

## SolarTech Power Solutions

# Is there a market for outdoor energy storage equipment



## Overview

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The global outdoor energy storage power market size was estimated at approximately USD 2.5 billion in 2023 and is projected to reach USD 10.7 billion by 2032, growing at a CAGR of 17.4% during the forecast period. How much is the portable energy storage system industry worth?

The portable energy storage system industry was valued at USD 2.8 billion, USD 3.5 billion and USD 4.4 billion in 2022, 2023 and 2024 respectively. The industry is segmented in lithium-ion, lead-acid and others based on technology.

What is the market situation for energy storage?

The market situation for energy storage is different than for traditional generation. A storage device designed exclusively to provide ancillary services has no energy market based opportunity cost. As a result, if there is enough of this energy storage to completely supply the specific ancillary service needed, the market price collapses to zero.

Which portable energy storage systems are available in Australia?

Eminent players operating in the portable energy storage system market are: In November 2024, in Australia, BLUETTI plans to introduce the AC70, AC2A, and AC200L portable power stations. With a 204Wh capacity, 300W AC output, and 600W surge, the AC2A is ideal for hikers and campers, weighing only 3.6kg.

Who makes the best portable energy storage system?

Top three players, including Chint Global Bluetti Power, and Jackery Technology GmbH account for nearly 43.5% of the portable energy storage system industry. BLUETTI's most portable model is the AC2A weighing only 3.6 kg with a charge capacity of 204Wh, 300W AC, and 600W surge output, making it ideal for hiking and camping.

What is the market share of outdoor power sources in 2024?

The outdoor segment holds a market share of 45.9% in 2024. Increasing popularity of activities such as camping, hiking, and fishing has led to a higher demand for reliable, portable power sources. In 2022, roughly 92 million American households took part in camping, contributing around 52 billion dollars to the local economy.

What is the future of portable storage?

According to the IEA, renewables are expected to hold for almost half of global electricity generation by 2030, with wind and solar PV's share projected to double to 30%, driving up the demand for portable storage systems to harmonize supply and need. Growing outdoor recreation industry drives the demand for off-grid power solutions.

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