

Press Release

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Largest and most extensive installer survey worldwide started

Currently the market research institute EuPD Research is carrying out the world's largest installer survey in the field of photovoltaics (PV). During the survey, more than 750 installation companies from Germany, France, Spain, Italy, Great Britain, Greece and Belgium will be questioned. The aim of the evaluation is to attain a comprehensive analysis of the current market environment and market segments in selected countries.

Bonn. EuPD Research, leading service provider in the analysis and evaluation of solar markets und CleanTech applications, is currently carrying out the most extensive survey of installation companies in the photovoltaics segment worldwide. Within more than six weeks national and internationally active installers, system integrators and project developers from Germany, France, Spain, Italy, Great Britain, Greece and Belgium will be consulted. The aim is to attain a detailed analysis of each country's market from the company's point of view. Installers are important intermediaries between manufacturers and the end customers in this segment.

Survey of more than 750 participants on four topics

To enhance the validity of the analysis, the number of companies surveyed will be increased from about 500, from the previous study, to more than 750. Furthermore, besides established markets such as Germany, France, Spain and Italy, emerging markets like Great Britain, Greece and Belgium are also included. Thus, the research institute will benefit from the most representative survey of installer companies in the market.

The survey is split into four topics for each country. In the first part, current framework conditions of the markets will be explored, as a result, installed capacities and shares of each technology will be analyzed. In chapter two, supply management is in focus and in part three the market penetration of the manufacturer will be analyzed. In this case, positioning in regional markets will be closely examined. This is the basis for part four, where authors analyze the brand management and image as well as the level of awareness enjoyed by module manufacturer's products. Finally, the study conducts a country comparison of the results to demonstrate distinctions in different market environments.

Benchmarking for module manufacturers

Module manufacturers from the PV segment have been using the established study series "EU PV InstallerMonitor" for several years as an important benchmarking instrument for brand and distribution ranges in the market. In addition, results display an important trend analysis in the countries examined. Participants in the "EU PV InstallerMonitor 2011" have the opportunity to be certified by EuPD Research with the

PV seal "TOP BRAND PV" that will be given to the most successful module manufacturers in the survey. On the one hand, the seal could serve as a distinctive feature that stands out from the competition. On the other hand, it offers neutral support in the purchase decision process for end customers and installers as it reflects the assessments of other installers and end users regarding photovoltaic products.

If you have questions on the study or would like to participate, please do not hesitate to contact our press department.

If you have any questions, please do not hesitate to contact us:

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