

# 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.

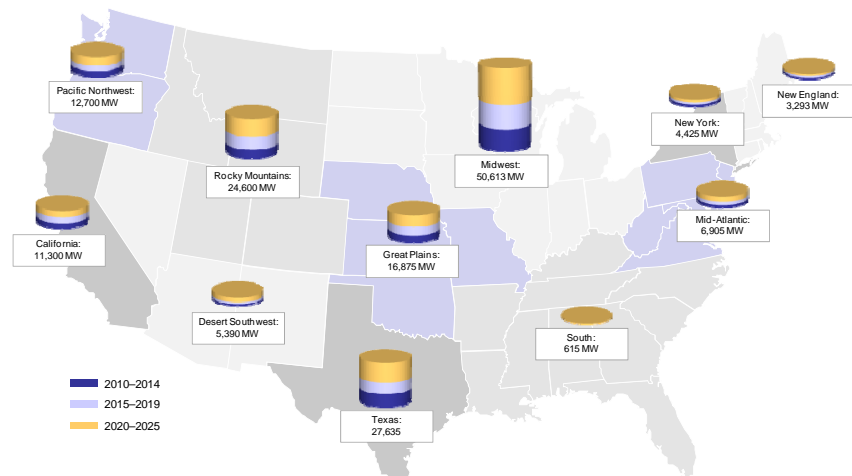
**-New entrants ratchet up competitive landscape:** Major wind portfolios up for sale by Infigen and John Deere could add significant new IPP rivals to the market. On the manufacturing front, OEMs from the Asia Pacific region including Samsung, Hyundai, Daewoo, and Goldwind threaten market share of long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