

# The UK Photovoltaic Market 2010: Tapping the Fullest Potential

- Comprehensive information on the newest and most significant developments in the UK PV market
- Analysis of manufacturing and market potentials at national and regional level
- Introduction of political, regional and investment particularities in the UK PV market

## STIMULATION THROUGH POLICIES

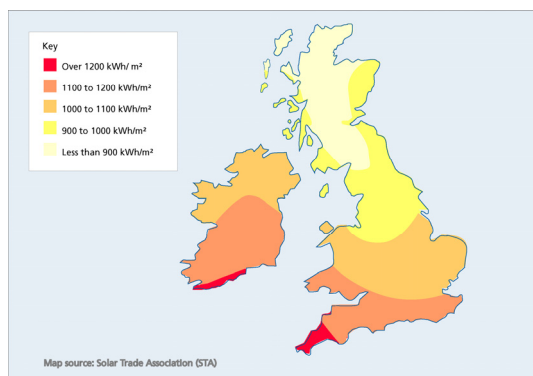


### The FIT – a driving force for the UK PV market

On April 1<sup>st</sup>, 2010, a new feed-in tariff (FIT) was introduced in the UK. At a total installed capacity of 18 MW in 2008, this will undoubtedly transform the UK's PV market from being merely a niche industry, to a market with huge potential. This study offers valuable insight to this new and upcoming sector.

- General market overview by means of a PESTE analysis
- Overview of the FIT and its implications for the UK market
- Additional PV promotion schemes available in the UK
- Technical ramifications for PV products

## HIGH GROWTH POTENTIAL

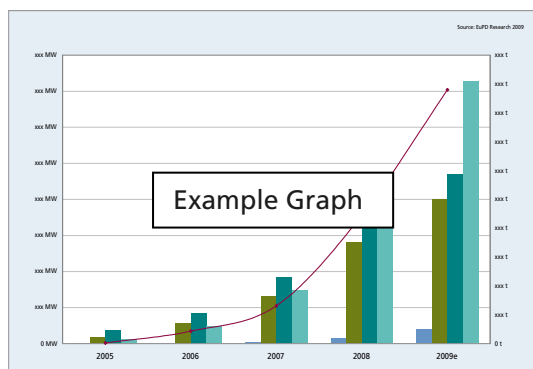


### The supply side of the UK PV market

On the basis of semi-qualitative interviews, the study will provide insight to the UK's PV supply market on all levels of the value chain, including silicon, solar cell and module manufacturers.

- General overview of the UK's PV value chain
- Identification of significant cell and module manufacturers
- Production figures

## MARKET CHARACTERISTICS



### The demand side of the UK PV market

Through the use of primary research, the study will outline the demand side of the UK's PV market. For a successful market entry, it is crucial to understand various distribution channels as well as system price development in this market. The following points will also be discussed:

- Financing models available in the UK
- Market shares by technology and customer segment
- Clustering of significant regions by segment
- Drivers and hindrances to the UK PV market

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<b>Information Sources</b>	<ul style="list-style-type: none"><li>▪ Qualitative interviews with PV manufacturers, installers and distributors in the UK</li><li>▪ Systematic desk research (media analysis, reports, industry portals)</li><li>▪ EuPD DAT - Internal database covering background information on global PV markets</li></ul>
<b>Contents (Subject to alteration)</b>	<ol style="list-style-type: none"><li>1. Fundamental Background Analysis<ol style="list-style-type: none"><li>1.1. PESTE Analysis<ol style="list-style-type: none"><li>1.1.1. Political Environment and Renewable Energy Targets in the UK</li><li>1.1.2. Economic Background</li><li>1.1.3. Social Atmosphere and Public Awareness Towards PV</li><li>1.1.4. Technological Conditions</li><li>1.1.5. Environmental and Natural Conditions</li></ol></li><li>1.2. PV Promotion in the UK<ol style="list-style-type: none"><li>1.2.1. Introduction to the FIT and General FIT Conditions</li><li>1.2.2. Additional PV Promotion Schemes in the UK</li><li>1.2.3. Technical Ramifications for PV Products</li><li>1.2.4. Future Market Outlook and Implications of the FIT</li></ol></li></ol></li><li>2. Supply and Demand in the UK PV Market<ol style="list-style-type: none"><li>2.1. The Supply Market<ol style="list-style-type: none"><li>2.1.1. Production Figures</li><li>2.1.2. The PV Value Chain – Silicon, Cell and Module Manufacturers</li></ol></li><li>2.2. Distribution Channels<ol style="list-style-type: none"><li>2.2.1. Procurement Channels and Product Specifications for Successful Sales</li></ol></li><li>2.3. The Sales Market<ol style="list-style-type: none"><li>2.3.1. Market Shares According to Customer Segment and Technology Type</li><li>2.3.2. Clustering of Significant Regions by Segment</li><li>2.3.3. System Price Development and Expected Regional Development</li><li>2.3.4. Financing Models Available in the UK</li></ol></li></ol></li><li>3. A Promising Future Outlook<ol style="list-style-type: none"><li>3.1. Actual and Potential Drivers and Hindrances to the UK PV Market</li><li>3.2. Future Outlook</li><li>3.3. Summary and Conclusion</li></ol></li></ol>
<b>Benefits for your Company</b>	<ul style="list-style-type: none"><li>▪ Discover trends and developments in the UK's PV industry along the value chain</li><li>▪ Receive the information needed to develop suitable market entry strategies</li><li>▪ Understand drivers and hindrances to the UK's PV market</li><li>▪ Identify significant regions for the various application types</li><li>▪ Receive insight to product specifications needed for successful sales</li></ul>
<b>Included in Delivery</b>	1x report, high quality binding
<b>Price</b>	€ 6,900 (excluding VAT and S/H)
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