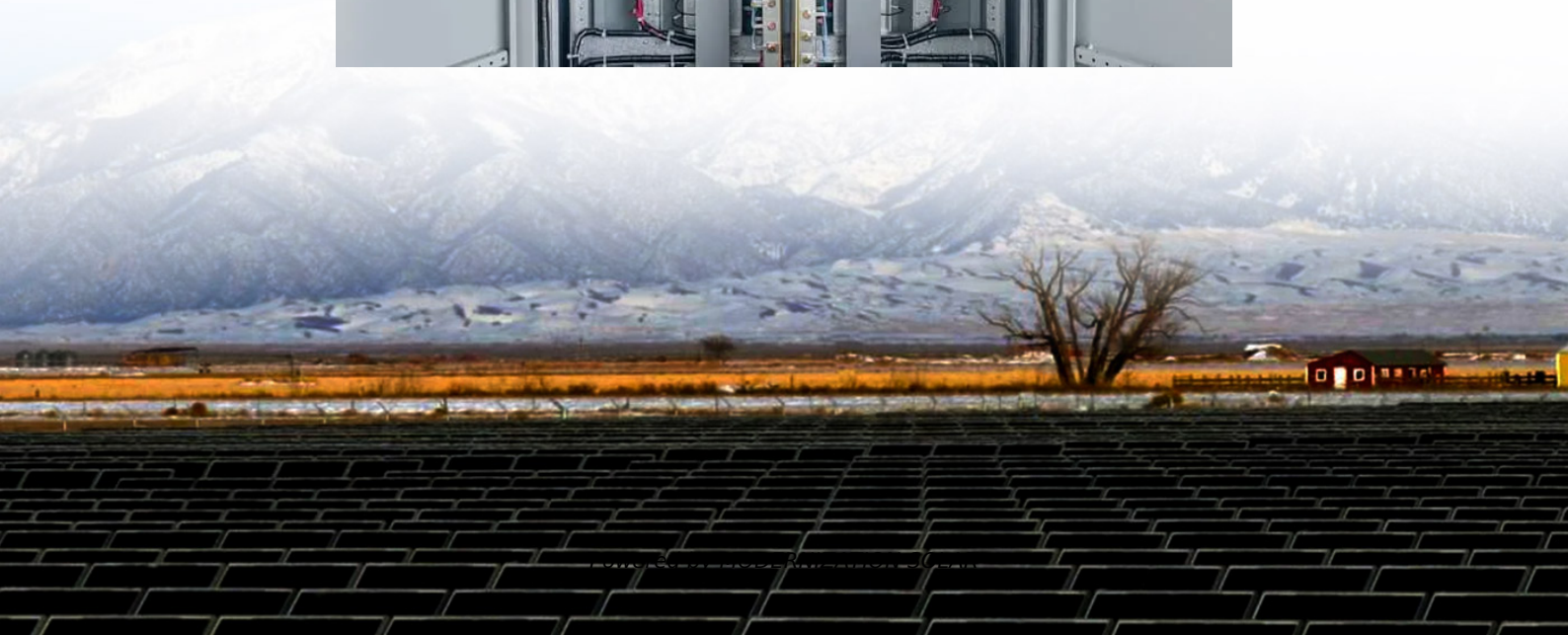
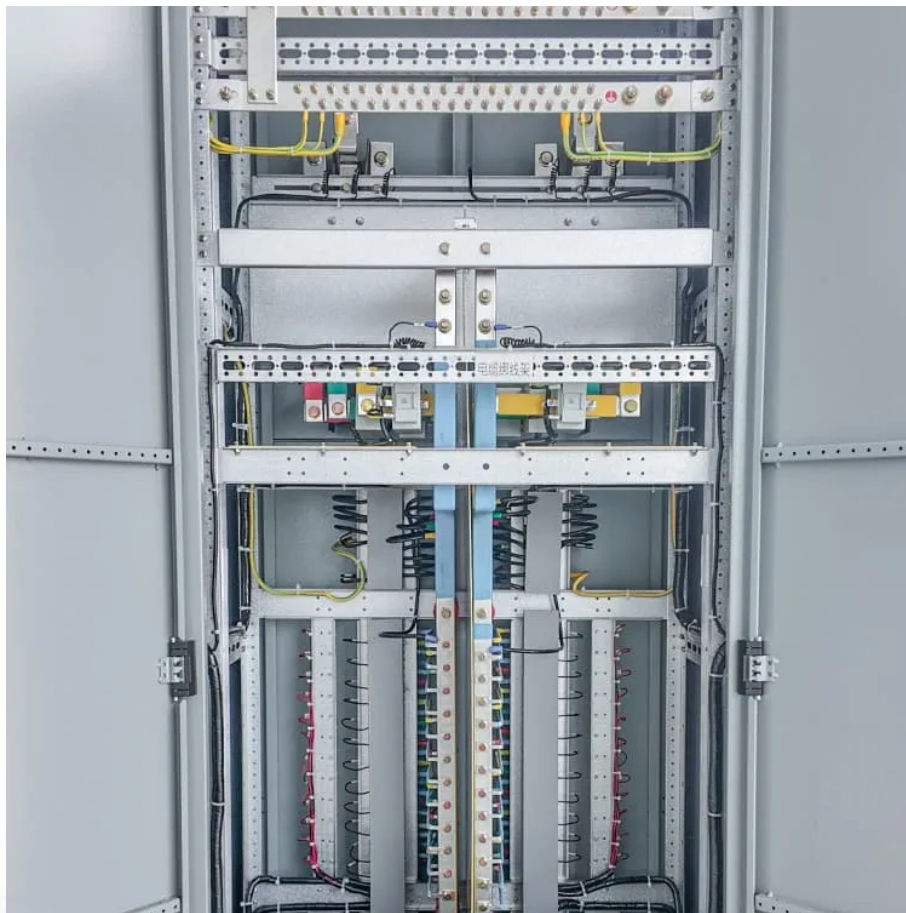


EU household energy storage power supply customization





Overview

Are residential battery energy storage systems a competitive threat in Asia?

Manufacturers of residential battery energy storage systems in Europe face competitive pressure from players in Asia—and they need to adjust their strategies to stay ahead. Residential battery energy storage systems (BESS) primarily serve two purposes for homeowners.

What is a residential battery energy storage system?

Residential battery energy storage systems (BESS) primarily serve two purposes for homeowners. First, they capture energy generated by solar panels and store it for use when needed, such as in periods of inclement weather or when grid electricity rates increase. Second, they can act as backup generators, providing power during potential outages.

How can European residential Bess OEMs capture additional revenue?

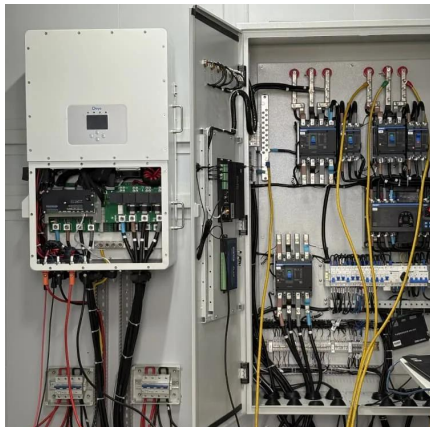
European residential BESS OEMs can capture additional revenue by first ensuring that manufactured BESS products meet the criteria of sales professionals and installers and then by focusing on building trusting relationships.

How are European Bess OEMs putting cost pressure on Europe?

These international players are placing cost pressure on European BESS OEMs by driving down prices. In early 2024, the price of residential BESS offered to end consumers in Europe ranged widely, from €400 to more than €1,200 per kilowatt-hour (kWh) (Exhibit 2).



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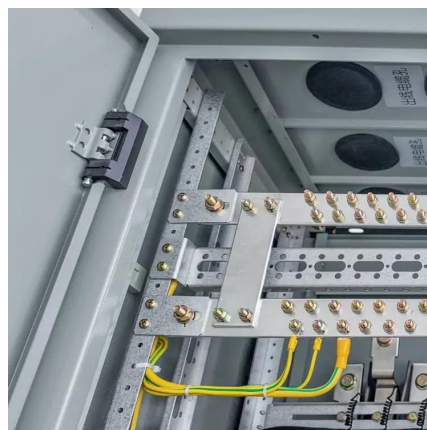


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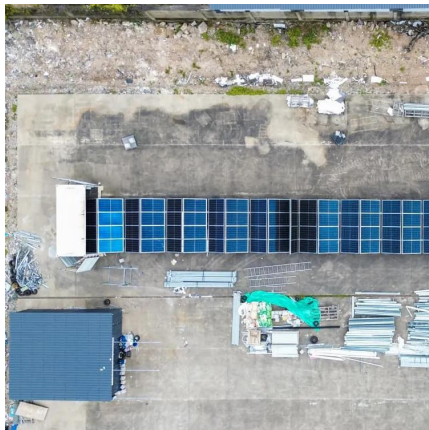
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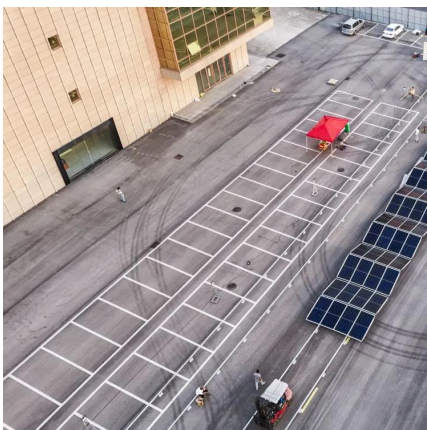


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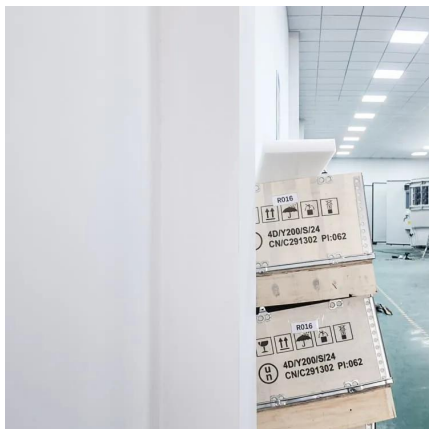
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European residential BESS industry , McKinsey

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