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# US Wind Power Markets and Strategies: 2010–2025

**May 2010**

*Market Study Excerpt*

The attached excerpt represents sample pages from IHS EER's market study released in May 2010.  
The complete 234-page study is available for purchase and immediate download at  
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## Excerpt – US Wind Power Markets and Strategies: 2010-2025

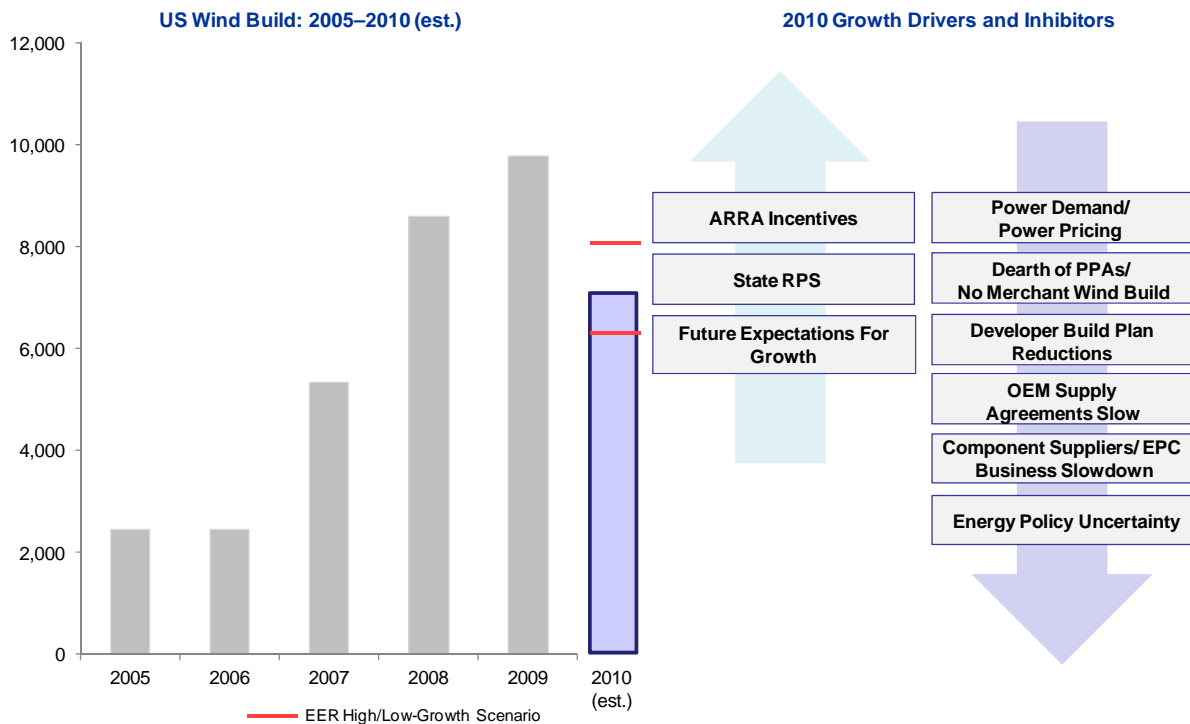
Moving beyond record-breaking installations in 2009—a record-breaking year for capacity additions, with 9.8 GW of projects installed—the US wind market finds itself confronting a growth-constrained 2010 and a new market landscape wrought with increased competition. While American Recovery and Reinvestment Act (ARRA) stimulus incentives have acted as a crutch for industry growth, repercussions from the financial crisis continue to haunt wind project developers who find themselves in a market with limited power offtake opportunities and an uncertain policy future.

On the supply front, the sudden drop in turbine demand and a heightened level of competition has created a buyer's market for the foreseeable future. Turbine manufacturers (OEMs) and their suppliers will increasingly look to differentiate themselves based on cost, product, services, and track record. While order flow remains far from 2008 highs, the wind market is poised to emerge from near-term uncertainty with a clearer path toward strong future growth.

### 1.1 Following 2009 Boom, 2010 Projections Wane

The total installed base of the US wind market expanded by more than 39% in 2009 as top wind project developers executed massive build plans. A combination of state renewable portfolio standards (RPSs) and federal incentives fueled much of the record-breaking growth over this period. However, emerging from the recession, the trajectory of industry growth has been thrown off course (**Exhibit 1-1**).

**Exhibit 1-1: Overview: 2010 Wind Market Landscape**

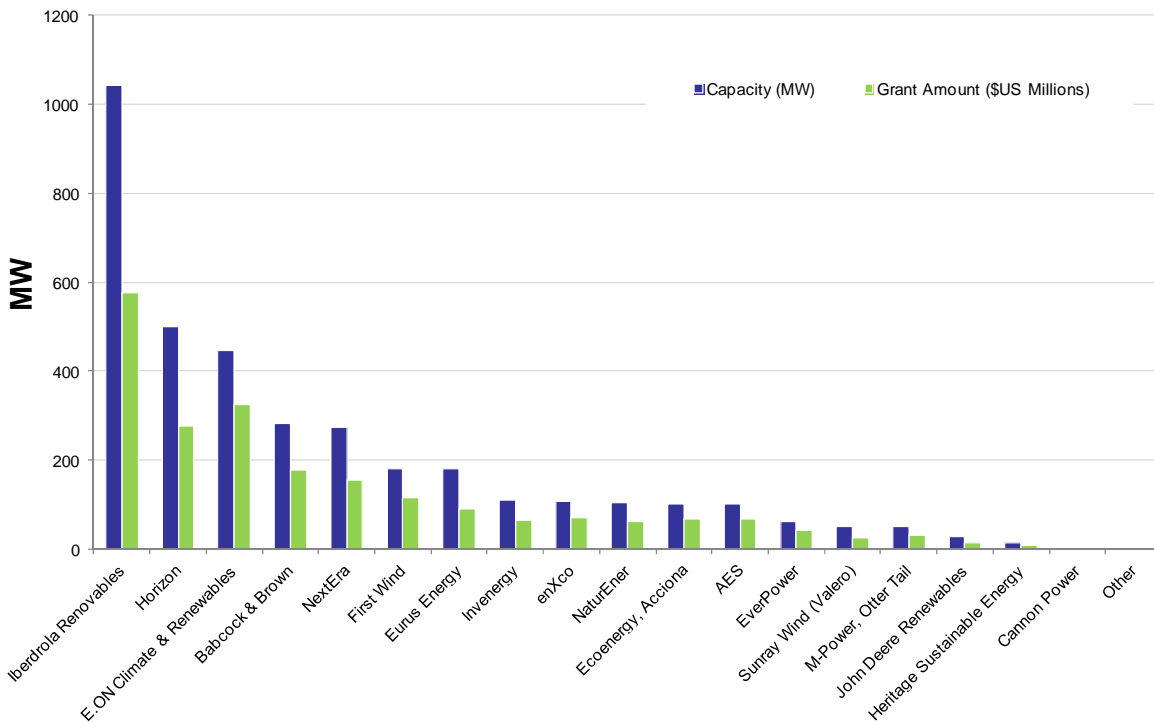


Source: IHS Emerging Energy Research

## 1.2 Renewable Incentives Bolster Near Term, But Leave Future Uncertainty

The production tax credit's (PTC's) limitations were acutely exposed by the financial crisis, as many tax equity firms disappeared, leaving a tremendous hole in the tax equity market. The ARRA was implemented to address the financing gap, pushing the industry to another year of record additions in 2009.

**Exhibit 1-3: Wind Treasury Grant Recipients**



Source: US Department of the Treasury, IHS Emerging Energy Research

### **Continued Proliferation and Strengthening of RPSs**

As of the first quarter of 2010, 30 US states plus the District of Columbia have adopted binding renewable energy mandates. Five additional states have adopted non-binding renewable energy goals. Eligible technologies, incremental targets, enforcement mechanisms, and ultimate production levels vary widely by state and are often a product of each state's own power generation mix, political leanings, economic base, and resource potential. The major hole in the adoption of RPS policy remains the Southeast, where renewable resources, such as wind, are not as available compared to several other regions of the country (**Exhibit 1-4**).

## 1.3 Offtake Strategies Tighten as Developers Confront Changing Market Landscape

As a consequence of the economic recession beginning in 2008, the US has seen a precipitous drop in overall power demand and power prices. The effects of this drop have increased difficulty and competition for wind developers in signing power purchase agreements (PPAs) with utilities.

- Power prices were cut by more than half across all regions, eliminating many merchant wind opportunities. Prices have begun to rise across most markets, but still remain well below 2008 levels (**Exhibit 1-7**).
- The drop in demand has resulted in huge increases in the reserve margins in several balancing authorities, reducing overall need to procure future capacity to meet targets. RPS demands will still drive wind procurement, but lower demand means some utilities may not need as much near-term renewable generation as anticipated to meet mandates.

### ***Slowing Power Demand Weighing on Developer Build Expectations***

The unprecedented decline in power demand has had a profound effect on utility electricity procurement and has forced many to redraw their long-term plans. Although few RFPs targeting renewables have been canceled due to lack of demand, some RFPs are stalled while new RFPs have been slow to materialize in 2010. RFPs, which are moving forward, have been driven by near-term RPS compliance or by utilities aiming to take advantage of lower wind turbine pricing for medium-term needs.

Project developers, IPPs, and utilities have responded by trimming build expectations despite favorable federal incentives citing deteriorating project economics stemming from weak demand.

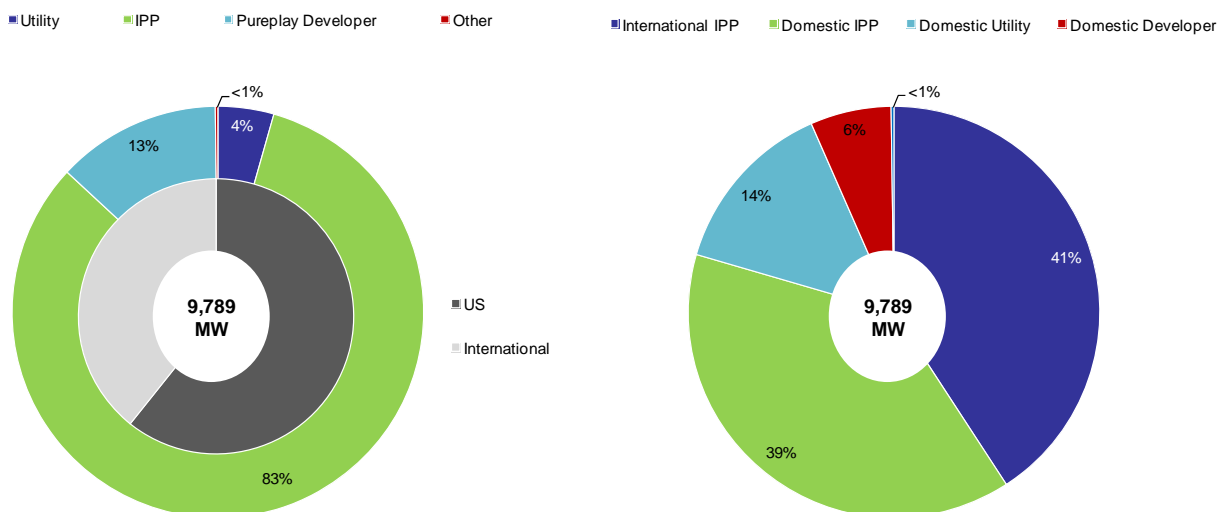
### ***Competitive Development Landscape Intensifies***

As the US wind market matures, shifts in competitive positioning among industry leaders will evolve at an increasingly rapid pace. Utility ownership, consolidation, and development competition will change the dynamics of the development environment over the next decade (**Exhibit 1-9**).

### ***Exhibit 1-9: 2009 Cumulative US Wind Installations by Developer and Owner Type***

**2009 Installed Capacity by Developer (MW)**

**2009 Installed Capacity by Owner (MW)**



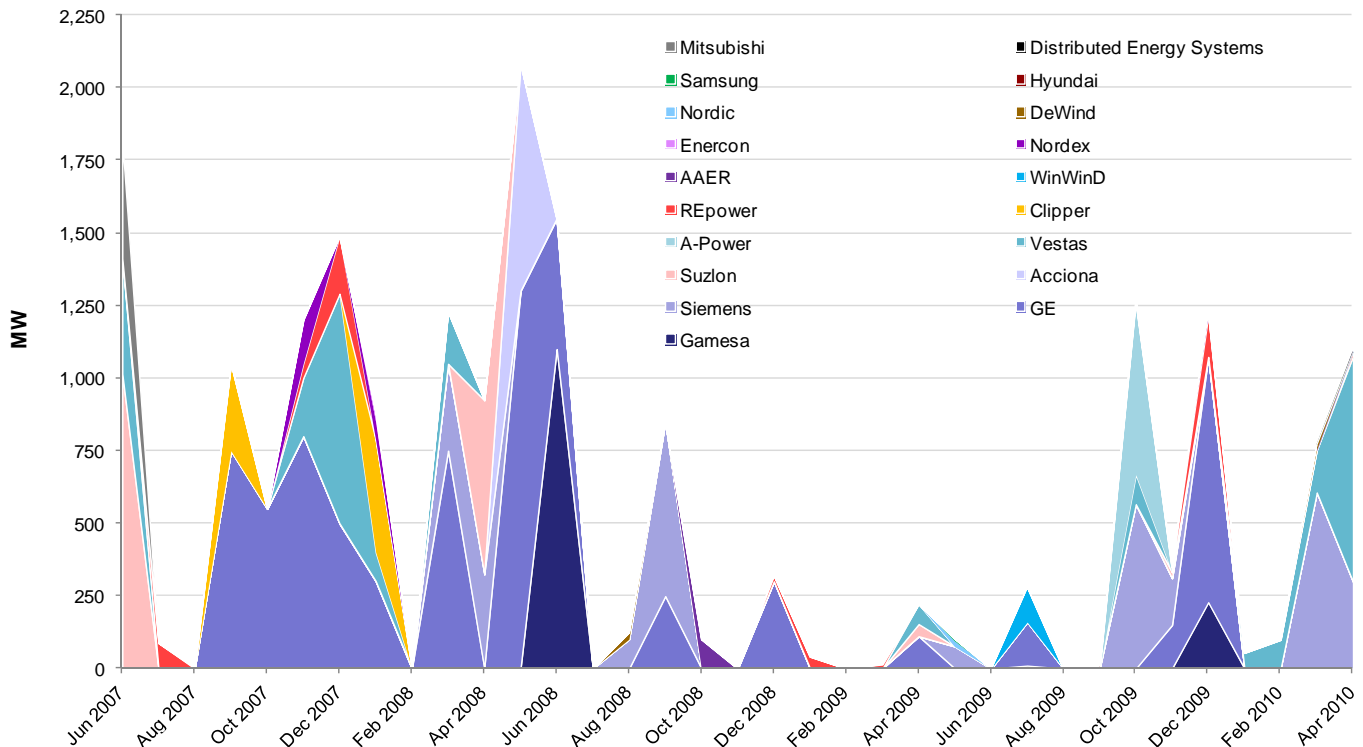
Source: Developers, IHS Emerging Energy Research

## 1.4 OEMs Seek Differentiation as Orders Slow, Competition Increases

Beginning in October 2008 through September 2009, new publicly announced orders averaged just 91 MW per month, down 90% from the period between October 2007 and September 2008, when monthly orders averaged more than 900 MW. Throughout the worst of the financial crisis, with many OEM customers unable to meet contractual obligations due to uncertain project financing conditions, many 2009 orders were pushed back into 2010 and 2011.

Since October 2009, order intake in the US has begun to climb, averaging nearly 700 MW per month (Exhibit 1-10). While orders are beginning to return, EER expects that order intake will continue to increase slowly, especially in late 2010.

**Exhibit 1-10: North America Wind Turbine Order Flow: 2008–April 2010\***



Note: \*Includes only publically announced contracts. Assumes Vestas' April 2010 1.5 GW TSA with EDP includes 750 MW of NA wind installations

Source: OEMs, developers, IHS Emerging Energy Research

### **Days of a Seller's Market Have Ended, Leading to Differentiation**

From late 2004 to mid-2008, vendors dictated terms and conditions of wind turbine supply agreements as buyers had little choice of product. The financial crisis has brought an end to the seller's market, as the supply of turbines currently exceeds demand. With competition in the turbine market only increasing, EER does not anticipate the return to a seller's market during the forecast period as order competition increases. As a result, OEMs will need to differentiate themselves through product innovation, services, pricing, and quality track record. Several trends are apparent:

## New Turbine Supply Entrants Ratchet Up Competitive Landscape

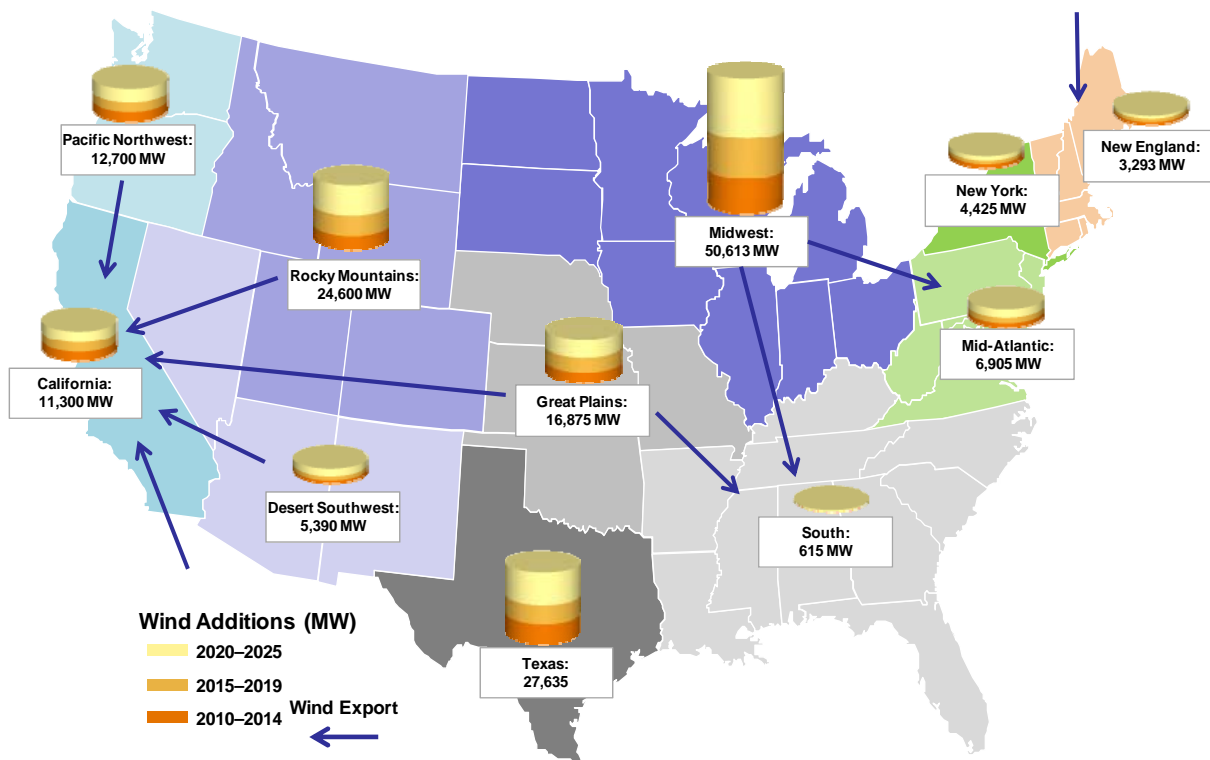
The surge in US wind installations over the past three years, offset by stagnant growth in Europe and a challenging Asian supply environment, has encouraged several players to seek market entry. A steady stream of established European players have targeted flagship contracts and moved ahead with production facilities, followed by a new wave of vendors seeking a position. These manufacturers are accompanied by Asian players, who offer lower-cost products with high ambitions

### 1.5 Wind Growth Poised to Scale Over the Long Term

EER forecasts the US to add over 165 GW of new capacity through 2025, resulting in a total installed base of approximately 200 GW. At this level of build-out, wind would provide approximately 49% of the US' renewables-based electricity supply by 2025 and 57% of its nameplate renewable capacity. This will result in wind growing from under 2% of the US market's total generation mix in 2009 to account for 11% by 2025.

- In monetary terms, EER expects the US wind industry to represent some US\$330 billion in investments between 2010 and 2025, with more than 90% stemming from onshore wind.
- EER forecasts the Midwest, Great Plains, and Rocky Mountain states to act as major wind export hubs to areas with large appetites for renewable, including California, the Mid-Atlantic, and the South (**Exhibit 1-13**)

**Exhibit 1-13: US Wind Power Base-Case Scenario, Regional Breakdown: 2010–2025**



Source: IHS Emerging Energy Research

# US WIND POWER MARKETS AND STRATEGIES: 2010-2025

## May 2010

### STUDY HIGHLIGHTS:

#### Growth Projections of US Wind Market

- US Wind Market Growth by State
- US Wind Market Growth by Region
- US Onshore Wind Power Market Forecasts through 2025
- US Offshore Wind Market Forecasts through 2025
- Analysis of the economic, political and power dynamics impacting growth

#### Strategy Profiles of US Wind Players

- Top 20 US Wind Owners
- Developers
- Independent Power Producers
- Component Suppliers
- Wind Turbine OEMs

#### Analysis of US Wind Market Drivers and Inhibitors

- Renewable Portfolio Standards
- Greenhouse Gas Policy Developments
- Federal and State Wind Energy Incentive Mechanisms
- Wind Energy in the Broader Generation Mix

#### US Wind Project Development and Ownership Competition Trend Analysis

- Overview of US Wind Market Competition and Market Share
- Impact of State Permitting
- Power Procurement Strategies
- Ownership Strategies of Utilities and IPPs

#### Competitive Analysis of US Wind Turbine Markets

- Value Chain Strategies and Shifts
- Market Share Evolution
- Trends in wind turbine market and technology
- Product evolution by wind turbine OEM

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After making a remarkable comeback in 2009—the largest year of capacity additions with 9.8 GW of projects—the US wind market finds itself confronting a growth-constrained 2010 and a new market landscape wrought with increased competition and complexity. The US wind market expected to install over 200 GW of new wind capacity by 2025—including 8.2 GW of offshore—but growth is contingent on transmission availability, power prices, and power demand, as well as public policies, which will shape US regional growth policies through 2025.

A new market study from IHS Emerging Energy Research, *US Wind Power Markets and Strategies: 2010–2025*, provides strategic market intelligence on US wind energy markets analyzing development strategies, supply chain positioning, regulatory changes and growth in this new market landscape. Following are a few of the key trends addressed in EER’s 2010 US wind study:

**-Offtake strategies tighten as developers struggle to manage near-term uncertainty.** Securing power purchase agreements under economically feasible terms has become a major barrier to wind development in 2010. Utility wind ownership further challenges the IPP development model.

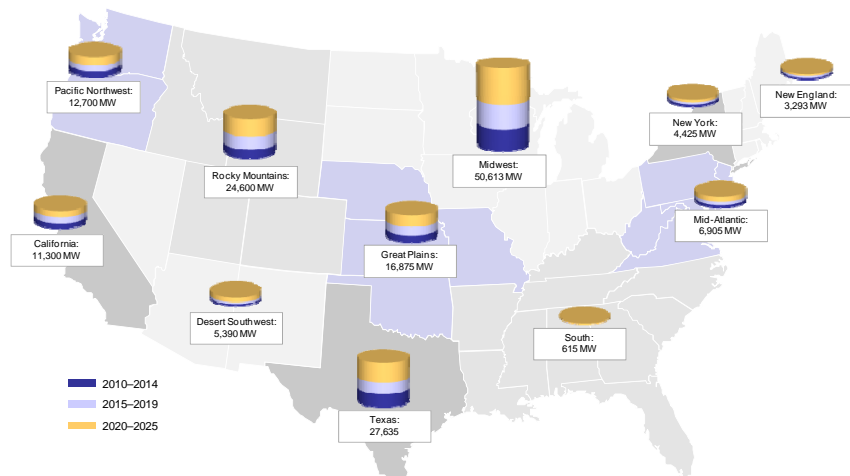
**-New entrants ratchet up competitive landscape:** Major wind portfolios up for sale by Infigen and John Deere could add significant new IPP rivals to the market. On the manufacturing front, OEMs from the Asia Pacific region including Samsung, Hyundai, Daewoo, and Goldwind threaten market share of long standing turbine manufacturers as investments in domestic component production continue to proliferate.

**-Facing a glut in capacity, wind turbine OEMs must differentiate themselves based on cost, product, services or track record:** The US market has rapidly shifted from a seller’s to a buyer’s market, changing the dynamics of the component supply market for the foreseeable future.

**-Federal renewable incentives have shelf-life:** The implementation of the US treasury grant and stimulus package incentives, set to expire in 2012, have been highly sought after by companies including Iberdrola and NextEra. Several proposals to extend federal renewable energy incentives for wind are on the table, as are considerations for a national RES or carbon legislation.

**-Regional growth hampered by transmission:** Transmission constraints remain the primary inhibitor to US wind market growth in traditionally high-growth markets, including Texas, California, Minnesota, and the Dakotas.

Exhibit: EER Regional Breakdown: US Wind Energy Market Forecast 2010-2025



Source: IHS Emerging Energy Research

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