



# Global Wind Turbine Markets and Strategies, 2008–2020

June 2008

## Study Highlights:

### Global Wind Power Growth Forecasts through 2020

- Onshore Wind Power Market Forecasts 2008-2020
- Offshore Wind Power Market Forecasts 2008-2020
- Base Case
- High and Low Growth Scenarios

### Wind Turbine Market Trend Analysis

- Procurement Trends
- Project Size Trends
- Turbine Size Trends
- Pricing Trends

### Wind Turbine Market Share 2001–2007

- By Turbine Size (under 1 MW, 1 MW to 1.49 MW, 1.50 to 1.99 MW, 2 MW and Above)
- By Region (Europe, US/Canada, Asia Pacific, Latin and South America, Africa and the Middle East)

### Competitive Analysis of Wind Turbine OEM Positioning

- Product and Technology Strategies
- Sales Strategies

### Competitive Analysis of Wind Turbine Supply Chain

- Supply Chain Positioning
- Global Scaling Challenges

### Leading Player Strategy Profiles

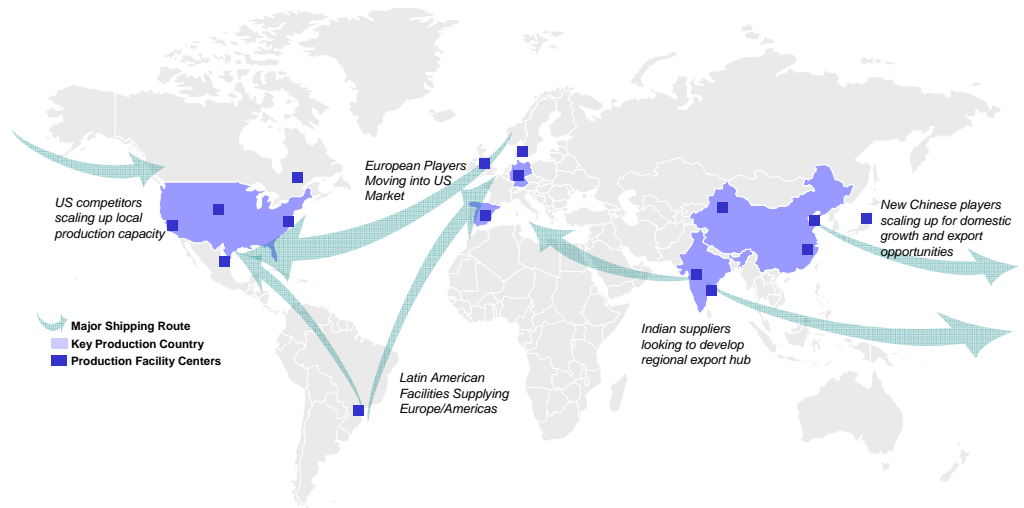
- 20+ Wind Turbine OEMs
- 15+ Key Component Suppliers (blades, gearboxes, bearings, castings, controls, towers)

Over the past three years the global wind turbine market has seen explosive growth in terms of competitors, capacity investments, and project orders as the industry races to keep up with booming global demand. Scaling exponentially in nearly all dimensions—including the size of turbines, projects, and buyers—the industry is generating enormous opportunities for all players, as well as challenges to improve competitiveness and position wind energy as a long-term, reliable source of power generation.

EER's new market study, **Global Wind Turbine Markets and Strategies, 2008-2020**, provides the most comprehensive analysis available of global wind turbine markets, including the strategies of leading turbine manufacturers and their component suppliers, the competitive positioning of these players in the global market, and the challenges they face going forward. Key trends highlighted in the study include:

- **Competition among wind turbine OEMs is rapidly intensifying** as growth extends to new regions, encouraging start-ups of new manufacturers while pushing leading suppliers to expand their sales and production globally.
- **Turbine prices, and the costs of installation, have trended upward** over the last four years after nearly a decade of cost reductions per megawatt of nameplate capacity. The global market's boom in demand has clearly shifted the industry from a buyer's to a seller's market in the past three years, with corresponding price increases.
- **Multiple players moving on 2 MW and above segment:** Vestas and Enercon—pioneers in 2 MW and larger turbines—are aiming to protect their share of this market. However, multiple proven machines from Gamesa, Siemens, Suzlon/REpower, Alstom/Ecotecnia and others are providing buyers more options.
- **Component suppliers face new challenges** to keep pace with turbine demand, calling for major production capacity investments in the multi-megawatt segment, as well as a focus on local supply in booming new markets while keeping costs competitive.

### Exhibit: Global Wind Turbine Flow Overview



Source: Emerging Energy Research

**TABLE OF CONTENTS**

**Section 1. Executive Summary**

- 1.1 Global Wind Power Forecasts, 2008–2020
- 1.2 Wind Turbine Market Forecasts by Project Size
- 1.3 Wind Turbine Market Forecasts by Turbine Size
- 1.4 Global Wind Turbine Pricing
- 1.5 Competitive Trends in Wind Turbine Supply
  - Leading Utilities, IPPs Anchor Longer Term Order Books
  - Customer Experience Tests O&M Relationships
- 1.6 Supply Chain Positioning
- 1.7 Total Wind Turbine Investment Forecasts

**Section 2. Global Wind Turbine Market Forecasts**

- Forecast Methodology
- 2.1 Global Wind Power Forecasts 2008–2020
- 2.2 Global Onshore Wind Market Forecast, 2008–2020
  - 2.2.1 Europe Onshore
  - 2.2.2 US/Canada Onshore
  - 2.2.3 Asia Pacific Onshore
  - 2.2.4 Rest of World Onshore
- 2.3 Global Offshore Wind Market Forecasts 2008–2020
  - 2.3.1 Europe Offshore
  - 2.3.2 US/Canada Offshore
  - 2.3.3 Asia Pacific Offshore

**Section 3. Wind Turbine Market Trends**

- 3.1 Turbine Demand Scales Up by Turbine and Project Size
  - Projects Scale Gradually as Industry Goes Global
    - 3.1.1 Market Moving into 2 MW and Larger Segment
    - 3.1.2 Offshore Wind Turbine Installations Scale Up, Look for Track Record
- 3.2 Wind Turbine Market Forecasts by Project Size
  - 3.2.1 Onshore
  - 3.2.2 Offshore
- 3.3 Wind Turbine Market Forecasts by Turbine Size
  - 3.3.1 Europe
  - 3.3.2 North America
  - 3.3.3 Asia Pacific
  - 3.3.4 Rest of World
- 3.4 Wind Turbine Pricing Trends and Forecasts
  - 3.4.1 Global Onshore
    - Global Project Pricing Trends
  - 3.4.2 Global Offshore
    - Offshore Investment Forecast
  - 3.4.3 Regional Onshore
    - European Turbine Prices Stabilizing by 2011
    - US Turbine Prices Set to Decline with Major Competition through 2015
- 3.5 Total Wind Turbine Investment Forecasts

**Section 4. Competitive Trends in Wind Turbine Supply**

- 4.1 Market Share by Turbine Size
  - Under 1.00 MW Segment
  - 1.00 MW to 1.49 MW Segment
  - 1.50 MW to 1.99 MW Segment
  - 2.00 MW and Above Segment
- 4.2 Market Share by Region
  - Europe
  - North America
  - Asia Pacific
  - Latin America
  - Africa Middle East
- 4.3 Competitive Analysis of Wind Turbine OEMs
  - Pending Trigger Points, Supply-Demand

- Equilibrium by 2009
- 4.3.1 Product and Technology Strategies
  - Multiple Players Focusing on 2.00 MW and Above Segment
  - GE Energy, Gamesa Leverage Core Model Workhorses
  - New Entrants Target 1.50 MW and Above
  - Demand Remains for Smaller 1.00 MW and Below, Diverse Competitor Market
  - Siemens, Vestas Control Offshore – Larger Model Competitors on the Horizon
- 4.3.2 Sales Strategies
  - Leading Utilities, IPPs Anchor Longer Term Order Books
  - Customer Experience Tests O&M Relationships
- 4.3.3 Supply Issues Drive Consolidation Along Value Chain
  - Globally, Supply Shortage Forces Firms to Reconsider Project Value Chain Position
  - Select Markets, Customers Encourage Turnkey Supply
- 4.4 Wind Turbine OEM Profiles
  - 4.4.1 AAER
  - 4.4.2 Acciona Windpower
  - 4.4.3 Alstom Ecot cnia
  - 4.4.4 Clipper Windpower
  - 4.4.5 DeWind
  - 4.4.6 Enercon
  - 4.4.7 EOZEN
  - 4.4.8 Fuhrl nder
  - 4.4.9 Gamesa E lica
  - 4.4.10 GE Energy
  - 4.4.11 Goldwind
  - 4.4.12 Mitsubishi
  - 4.4.13 MTorres
  - 4.4.14 Multibrid
  - 4.4.15 Nordex
  - 4.4.16 Nordic Windpower
  - 4.4.17 Siemens Wind Power
  - 4.4.18 Sinovel
  - 4.4.19 Suzlon REpower
  - 4.4.20 Vestas Wind Systems
  - 4.4.21 WinWinD
  - 4.4.22 Emerging Asian Turbine Suppliers
    - DongFang Steam Turbine Works
    - Mingyang
    - South Korean Turbine Suppliers
  - 4.4.23 Emerging Offshore Turbine Suppliers
    - BARD Engineering
    - Darwind
    - Blue H Technologies

**Section 5. Competitive Trends in Wind Turbine Component Supply**

- 5.1 Supply Chain Positioning
- 5.2 Component Suppliers Face Scaling Challenges
  - Supply Challenges Are Numerous
  - Component Supply Shifting Globally
  - Adapting to Shifting OEM Strategies
  - O&M an Emerging Competitive Arena
- 5.3 Competitive Trends in Component Supply
  - 5.3.1 Gearbox Supply Trends
    - Gearbox Supplier Positioning in Transition as 2 MW Market Grows
    - Gearbox Players Ramping up for Multi-MW Competition
  - 5.3.2 Blade Supply Trends
    - Independent Blade Suppliers Seek Global Expansion as OEM Supply Partners
    - Scaling Production Capacity in Booming Markets Key to Blade Supply Competition
  - 5.3.3 Bearings Supply Trends
    - Bearing Product Segments
  - 5.3.4 Tower Supply Trends
    - Turbine OEMs Look Locally for Tower Supply
  - 5.3.5 Other Component Supply Trends

- Casting Supply Trends
- Control Supply Trends
- Generator Supply Trends
- 5.4 Gearbox Supplier Profiles
  - 5.4.1 Bosch Rexroth
  - 5.4.2 Brad Foote Gear Works
  - 5.4.3 Echesa S.A. (Gamesa Energy Transmissions)
    - 5.4.4 Eickhoff
    - 5.4.5 Hansen
    - 5.4.6 Ishibashi Manufacturing Co., Ltd.
    - 5.4.7 Jahn l-Kestermann Getriebewerke (JaKe)
    - 5.4.8 Moventas
    - 5.4.9 Pujol Muntal 
    - 5.4.10 Renk AG
    - 5.4.11 Winergy
    - 5.4.12 Chinese Gearbox Suppliers
      - China High Speed Transmission Equipment Group Co., Ltd.
      - Chongqing Gearbox Co., Ltd.
      - Hangzhou Advance Gearbox Group Co., Ltd.
- 5.5 Blade Supplier Profiles
  - 5.5.1 Abeking and Rasmussen (A&R)
  - 5.5.2 Euros
  - 5.5.3 HT Blade
  - 5.5.4 LM Glasfiber
  - 5.5.5 NOI (Sinoi)
  - 5.5.6 Teccis
  - 5.5.7 TPI Composites
- 5.6 Bearings Supplier Profiles
  - 5.6.1 Kaydon
  - 5.6.2 NTN Corporation
  - 5.6.3 SKF Group
  - 5.6.4 The Timken Company
  - 5.6.5 Wangfangdian
- 5.7 Tower Supplier Profiles
  - 5.7.1 Coiper (Comonor)
  - 5.7.2 DMI Industries
  - 5.7.3 Qingdao Wuxiao Tower
  - 5.7.4 Roug A/S (Hendricks Industries)
  - 5.7.5 Tower Tech Systems
  - 5.7.6 Trinity Structural Towers

**LIST OF EXHIBITS**

**Section 1. Executive Summary**

- 1-1: Global Wind MW Added by Region, 2000–2020
- 1-2: Global Wind Project Size Overview
- 1-3: Global Onshore Market Forecast by Project Size, 2007–2020
- 1-4: Global Average Wind Turbine Size Installation, 2006–2007
- 1-5: Global Wind Turbine Market Forecast by Turbine Size, 2007–2020
- 1-6: Global Turbine Plus Tower Price per MW, 2005–2015
- 1-7: Global Wind Turbine Market Share, Turbines and MW Installed 2001–2007
- 1-8: Major Wind Power Operator Cumulative Procurement Split by Supplier, YE 2007
- 1-9: Major Wind Power Owner O&M Positioning
- 1-10: In-house vs. Outsource Criteria by Component
- 1-11: Turbine Component Supply Chain Overview
- 1-12: Global Total Wind Turbine Investment Forecast, US\$ Millions, 2005–2015

**Section 2. Global Wind Turbine Market Forecasts**

- 2-1: Global Wind MW Added by Region, 2000–2020
- 2-2: Global Wind MW Added – Onshore vs. Offshore, 2000–2020
- 2-3: Global Wind MW Cumulative Installed by Region, 2000–2020

- 2-4: Global Wind MW Onshore Added by Region, 2000–2020
- 2-5: Global Wind MW Onshore Cumulative Installed by Region, 2000–2020
- 2-6: Europe Wind MW Onshore Cumulative Installed by Country, 2000–2020
- 2-7: Europe Wind MW Onshore Added by Country, 2000–2020
- 2-8: US/Canada Wind MW Onshore Cumulative Installed by State/Province, 2000–2020
- 2-9: US/Canada Wind MW Onshore Added by State/Province, 2000–2020
- 2-10: Asia Pacific Wind MW Onshore Cumulative Installed by Country, 2000–2020
- 2-11: Asia Pacific Wind MW Onshore Added by Country, 2000–2020
- 2-12: Rest of World Wind MW Onshore Cumulative Installed by Country, 2000–2020
- 2-13: Rest of World Wind MW Onshore Added by Country, 2000–2020
- 2-14: Global Wind MW Offshore Added by Region, 2000–2020
- 2-15: Global Wind MW Offshore Cumulative Installed by Region, 2000–2020
- 2-16: Europe Wind MW Offshore Cumulative Installed by Country, 2000–2020
- 2-17: Europe Wind MW Offshore Added by Country, 2000–2020
- 2-18: US/Canada Wind MW Offshore Cumulative Installed by Country, 2000–2020
- 2-19: US/Canada Wind MW Offshore Added by State/Province, 2000–2020
- 2-20: Asia Pacific Wind MW Offshore Cumulative Installed by Country, 2000–2020
- 2-21: Asia Pacific Wind MW Offshore Added by Country, 2000–2020

### Section 3. Wind Turbine Market Trends

- 3-1: Global Average Wind Turbine Size Shipped, 2001–2007
- 3-2: Global Average Wind Project Size, 2001–2007
- 3-3: Global Annual Installed by Rated Turbine Capacity (Onshore and Offshore)
- 3-4: Offshore Deployment by Turbine Size 2001–2007
- 3-5: Offshore Deployment by Project Size 2001–2007
- 3-6: Global Wind Project Size Overview
- 3-7: Global Onshore Market Forecast by Project Size, 2007–2020
- 3-8: Global Offshore Market Forecast by Project Size, 2007–2020
- 3-9: Global Average Wind Turbine Size Installation, 2006–2007
- 3-10: Global Wind Turbine Market Forecast by Turbine Size, 2007–2020
- 3-11: Europe Wind Turbine Market Forecast by Turbine Size, 2007–2020
- 3-12: North America Wind Turbine Market Forecast by Turbine Size, 2007–2020
- 3-13: Asia Pacific Wind Turbine Market Forecast by Turbine Size, 2007–2020
- 3-14: Rest of World Wind Turbine Market Forecast by Turbine Size, 2007–2020
- 3-15: Wind Energy System Cost Drivers Overview
- 3-16: Global Turbine Plus Tower Price per MW Installed, 2005–2015
- 3-17: Global Price per MW Installed, 2002–2007
- 3-18: Global Offshore Price per MW Installed, by Project, 2002–2007
- 3-19: Announced Offshore Project Cost Estimates/MW Installed, 2008–2011
- 3-20: Global Offshore Investment Forecast, Annual MW Added
- 3-21: Europe Turbine Price Forecasts, 2005–2015
- 3-22: US Turbine Price Forecasts, 2005–2015

- 3-23: Global Total Wind Turbine Investment Forecast, US\$ Millions, 2005–2015

### Section 4. Competitive Trends in Wind Turbine Supply

- 4-1: Global Wind Turbine Market Share, Turbines and MW Installed 2001–2007
- 4-2: Global Wind Turbine Market Share <1 MW, 2001–2007
- 4-3: Global Wind Turbine Market Share 1.00 MW to 1.49 MW, 2001–2007
- 4-4: Global Wind Turbine Market Share 1.50 MW to 1.99 MW, 2001–2007
- 4-5: Global Wind Turbine Market Share 2.00 MW and Above, 2001–2007
- 4-6: European Wind Turbine Market Share, 2001–2007
- 4-7: North American Wind Turbine Market Share, 2001–2007
- 4-8: Asia Pacific Wind Turbine Market Share, 2001–2007
- 4-9: Latin America Wind Turbine Market Share, 2001–2007
- 4-10: Africa Middle East Wind Turbine Market Share, 2001–2007
- 4-11: Key Supply/Demand Triggers Impacting Market Equilibrium
- 4-12: Top Turbine Supplier Portfolio Overview
- 4-13: Interlinked Factors Determining Turbine Procurement
- 4-14: Major Wind Power Operator Cumulative Procurement Split by Supplier, YE 2007
- 4-15: Major Wind Power Owner O&M Positioning
- 4-16: Turbine Supplier Component Sourcing Overview
- 4-17: Turnkey Turbine Supplier Status
- 4-18: Turbine Supplier Announced Orders, 2007 Through 1Q 2008
- 4-19: AAER Facts and Figures
- 4-20: AAER Wind Turbine Product Offering
- 4-21: Acciona Windpower Facts and Figures, 2007
- 4-22: Acciona Installations by Model, Region 2001–2007
- 4-23: Acciona Windpower Global Presence
- 4-24: Alstom Ecotècnia Facts and Figures
- 4-25: Alstom Ecotècnia Installations by Model, Region 2001–2007
- 4-26: Alstom Ecotècnia Global Presence
- 4-27: Clipper Windpower Facts and Figures, 2007
- 4-28: Clipper Product Platform
- 4-29: Clipper Windpower US Positioning
- 4-30: DeWind Facts and Figures, 2007
- 4-31: DeWind Installations by Model, Region, 2001–2007
- 4-32: DeWind Global Positioning
- 4-33: Enercon Facts and Figures, 2007
- 4-34: Enercon Installations by Model, Region 2001–2007
- 4-35: Enercon Global Presence
- 4-36: Fuhrländer Installations by Model, Region 2001–2007
- 4-37: Gamesa Facts and Figures, 2007
- 4-38: Gamesa Installations by Model, Region 2001–2007
- 4-39: Gamesa Global Presence
- 4-40: GE Energy Facts and Figures
- 4-41: GE Wind Installations by Model, Region, 2001–2007
- 4-42: GE Energy Product Overview
- 4-43: GE Wind Global Positioning
- 4-44: Goldwind Overview
- 4-45: Goldwind Shipments by Model, Region, 2001–2007
- 4-46: Mitsubishi Facts and Figures
- 4-47: Mitsubishi Turbine deployments by model, region Year-end 2007
- 4-48: Mitsubishi Recent Turbine Contracts
- 4-49: Mitsubishi Global Positioning Overview

- 4-50: Multibrud Offshore Product Overview
- 4-51: Multibrud Key Contracts
- 4-52: Nordex Facts and Figures
- 4-53: Nordex Installations by Model, Region 2001–2007
- 4-54: Nordex Global Presence
- 4-55: Siemens Wind Power Facts and Figures
- 4-56: Siemens Installations by Model, Region, 2001–2007
- 4-57: Siemens Windpower Global Positioning
- 4-58: Sinovel Overview
- 4-59: Suzlon Facts and Figures, 2007
- 4-60: Suzlon-REpower Integration, Anticipated Evolution
- 4-61: Suzlon REpower Installations by Model, Region 2001–2007
- 4-62: Suzlon-REpower Global Presence
- 4-63: Vestas Facts and Figures, 2007
- 4-64: Vestas Turbine Deployments by Model, Region Year-end 2007
- 4-65: Vestas Global Positioning Overview
- 4-66: WinWind Facts and Figures, 2007
- 4-67: WinWind Installed Wind Power Base, Year-end 2007
- 4-68: MingYang Manufacturing Base and Production Plan Overview
- 4-69: BARD Engineering Offshore Product Overview
- 4-70: BARD Engineering Key Contracts

### Section 5. Competitive Trends in Wind Turbine Component Supply

- 5-1: In-house vs. Outsource Criteria by Component
- 5-2: Turbine Component Supply Chain Overview
- 5-3: Component Supply – Capacity Increase Challenges
- 5-4: Gearbox Supplier Competitive Positioning
- 5-5: Gearbox Capacity Plans
- 5-6: Blade Capacity Expansion Plans – Independent Suppliers
- 5-7: Independent Blade Supplier Competitive Positioning
- 5-8: Blade Supplier Customer Relationships and Market Share
- 5-9: Bearing Supplier Product Portfolios
- 5-10: Tower Supply Overview

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Global Wind Turbine Markets and Strategies, 2008–2020 is the most authoritative market study available on this fast growing industry. EER’s market studies are widely-ready and well-received by key stakeholders in the industry including wind turbine manufacturers, component suppliers, financial companies, investment companies, utilities, IPPs and developers. EER’s new wind turbine study is comprised of the following sections:

- Section 1: Executive Summary
- Section 2: Global Wind Turbine Market Forecasts
- Section 3: Wind Turbine Market Trends
- Section 4: Competitive Trends in Wind Turbine Supply
- Section 5: Competitive Trends in Wind Turbine Component Supply

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