

August 30, 2018

Marketing research of solar energy market of Poland



Research subject is the solar energy area as the independent segment of the energy market in the frame of its types: photovoltaics, solar-thermal energy, concentrated solar power (CSP) stations and facilities for solar energy infrastructure objects.

The objective of research is comprehensive analysis of European and Polish solar energy markets.

Tasks of the research:

1. Determining market size.
2. Competitive analysis.
3. Range analysis.

4. Price analysis.
5. Consumer analysis.
6. Forecasts of market development.

Geography of the research: Poland, Europe (overview).

Chronology of the research:

Poland – 2017, forecast up to 2020;

Europe – 2017, forecast up to 2020.

Report of the research results comprises of 4 parts and 14 chapters.

The first part provides a description of core segments of solar energy.

The second part provides analysis of European solar energy sector.

This part includes consideration of the dynamics of entry of combined capacity into service, structure of machinery in the regions and leading solar energy consumer countries, leaders in increasing solar energy facilities in 2017 and determines development forecasts in the area up to 2020.

The third part aims to describe renewable energy stages of development in Poland, including its potential and legislative environment.

The fourth part analyzes the solar energy industry of Poland.

In conclusion the report provides a summary of conducted research.

The target audience of the research:

Actors of solar energy sector: developers, producers and installers; potential investors.

Contents of marketing research on solar energy market in Poland

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A list of the acronyms used

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Part 2. OVERVIEW OF EUROPEAN SOLAR ENERGY INDUSTRY.

Part 3. OVERVIEW OF RENEWABLE ENERGY IN POLAND.

5. Potential of renewable energy in Poland
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11. Market of photovoltaic converter power stations, modules
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Conclusions

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