Decoding the Belgian Solar Boom: Exploring Installers' Insights into Market Trends

Insights from the PV InstallerMonitor 2022/2023 Belgium

- Understanding the installers’ view of the PV rooftop market

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Solar Market Briefing Belgium

25 October 2023 | Solar Solutions 2023 Belgium

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Agenda

- **About EUPD Research**
- **The Global PV InstallerMonitor 2022/2023 Belgium**
  - General Survey Introduction
  - Sample Description
  - Procurement Management
  - Modules
  - Storage Solutions
  - Executive Summary

About EUPD Research

EUPD Research – Research, Certification, Consulting

EUPD Research

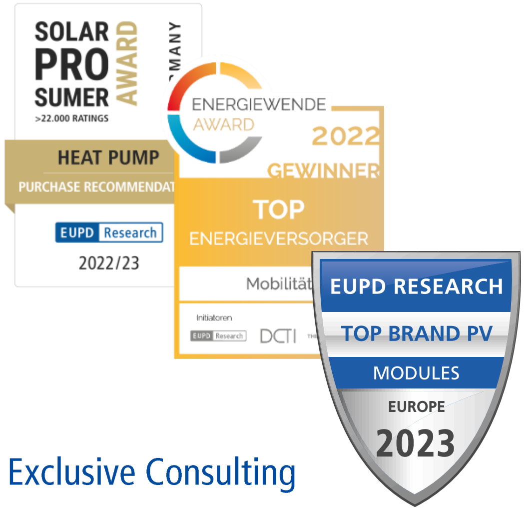
Market Research

- Market analyses
- Competition analyses
- Product analyses
- Price analyses

Certification

EUPD Cert

- Top Brand
- Customer Satisfaction Seal
- Energy Transition Award
- SolarProsumerAward



Exclusive Consulting

EUPD Consult

- Within the scope of strategic consulting projects, we focus on the review, further development or redevelopment of the company's orientation, we rethink concepts, measures or the positioning within the competitive environment and shape growth paths and business models
- Our future-oriented consulting services analyze both the corporate environment and the fundamental objectives of the client

EUPD Research | References (Extract)

hps
SUNGROW Clean power for all
IBC SOLAR
Vaillant
JinKO Solar
SUNTECH

ENERGY STORAGE E3/DC
Trinasolar
ENPHASE.
SMA
KOSTAL
BayWa r.e. renewable energy

JA SOLAR
krannich Solar
HUAWEI
SOLARWATT®
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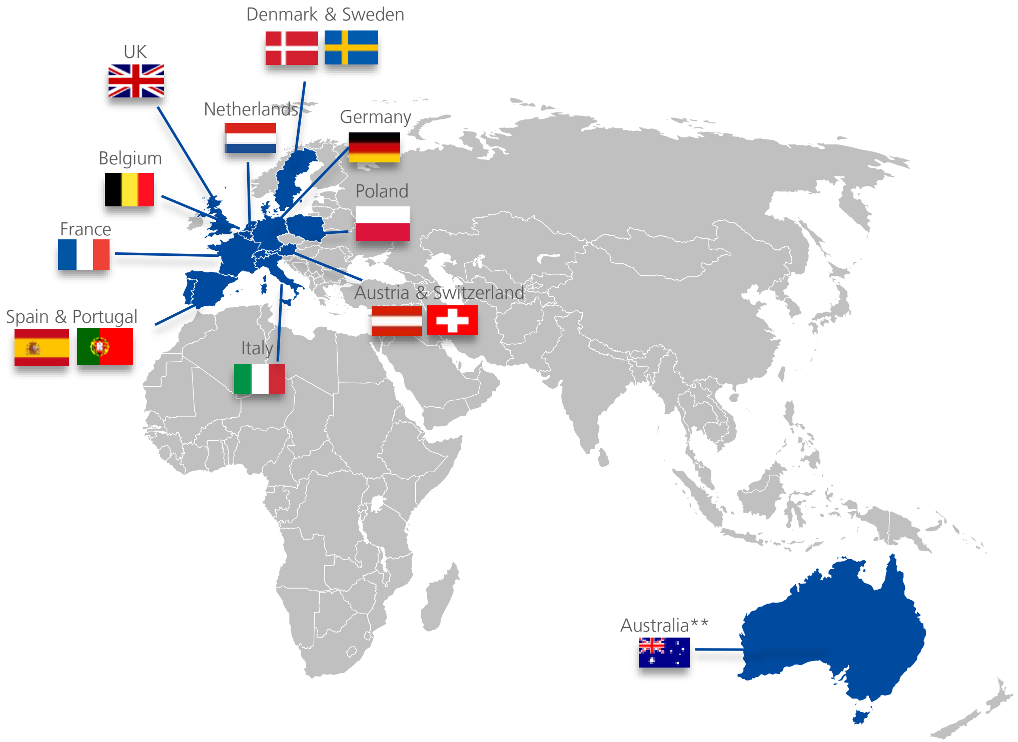
General Survey Introduction

PV InstallerMonitor 2022/2023©

The PV InstallerMonitor 2022/2023© results can be chosen from the following country markets:

Country	No. of interviews*
Australia	n=250
Austria & Switzerland	n=135
Belgium	n=100
France	n=150
Germany	n=300
Italy	n=100
Netherlands	n=150
Poland	n=100
Spain & Portugal	n=130
Sweden & Denmark	n=100
UK	n=100



OPPORTUNITIES & CHALLENGES

Markets with a large rooftop segment offer a constant investment environment and favorable margins. However, all markets are structured differently.

To be successful, you need to understand the key intermediaries in the different markets.

* The target markets differ with regard to market maturity and installer's landscape and therefore the number of interviews cannot be guaranteed.

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Research design – Focus country

The EUPD Research Global PV InstallerMonitor© 2022/2023 is a comprehensive survey. The sample was drawn from EUPD Research's extensive address database of PV installers. This database is constantly refreshed and updated.

This year, all questions of the survey related to systems that were installed as rooftop (building-applied) or building-integrated solutions. Ground-mounted PV systems are not part of the survey.

EUPD Research reached a total number of 100 interviews in the Belgian market.

Brands are depicted if they were named at least n=3, for some graphs only from n=5.

n = number of installers surveyed

Methodical approach

Survey results: evaluation based on the sample

The following research methodology is used:

- Survey type: quantitative CATI survey (computer assisted telephone interviews by an external service provider)
- Target country: Italy
- Survey group: installers of PV systems
- Questionnaire design: open and closed questions

Advantages:

- Cost benefits (e.g., compared to face to face survey)
- Rapidity of execution (data instantly available)
- Relatively low interviewer influence (e.g., gesture, mimic and sympathy)

Primary research

The focus of the study is a comprehensive empirical survey (primary research) with a survey group of companies, which install PV systems.

This year, all questions in the survey referred to systems installed as rooftop (building-applied) or building-integrated solutions.

The professional interviews were conducted as quantitative (CATI) survey.

The results of the study were analyzed anonymously in line with the requirements of modern market research.

PV InstallerMonitor 2022/2023©

The Content

- General Introduction
- Market Data:
  PV market information for the country market
- Sample Description:
  Description of surveyed installers and head groups
- Modules:
  Procurement, brand awareness, avoided brands, market penetration, duration of brands in portfolio, Net Promoter Score, delivery times
- Inverters:
  Procurement, brand awareness, market penetration, Net Promoter Score
- Mounting system manufacturers:
  Procurement, brand awareness, market penetration, Net Promoter Score
- Wholesalers:
  Procurement channels for PV components, positioning of wholesalers, Net Promoter Score
- Storage Solutions:
  Procurement, brand awareness, avoided brands, market penetration, duration of brands in portfolio, Net Promoter Score, delivery times
- HEMS:
  Brand awareness, market penetration, Net Promoter Score

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Classification of respondents – Two-level scale

The results of the following study are presented according to two types of head groups: trade & size. The individual evaluations are only presented according to the most relevant groups in each case. A two-level trade and size scale is used to provide a more detailed or extended understanding of the results.

Head groups: trade & size

Trade:
Categorization according to the core business of the company

Trade		Core business
Two-level scale	Solar installers	Specialized in PV, mainly active in the solar business
	General installers	Operating in different branches, including the PV sector

Size:
Categorization according to the installation volume of the installation company in 2022

Size		Installation volume
Two-level scale	High-volume installers	> 500 kWp
	Low-volume installers	≤ 500 kWp

Classification of respondents – Five-level scale

Furthermore, some of the survey results are presented according to a five-level trade scale.

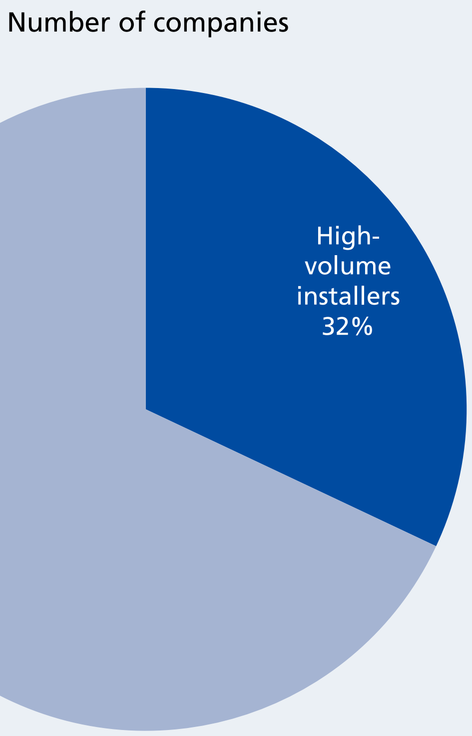
Head group: trade

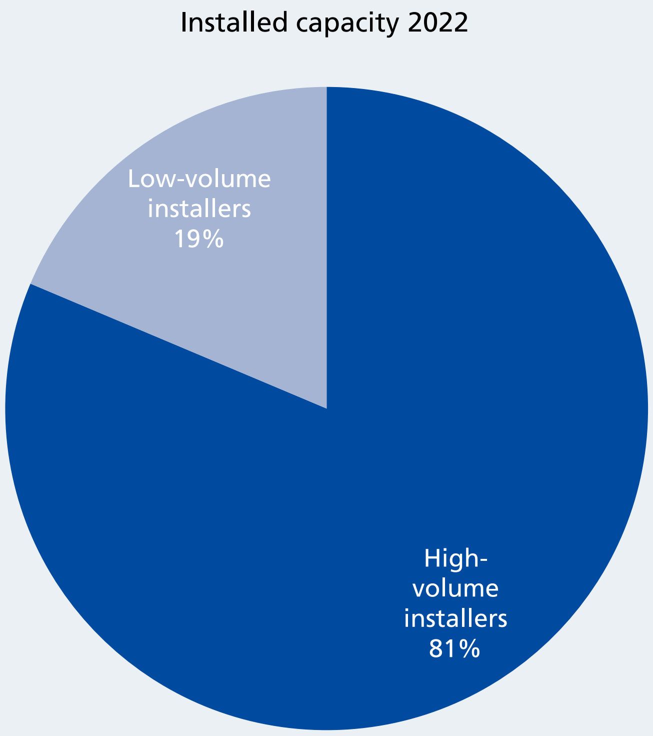
	Trade	Core business
Five-level scale	Solar installers > 500 kWp	Specialized in PV, annual installation volume larger than 500 kWp
	Solar installers ≤ 500 kWp	Specialized in PV, annual installation volume less than or equal to 500 kWp
	Electrical installers	Electrical installation companies
	General installers	Roofers, HVAC companies, building & construction companies, etc.
	Other	Wholesalers, companies active in the field of renewable resources, etc.

Sample description

Sample description

Size



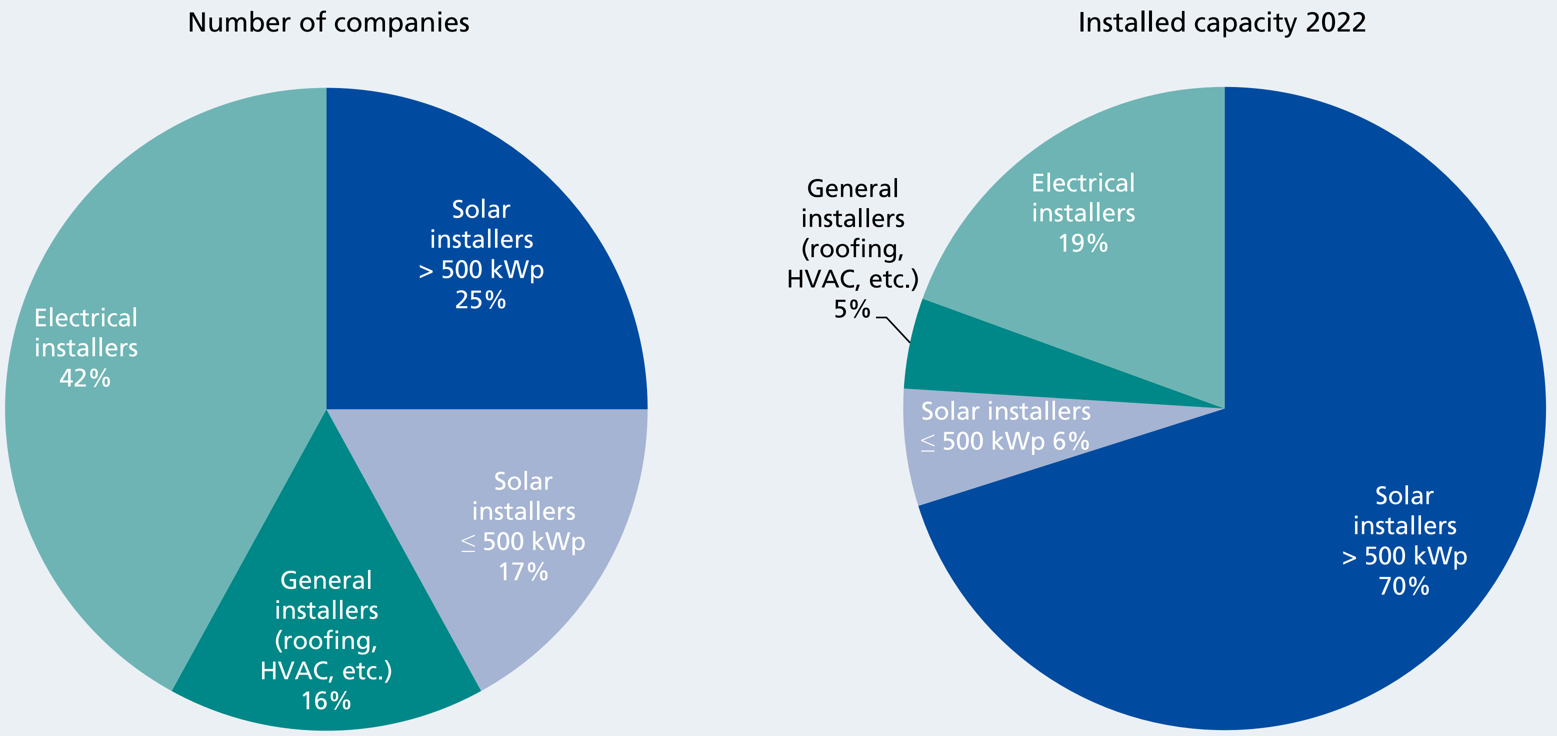


About one third of the respondents are high-volume installers. They contributed 81 percent of the installed PV capacity in 2022.

n=100
Source: EUPD Research 2023

Sample description

Trade



Solar installers account for 42 percent of the survey participants.

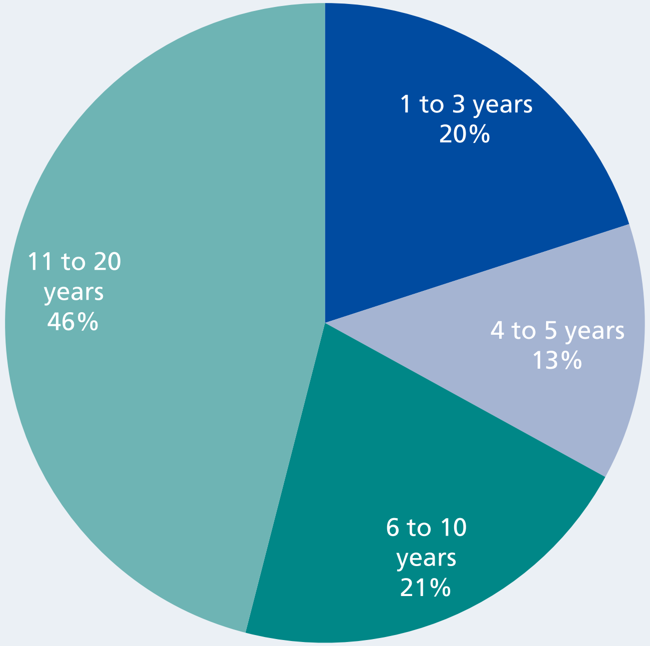
70 percent of the installed PV capacity is contributed by solar installers who installed more than 500 kWp in 2022.

n=100
Source: EUPD Research 2023

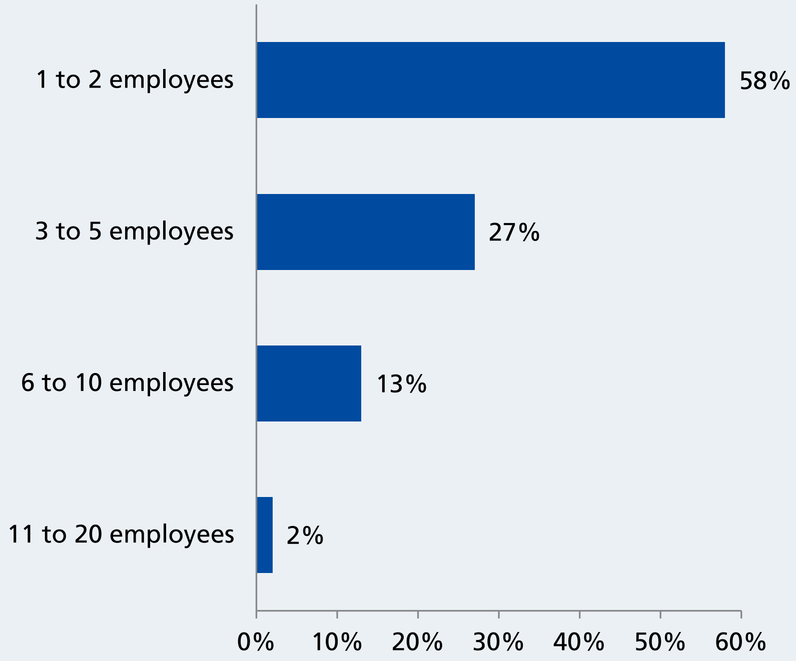
Sample description

Years & employees in PV business

Years in PV business



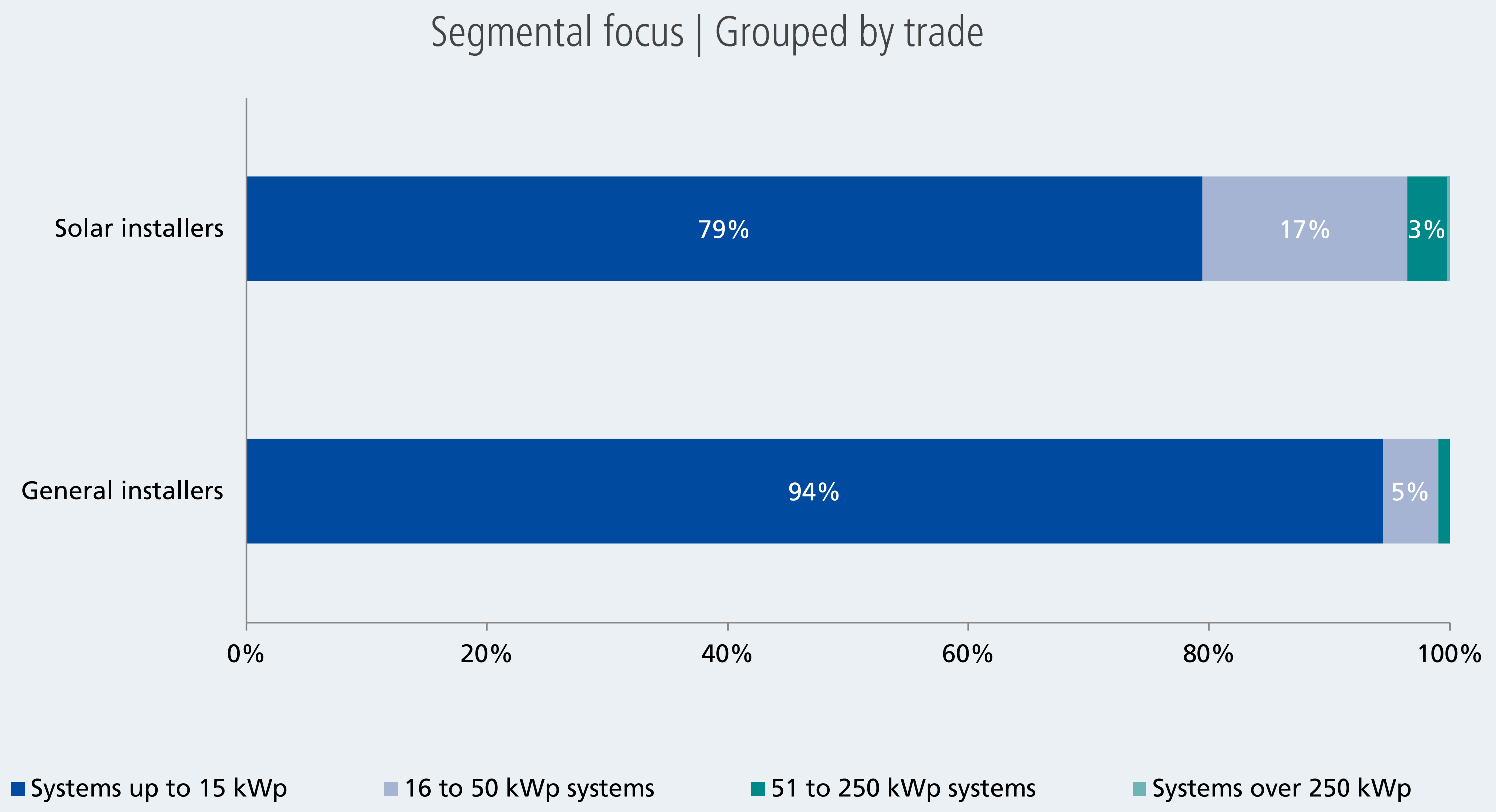
Number of employees in PV business



46 percent of the surveyed companies have been in the PV business for at least eleven years. Small companies with one or two employees make up 58 percent of respondents. 27 percent of companies have three to five employees in their PV business.

n=100
Source: EUPD Research 2023

Sample description



Both solar and general installers mainly install PV systems up to 15 kWp.

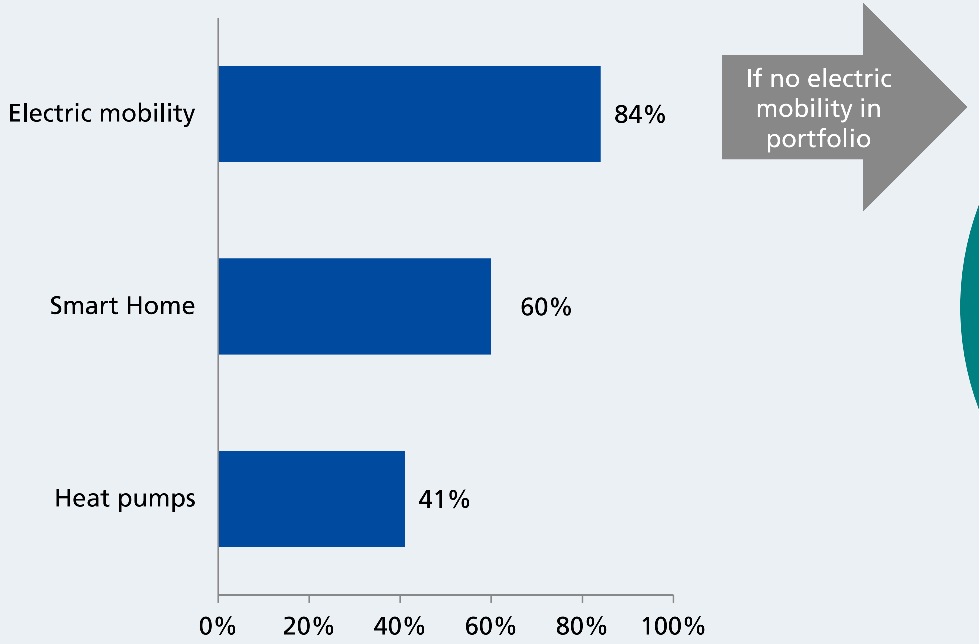
It should be noted that this year, all questions of the survey referred to systems that were installed as rooftop or building-integrated solutions, and that the smallest system category was increased to 15 kWp as compared to 10 kWp in the previous reports.

n=100
Source: EUPD Research 2023

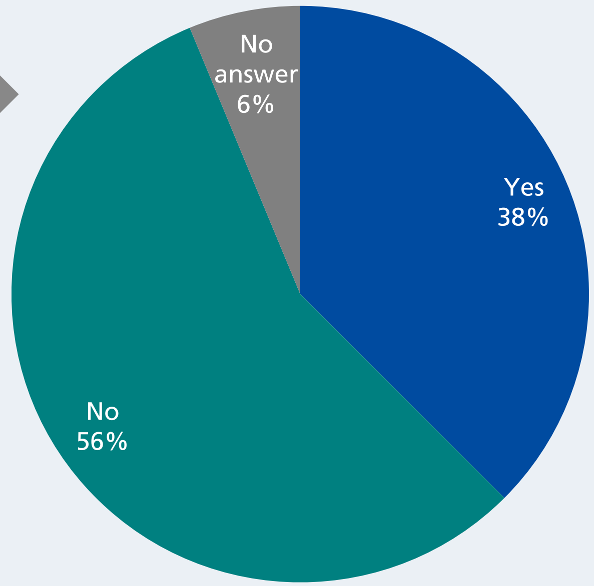
Sample description

Additional applications

In addition to photovoltaic, do you also install products in the following sectors? (mutiple answers, n=100)



Do you plan to include electric mobility solutions in your portfolio by the end of 2023? (n=16)



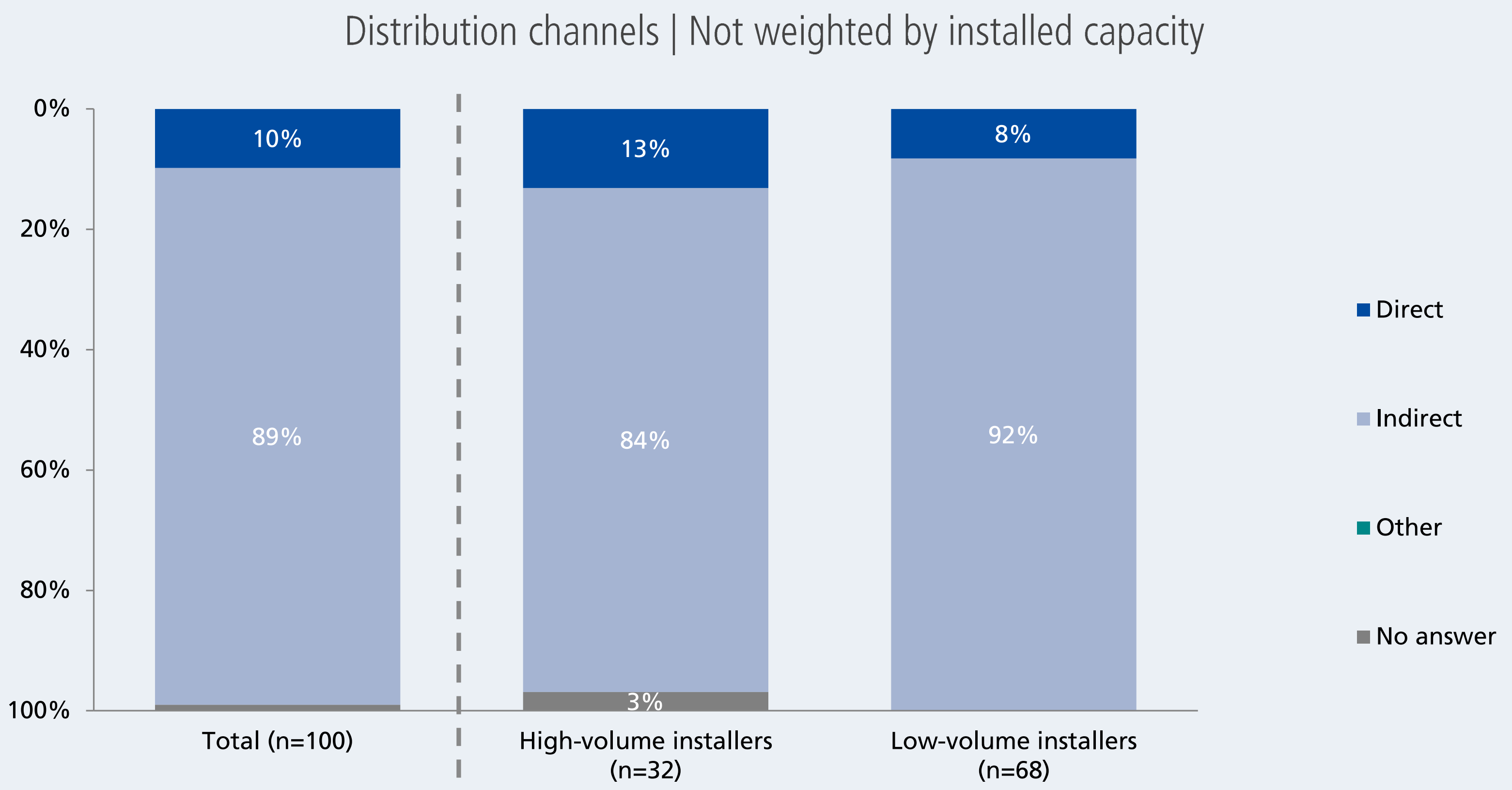
84 percent of the surveyed installers offer solutions for electric mobility.

Out of the remaining 16 percent, more than half do not plan to include electric mobility solutions in their portfolio by the end of 2022. Conversely, 38 percent say they plan to include it.

Source: EUPD Research 2023

Procurement management

Sourcing of PV modules



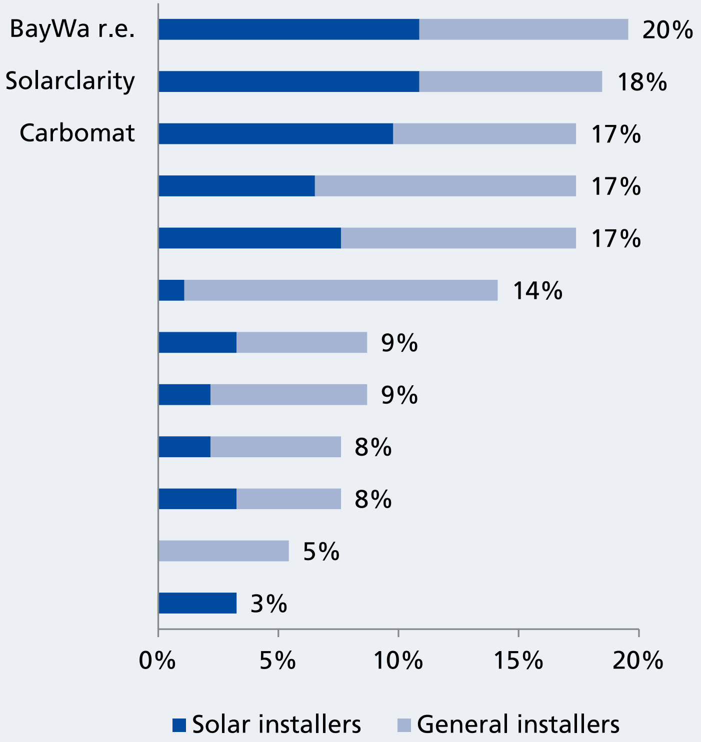
This graph shows the distribution of procurement channels for PV modules, not weighted by installed capacity.

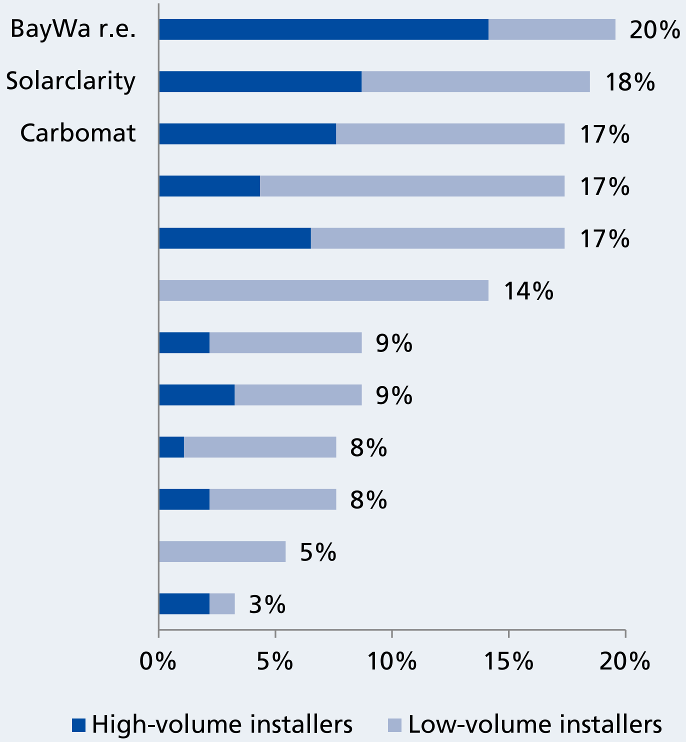
On average, survey participants purchased 89 percent of their PV modules from wholesalers and 10 percent directly from manufacturers in 2022.

Source: EUPD Research 2023

Distribution width of wholesalers – Modules

Surveyed installers purchase modules from… | Grouped by trade and size





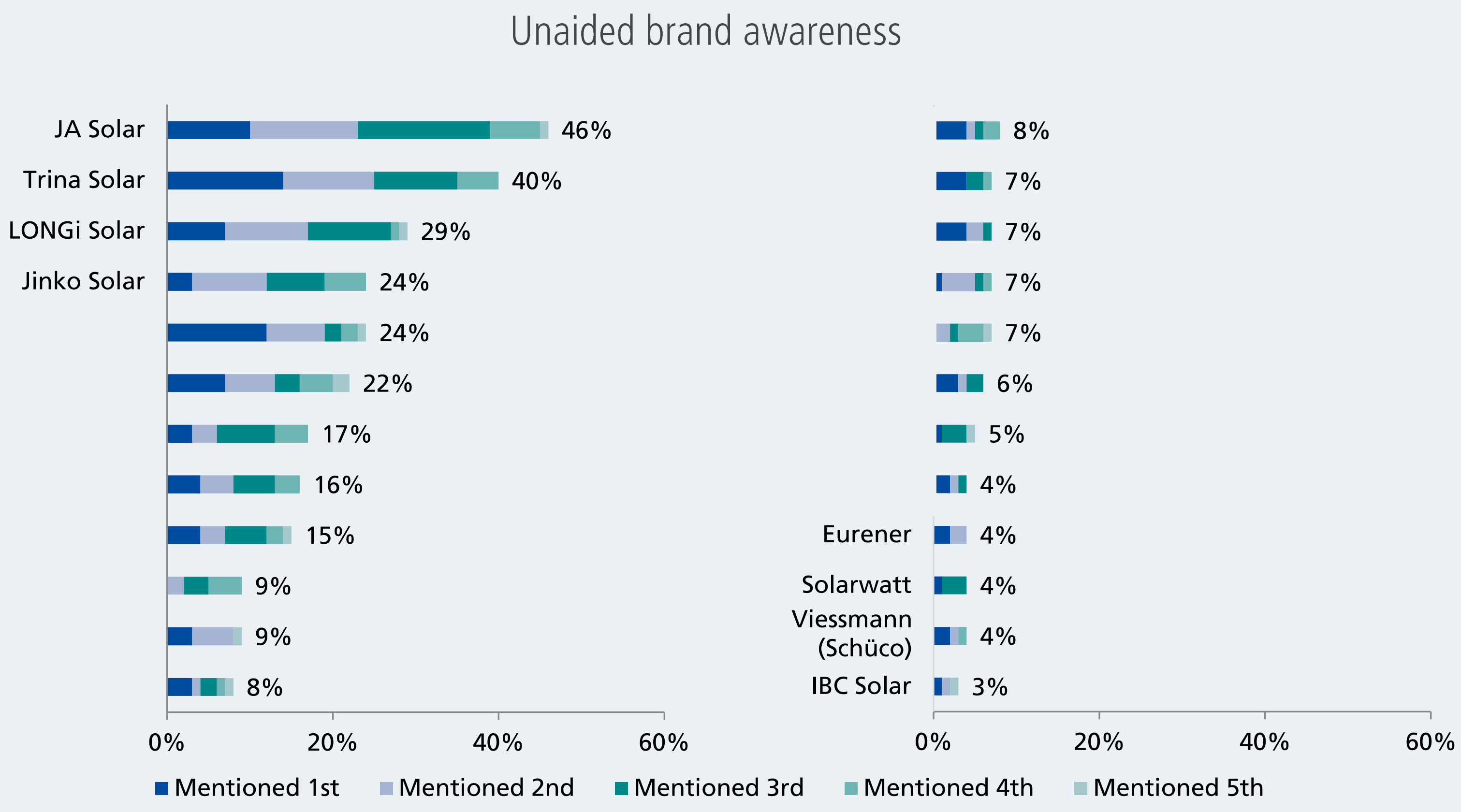
BayWa r.e. ranks first among wholesalers of PV modules in Belgium, closely followed by Solarclarity, Carbomat, Cebeo and GPC.

The majority of installers who purchase modules from BayWa r.e. are high-volume installers.

n=92
Source: EUPD Research 2023

Modules

Unaided brand awareness – Belgium 2022



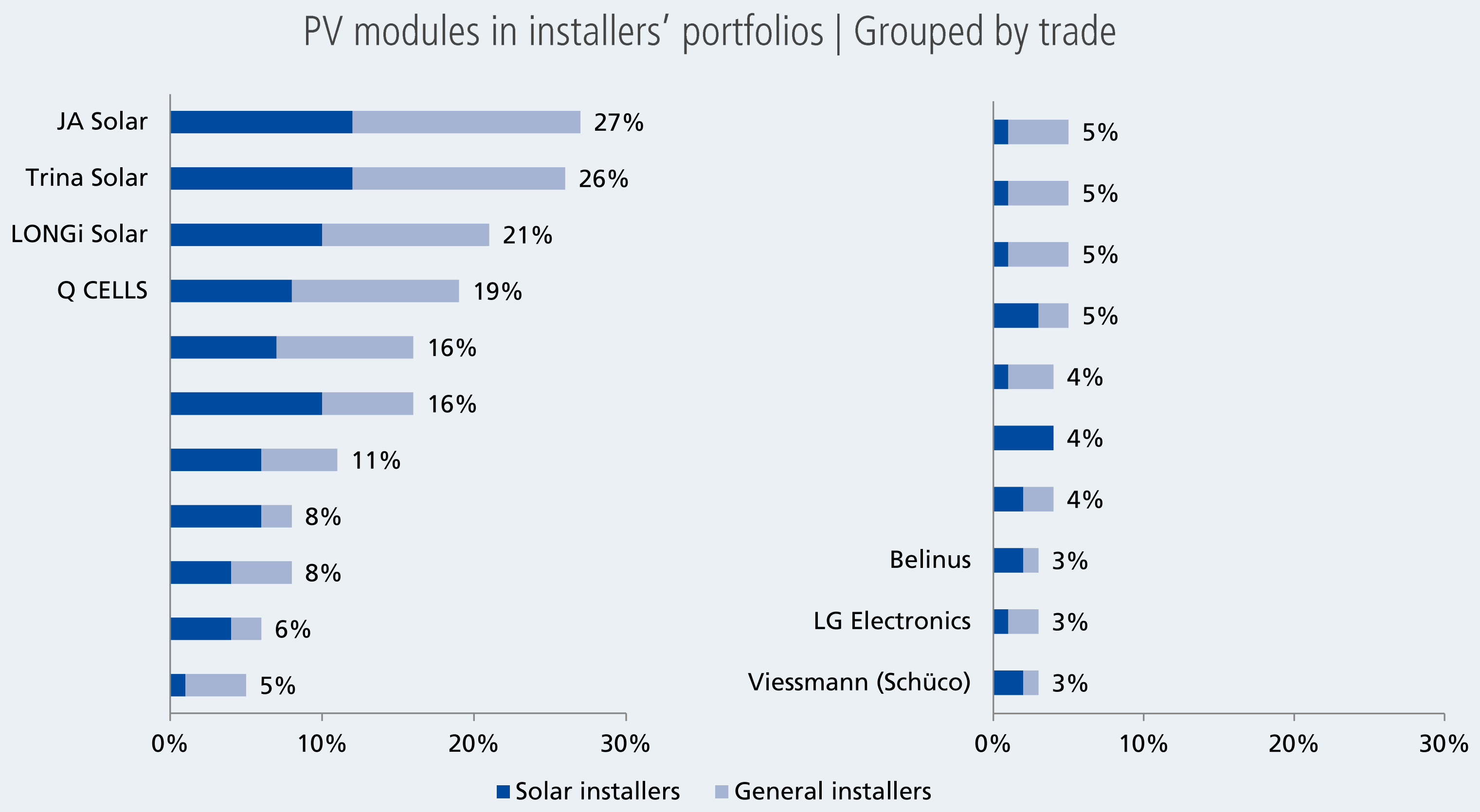
In 2022, the most well-known module brand in Belgium was JA Solar. 46 percent of respondents named this brand when asked which module brands they know.

40 percent of installers named Trina Solar.

n=100

Source: EUPD Research 2023

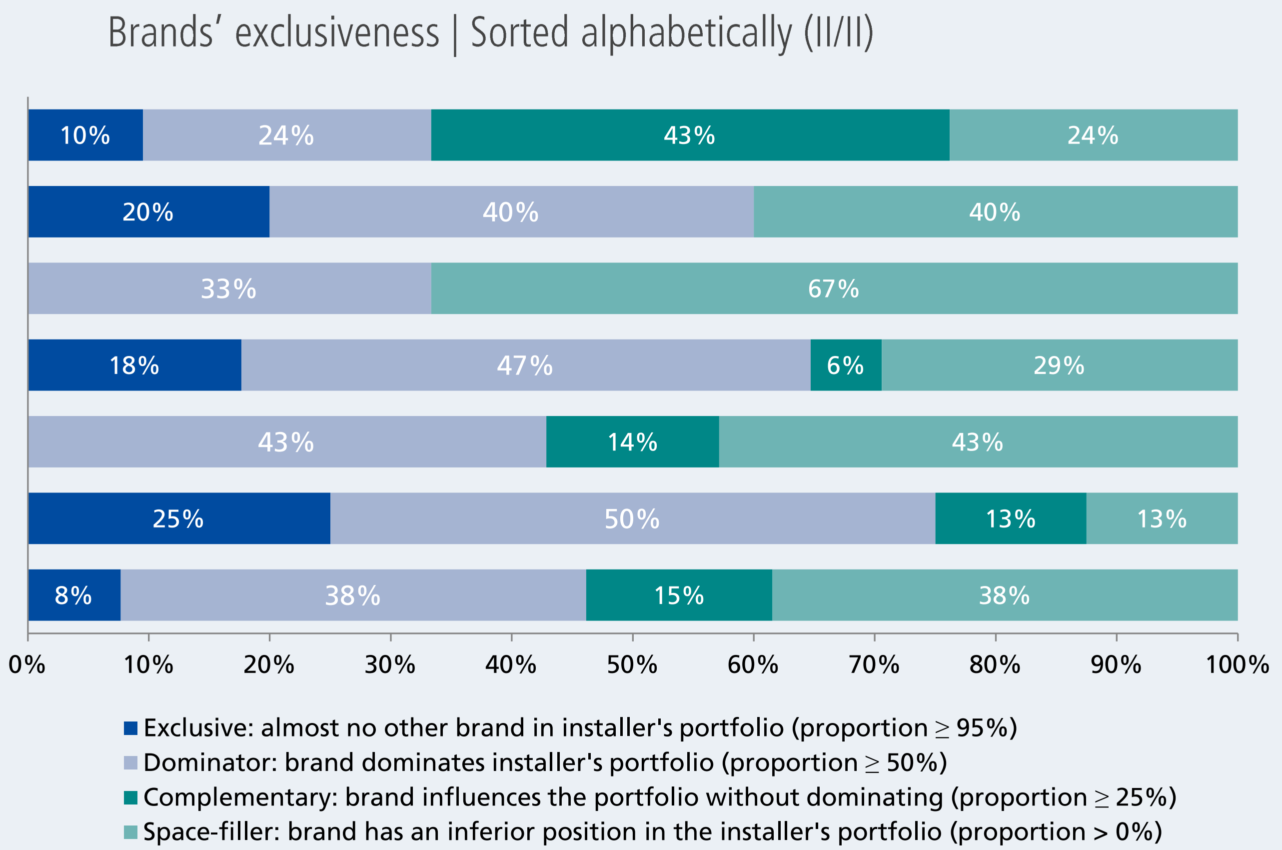
Distribution width of module manufacturers



27 percent of the surveyed installers have modules from JA Solar in their portfolio. Trina Solar follows closely with 26 percent of installers who carry this brand in their portfolio.

n=100
Source: EUPD Research 2023

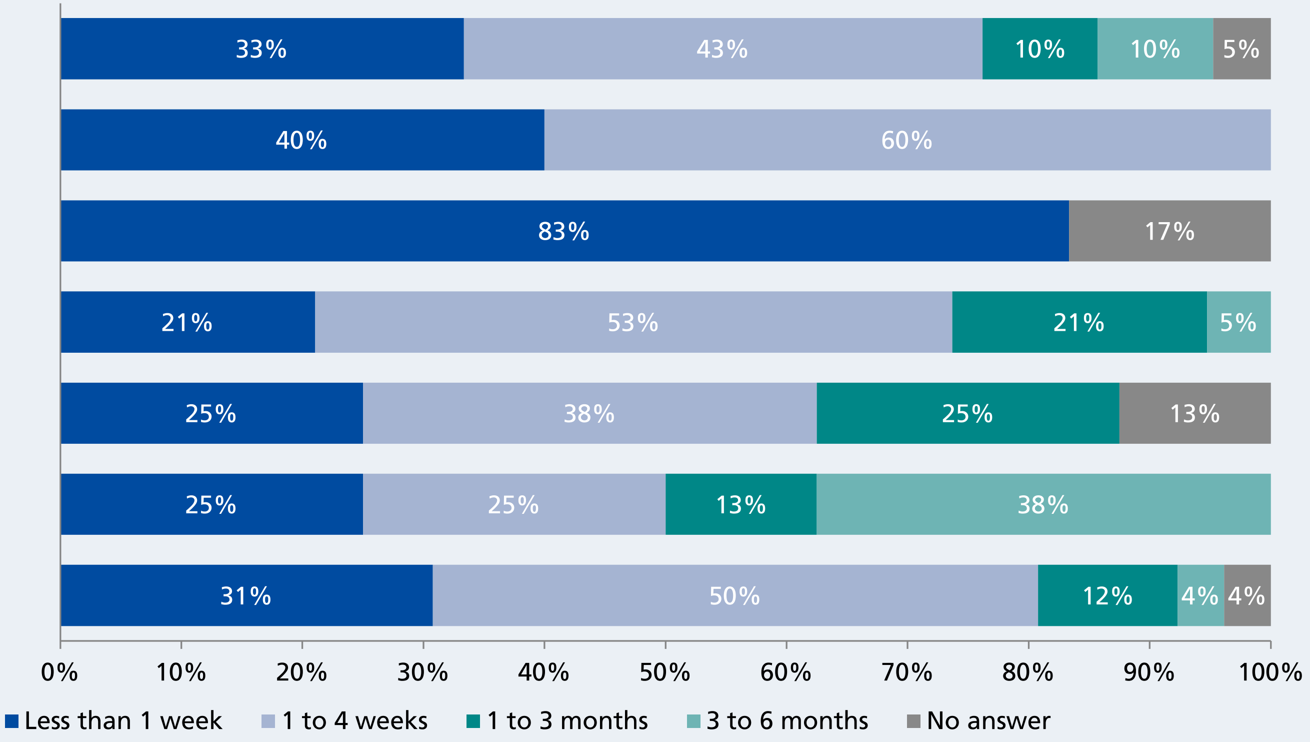
Distribution depth of module manufacturers



Source: EUPD Research 2023

Portfolio management

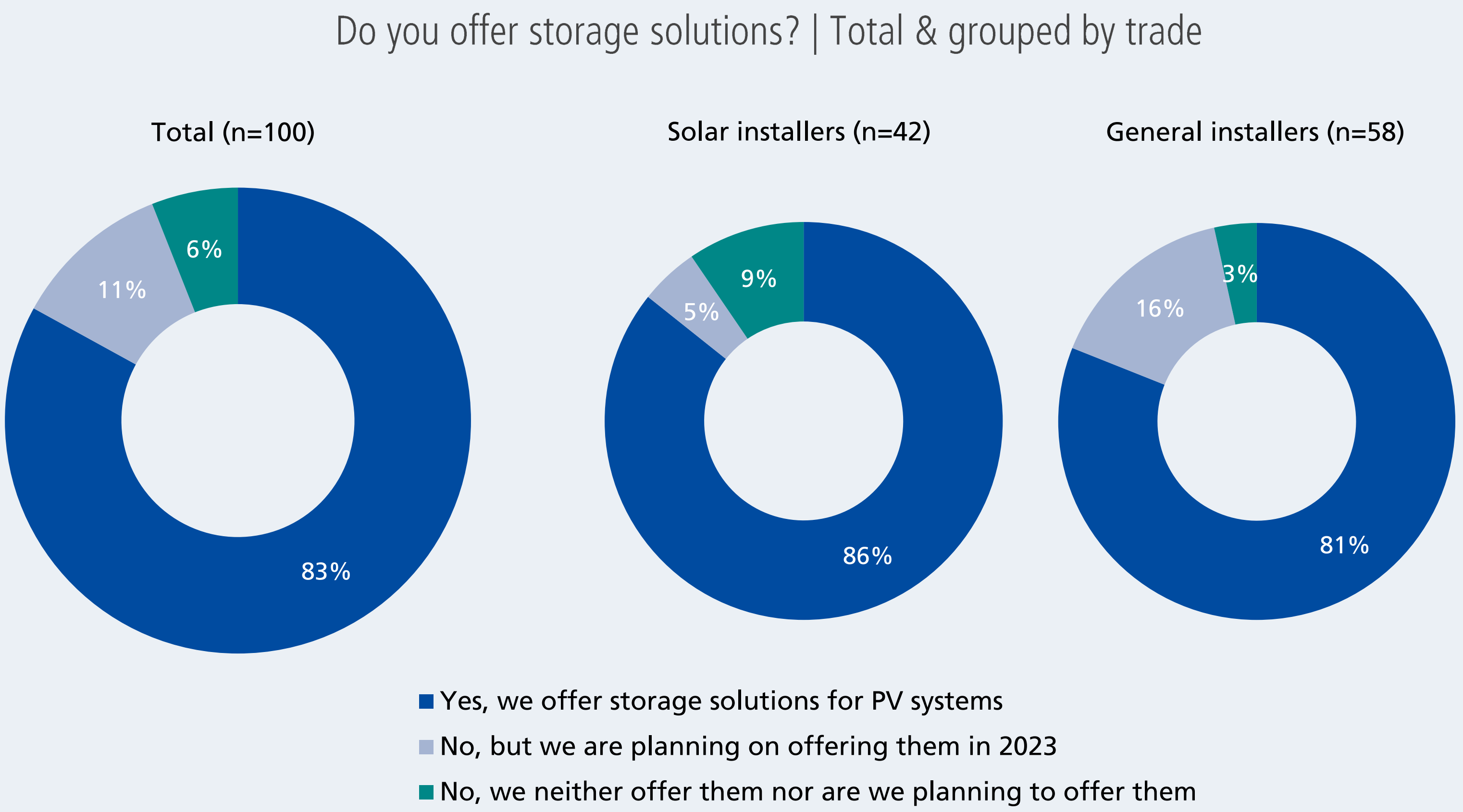
How long did you have to wait for the products on average? | Sorted alphabetically (II/II)



Source: EUPD Research 2023

Storage systems

Installers' portfolios 2022



In 2022, 83 percent of the survey participants in Belgium offered storage solutions.

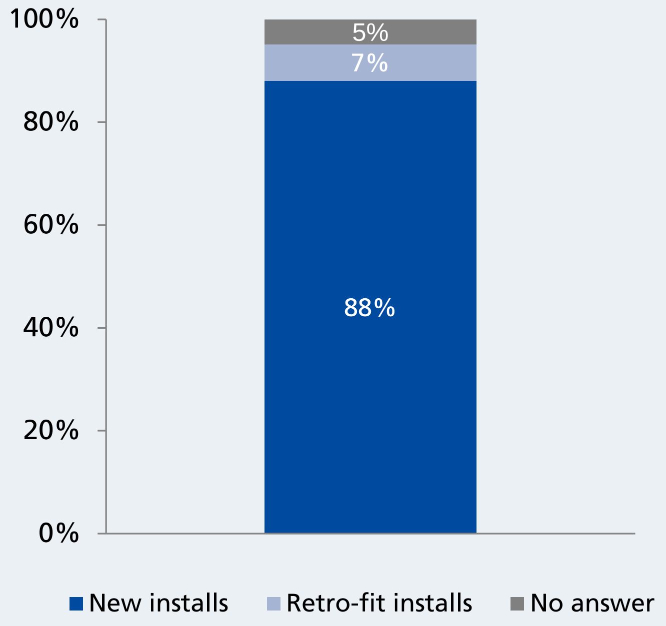
While the percentage of solar installers offering storage systems is slightly lower than in 2021, the percentage of general installers offering storage solutions increased from 28 to 81 percent.

Source: EUPD Research 2023

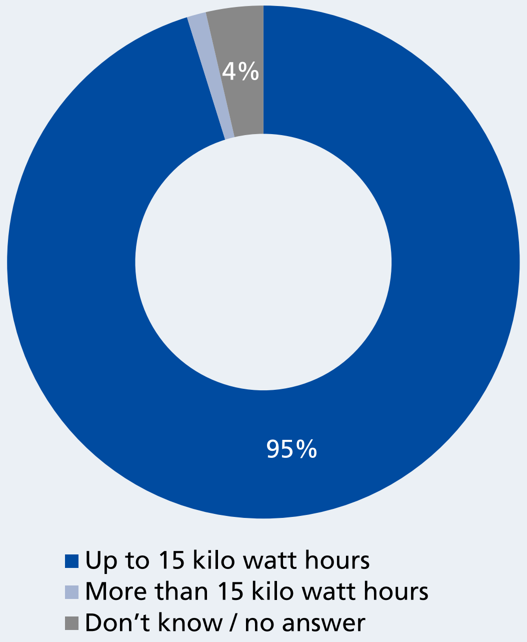
Installed storage systems

Installation types & system sizes

New installations & retrofit
(n=83)



What percentage of the storage solutions you installed in 2022 is divided into the following size classes? (n=83)

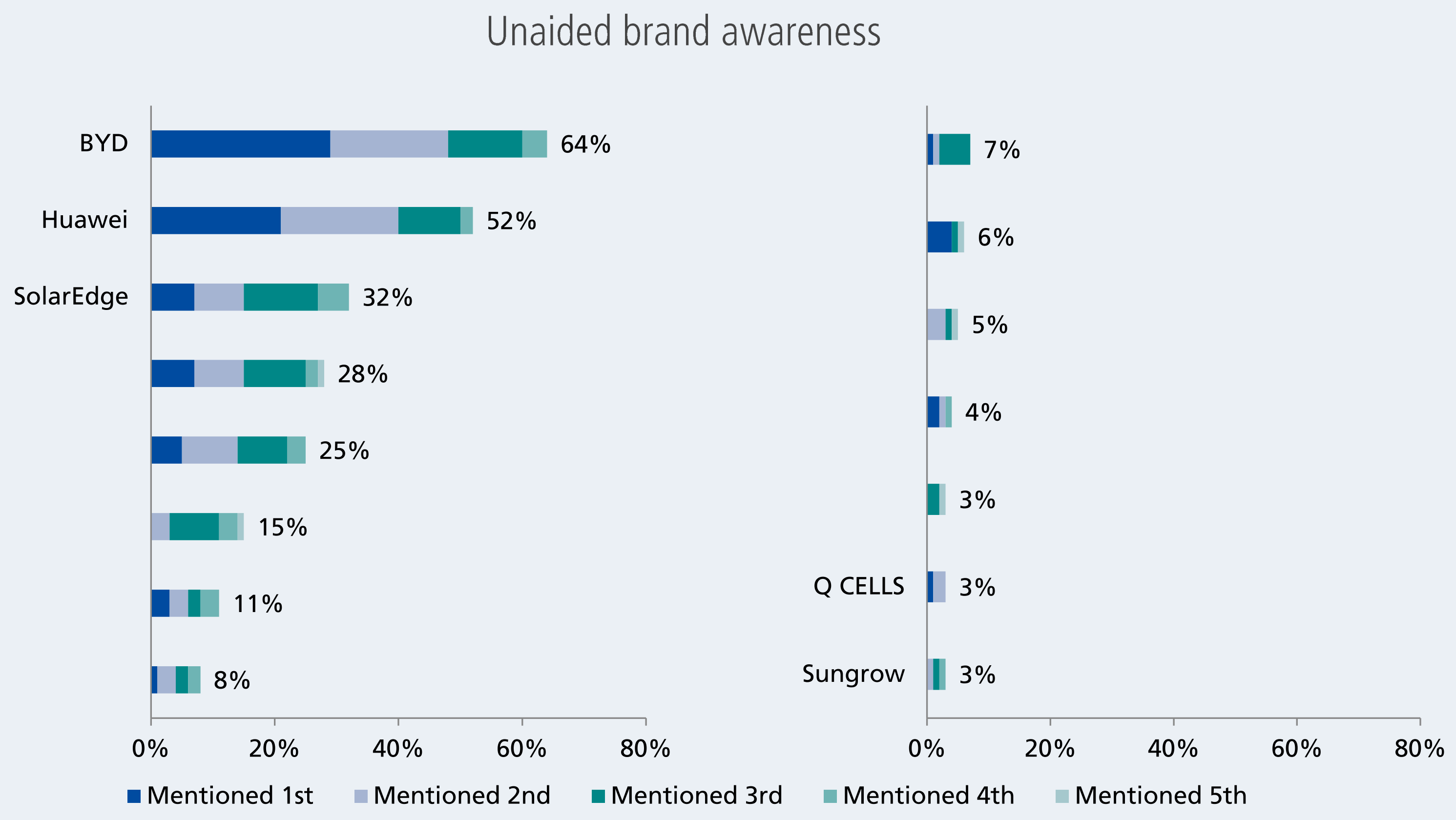


Installers state that on average 88 percent of storage systems are installed along with a new PV system, and seven percent are retrofit systems.

Generally, 95 percent of the installed storage systems have a capacity of up to 15 kWh.

Source: EUPD Research 2023

Unaided brand awareness – Belgium 2022



In 2022, BYD was the leading storage brand in terms of brand awareness in Belgium, followed by Huawei.

* This manufacturer did not offer its own storage system in 2022.
n=100
Source: EUPD Research 2023

Executive Summary

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Key Facts

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- 83% of the survey participants in Belgium offer storage solutions

Executive Summary

Key Facts

- a large share of the Belgian PV installers also offer electric mobility and smart home applications
- indirect procurement via wholesale is the dominant procurement channel
- Belgian PV installers wait an average of one to four weeks for delivery of PV components
- 83% of the survey participants in Belgium offer storage solutions
- PV brands are rarely offered exclusively by the Belgian installers

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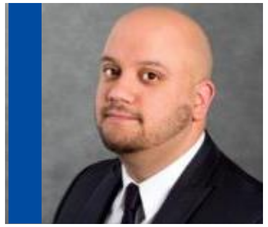

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