 29%, Others- 37%
By Region: Asia-Pacific-34%, Europe-29%, North America-23%, RoW-14%

Note: *Others include sales managers, marketing managers, and product managers
The tier of the companies is defined on the basis of their total revenue, as of 2013: Tier 1 = more than USD 10 billion, Tier 2 = USD 1 billion to USD 10 billion and Tier 3 = less than USD 1 billion

Leading players of this industry have been profiled with their recent developments and other strategic activities. These include GS Yuasa Corporation (Japan), Samsung SDI Co. Ltd. (South Korea), Hitachi Limited (Japan), Exide Technologies (U.S.), and L.G. Chem. Limited (South Korea) among others. The major companies in energy storage systems market comprise battery technology providing companies. Another major technology i.e. pumped hydro energy storage is dominated by companies such as Toshiba Corporation (Japan), ABB Limited (Switzerland), Siemens A.G. (Germany), Voith (Germany), Alstom (France), Dominion Energy (U.S.), and others.

Why buy this report?
1. The report identifies and addresses key markets for energy storage systems, which is useful for suppliers and OEMs to review production and distribution plans.
2. The report includes analysis for key countries by technology type of energy storage systems, namely, Lithium ion battery, Pumped Hydro Storage, NaS battery, CAES, Flow battery, Supercapacitors, and Others. It analyzes historical trends and also forecast for 2020, assisting in strategic decision making.
3. It also presents competition by analysing recent market developments such as key contracts, expansions, and new product launches from the key global market players. It helps understand the competition strategies and plan respective initiatives.

Contents:
1 Introduction
  1.1 Objectives
  1.2 Market Definition
  1.3 Market Scope
    1.3.1 Markets Covered
    1.3.2 Years Considered For The Study
    1.3.3 Currency
    1.3.4 Package Size
  1.4 Stakeholders

2 Research Methodology
  2.1 Introduction
  2.2 Market Size Estimation
  2.3 Breakdown Of Primary Interviews
  2.4 Market Breakdown & Data Triangulation
  2.5 Market Share Estimation
    2.5.1 Key Data From Secondary Sources
    2.5.2 Key Data From Primary Sources
    2.5.3 Assumptions

3 Executive Summary

4 Premium Insights
  4.1 Asia-Pacific Is Expected To Hold The Largest Market Share During The Forecast Period
  4.2 Advanced Energy Storage Systems Market, By Application
  4.3 Advanced Energy Storage Systems Market, By Technology
  4.4 Advanced Energy Storage Systems Market, By End-User
  4.5 Advanced Energy Storage Systems Market Technology Vs. End-User
  4.6 Life Cycle Analysis, By Region

5 Market Overview
  5.1 Introduction
  5.2 Market Segmentation
    5.2.1 By Application
    5.2.2 By Technology
    5.2.3 By End-User
    5.2.4 By Region
  5.3 Market Dynamics
    5.3.1 Drivers
      5.3.1.1 Energy Arbitrage
      5.3.1.2 Increasing Renewable Energy Investments
      5.3.1.3 Growing Electric Vehicle Market
    5.3.2 Restraints
      5.3.2.1 Environmental Issues
      5.3.2.2 High Capital Investments
    5.3.3 Opportunities
      5.3.3.1 Increasing Renewable Energy Installations In Europe & China
    5.3.4 Challenges
      5.3.4.1 Dynamic Valuations
      5.3.4.2 Regulatory Treatment
      5.3.4.3 Development Risks
    5.3.5 Winning Imperatives
5.3.5.1 Investment In Research & Development
5.3.6 Burning Issues
5.3.6.1 Battery Cost
5.4 Value Chain Analysis
5.5 Industry Trends
5.6 Porter’S Five Forces Analysis
5.6.1 Porter’S Five Forces Analysis: Battery Energy Storage Technology
5.6.1.1 Threat Of New Entrants
5.6.1.2 Threat Of Substitutes
5.6.1.3 Bargaining Power Of Suppliers
5.6.1.4 Bargaining Power Of Buyers
5.6.1.5 Intensity Of Rivalry
5.6.2 Porter’S Five Forces Analysis: Pumped Hydro Energy Storage Technology
5.6.2.1 Threat Of New Entrants
5.6.2.2 Threat Of Substitutes
5.6.2.3 Bargaining Power Of Suppliers
5.6.2.4 Bargaining Power Of Buyers
5.6.2.5 Intensity Of Rivalry

6 Advanced Energy Storage Systems Market, By Application
6.1 Introduction
6.2 Transportation
6.3 Grid Storage

7 Advanced Energy Storage Systems Market, By Technology
7.1 Introduction
7.2 Lithium Ion Battery Technology
7.3 Pumped Hydro Storage Technology
7.4 Nas Battery Storage Technology
7.5 Caes Energy Storage Technology
7.6 Flow Battery Energy Storage Technology
7.7 Super Capacitors Energy Storage Technology

8 Advanced Energy Storage Systems Market, By End-User
8.1 Introduction
8.2 Electric Vehicles
8.3 Utility
8.4 Residential & Non-Residential

9 Advanced Energy Storage Systems Market, By Region
9.1 Introduction
9.2 Asia-Pacific
9.2.1 Japan
9.2.2 China
9.2.3 South Korea
9.2.4 India
9.2.5 Rest Of Asia-Pacific
9.3 Europe
9.3.1 Germany
9.3.2 France
9.3.3 U.K.
9.3.4 Rest Of Europe
9.4 North America
9.4.1 U.S.
9.4.2 Canada
9.5 Rest Of The World
9.5.1 South Africa
9.5.2 Brazil

10 Competitive Landscape
10.1 Overview
10.2 Market Share Analysis
10.3 Competitive Situation & Trends
10.4 Mergers & Acquisitions
10.5 New Product Launches
10.6 Expansions
10.7 Divestments
10.8 Agreements
10.9 Alliances
10.10 Partnerships
10.11 Joint Ventures
10.12 Others

11 Company Profiles
(Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*
11.1 Introduction
11.3 Abb Limited
11.4 Exide Technologies
11.5 GS Yuasa Corporation
11.6 Samsung SDI, Co., Ltd.
11.7 Enersys
11.8 Nippon Chemi-Con Corporation
11.9 Saft
11.10 Hitachi Ltd.
11.11 Toshiba Corporation
11.12 Byd Company Ltd.
11.13 NGK Insulators Ltd.
11.14 Beacon Power Llc.
11.15 Calmac Manufacturing Corp.
11.16 A123 Systems
11.17 Maxwell Technologies Inc.
11.18 China Bak Batteries, Inc.
*Details On Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured In Case Of Unlisted Companies.

12 Appendix
12.1 Key Industry Insights
12.2 Discussion Guide
12.3 Key Players Developments
12.3.1 Mergers & Acquisitions, 2012-2013
12.3.2 New Product Launches
12.3.3 Expansions
12.3.4 Agreements
12.3.5 Others
12.4 Introducing Rt: Real Time Market Intelligence
12.5 Available Customizations
12.6 Related Reports

List Of Tables
Table 1 Industrialization & Urbanization Are The Driving Forces Of The Market
Table 2 High Capital Investments Is The Major Restraining Force Of The Market
Table 3 Increasing Renewables Installations In Europe & China Is The Key Opportunity For The Advanced Energy Storage Systems Market
Table 4 Development Risks Is The Major Challenge For The Advanced Energy Storage Systems Market
Table 5 Advanced Energy Storage Systems Market Size, By Application, 2013–2020 (USD Million)
Table 6 Transportation Market Size, By Region, 2013–2020 (USD Million)
Table 7 Grid Storage Market Size, By Region, 2013–2020 (USD Million)
Table 8 Advanced Energy Storage Systems Market Size, By Technology, 2013–2020 (USD Million)
Table 9 Lithium Ion Battery Market Size, By Region, 2013–2020 (USD Million)
Table 10 Pumped Hydro Storage Market Size, By Region, 2013–2020 (USD Million)
Table 11 Nas Battery Storage Market Size, By Region, 2013–2020 (USD Million)
Table 12 Caes Energy Storage Market Size, By Region, 2013–2020 (USD Million)
Table 13 Flow Battery Energy Storage Market Size, By Region, 2013–2020 (USD Million)
Table 14 Supercapacitor Energy Storage Market Size, By Region, 2013–2020 (USD Million)
Table 15 Advanced Energy Storage Systems Market Size, By End-User, 2013–2020 (USD Million)
Table 16 Electric Vehicles Market Size, By Region, 2013–2020 (USD Million)
Table 17 Utility Market Size, By Region, 2013–2020 (USD Million)
Table 18 Residential & Non-Residential Market Size, By Region, 2013–2020 (USD Million)
Table 19 Advanced Energy Storage Systems Market, By Region, 2013–2020 (USD Million)
Table 21 Asia-Pacific: Advanced Energy Storage Systems Market Size, By Application, 2013-2020 (USD Million)
Table 22 Asia-Pacific: Advanced Energy Storage Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 24 Japan: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 26 Japan: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 27 China: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 28 China: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 29 China: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 30 South Korea: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 31 South Korea: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 32 South Korea: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 33 India: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 34 India: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 36 Rest Of Asia-Pacific: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 37 Rest Of Asia-Pacific: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 38 Rest Of Asia-Pacific: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 40 Europe: Advanced Energy Storage Systems Market Size, By Application, 2013-2020 (USD Million)
Table 41 Europe: Advanced Energy Storage Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 42 Europe: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 43 Germany: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 44 Germany: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 45 Germany: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 46 France: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 47 France: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 48 France: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 52 Rest Of Europe: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 53 Rest Of Europe: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 54 Rest Of Europe: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 56 North America: Advanced Energy Storage Systems Market Size, By Application, 2013-2020 (USD Million)
Table 57 North America: Advanced Energy Storage Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 58 North America: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 62 Canada: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 63 Canada: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 64 Canada: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 66 Row: Advanced Energy Storage Systems Market Size, By Application, 2013-2020 (USD Million)
Table 67 Row: Advanced Energy Storage Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 68 Row: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 69 South Africa: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 70 South Africa: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 71 South Africa: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 72 Brazil: Advanced Energy Systems Market Size, By Application, 2013-2020 (USD Million)
Table 73 Brazil: Advanced Energy Systems Market Size, By Technology, 2013-2020 (USD Million)
Table 74 Brazil: Advanced Energy Storage Systems Market Size, By End-User, 2013-2020 (USD Million)
Table 75 Mergers & Acquisitions, 2014-2015
Table 76 New Product Launches
Table 77 Divestments, 2014
Table 78 Agreements, 2011-2015
Table 79 Alliances, 2015-2012
Table 80 Partnerships, 2013-2014
Table 81 Joint Ventures, 2014-2015
Table 82 Others, 2011-2015
Table 83 Mergers & Acquisitions
Table 84 New Product Launches
Table 85 Expansions
Table 86 Agreements
Table 87 Others

List Of Figures

Figure 1 Advanced Energy Storage Systems Market Segmentation
Figure 2 Advanced Energy Storage Systems Market: Research Design
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Breakdown Of Primary Interviews: By Company Type, Designation, & Region
Figure 6 Data Triangulation Methodology
Figure 7 Electric Vehicles Segment Is Expected To Dominate The Advanced Energy Storage Systems Market
During The Forecast Period

Figure 8 The Transportation Application Is Expected To Witness The Maximum Demand During The Forecast Period

Figure 9 Asia-Pacific Is Expected To Dominate The Advanced Energy Storage Systems Market During The Forecast Period

Figure 10 Asia-Pacific Accounted For The Largest Market Share In Advanced Energy Storage Systems Market In 2014

Figure 11 Attractive Market Opportunities In The Advanced Energy Storage Systems Market

Figure 12 Row Is Expected To Grow At A High Cagr During The Forecast Period

Figure 13 The Transportation Segment Is Expected To Dominate The Advanced Energy Storage Systems Market In The Next Five Years

Figure 14 Lithium Ion Battery Technology Is Projected To Hold The Highest Share In The Advanced Energy Storage Market During The Forecast Period

Figure 15 Electric Vehicles Segment Is Expected To Dominate The Aess Market During The Forecast Period

Figure 16 The Transportation Segment Held The Largest Market Share In 2014

Figure 17 Advanced Energy Storage Systems Market In Row Is Expected To Grow At The Fastest Rate During The Forecast Period

Figure 18 Advanced Energy Storage Systems Market Segmentation: By Application

Figure 19 Advanced Energy Storage Systems Market Segmentation: By Technology

Figure 20 Advanced Energy Storage Systems Market Segmentation: By End-User

Figure 21 Advanced Energy Storage Systems Market Segmentation: By Region

Figure 22 Energy Arbitrage To Propel The Growth Of The Advanced Energy Storage Systems Market

Figure 23 Investment In Renewable Energy Sources, 2004-2014 (Usd Billion)

Figure 24 Value Chain Analysis: Major Value Is Added During Storage Systems And Packages & System Integration

Figure 25 Porter'S Five Forces Analysis: Battery Energy Storage Technology

Figure 26 Porter'S Five Forces Analysis: Pumped Hydro Energy Storage Technology

Figure 27 Transportation Application Is Projected To Grow Rapidly

Figure 28 Europe Is Expected To Drive The Growth Of Advanced Energy Storage Systems In Transportation Application

Figure 29 Asia-Pacific Is Expected To Dominate The Grid Storage In The Advanced Energy Storage Systems Market

Figure 30 Caes Advanced Energy Storage Systems Market Is Projected To Grow Rapidly

Figure 31 North America Is Expected To Grow Rapidly In The Lithium Ion Battery Systems Market During The Forecast Period

Figure 32 Europe Is Expected To Be The Highest Growing Region For The Pumped Hydro Storage Systems Market During The Forecast Period

Figure 33 North America Is Expected To Be The Highest Growing Region For The Nas Battery Market During The Forecast Period

Figure 34 North America Is Expected To Be The Highest Growing Region For The Caes Energy Storage Market During The Forecast Period

Figure 35 Asia Pacific Is Expected To Be The Highest Growing Region For The Flow Battery Energy Storage Market During The Forecast Period

Figure 36 Europe Is Expected To Be The Highest Growing Region For The Supercapacitor Energy Storage Market During The Forecast Period

Figure 37 Electric Vehicle End-User Segment Is Projected To Grow Rapidly In The Forecast Period

Figure 38 Europe Is Expected To Drive The Growth Of Advanced Energy Storage Systems In Electric Vehicles Segment

Figure 39 Asia-Pacific Dominates The Utility Segment In Advanced Energy Storage Systems Market

Figure 40 Asia-Pacific Dominates The Residential & Non-Residential Segment In Advanced Energy Storage Systems Market

Figure 41 Regional Snapshot (2015) –Advanced Energy Storage Systems Market Is Estimated To Grow Rapidly In Canada

Figure 42 China –The Biggest Emerging Market As Both Transportation & Grid Storage Applications Are Gaining Traction During The Forecast Period

Figure 43 Asia-Pacific Advanced Energy Storage Systems Market Snapshot (2015)- China Is Expected To Become The Largest Market In The Region

Figure 44 Europe Market Snapshot (2015): The Transportation Segment Is Expected To Drive The Advanced Energy Storage Systems Market In Europe


Figure 46 Need For Energy Security Is The Major Driver Of The Advanced Energy Storage Systems Market In The Rest Of The World
Figure 47 Companies Adopted Product Innovation As The Key Growth Strategy
Figure 48 Advanced Energy Storage Systems Market Share, By Key Players, 2014
Figure 49 Advanced Energy Storage Systems Market Development Trends (2011-2014)
Figure 50 Advanced Energy Storage Systems Market Share: New Product Launch Was The Key Strategy (2010-2015)
Figure 51 Regional Revenue Mix Of The Top 5 Market Players
Figure 52 Lg Chem. Ltd.: Company Snapshot
Figure 53 Abb Limited: Company Snapshot
Figure 54 Exide Technologies: Company Snapshot
Figure 55 Gs Yuasa Corporation: Company Snapshot
Figure 56 Samsung Sdi, Co., Ltd.: Company Snapshot
Figure 57 Enersys: Company Snapshot
Figure 58 Nippon Chemi-Con Corporation: Company Snapshot
Figure 59 Saft: Company Snapshot
Figure 60 Hitachi Ltd.: Company Snapshot
Figure 61 Toshiba Corporation: Company Snapshot
Figure 62 Byd Company Ltd.: Company Snapshot
Figure 63 Ngk Insulators Ltd.: Company Snapshot
Figure 64 Maxwell Technologies Inc.: Company Snapshot
Figure 65 China Bak Batteries, Inc.: Company Snapshot

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