

# Market Outlook Update

By MAKE Consulting

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## Q3 Market Outlook Update

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The Q3 Market Outlook updates the MAKE Consulting Wind Power Sector Market Outlook for 2010-2015 published in Q2 2010.

The global wind industry is currently influenced by a range of significant macro and demand side factors impacting strategic market dynamics. Continued strong long term drivers for power demand, power generation portfolio diversification, renewable energy in general and wind in particular are contrasted with short term challenges following low economic growth and low power prices in some regions and emerging constraints in terms of transmission and planning in other regions.

The Q3 Market Outlook Update reduces 2010-2015 cumulative installed capacity by 6% while maintaining an 11% CAGR. Little or no market growth is now expected in 2010 and 2010-2012 near term demand is reduced by 11%.

Key updates include downgrades of the wind industry's two most significant markets – China and the U.S.

Although Chinese growth and power demand remains high, the Chinese near term forecast is impacted by continuing grid connection delays and stricter grid requirements. U.S. demand however is negatively impacted by low power demand and low natural gas prices reducing PPA availability, and a lack of visibility on long-term federal policy for renewables.

Other significant market changes include downgrades of expected market installation in Canada and Spain and upgraded forecasts for India and Sweden.

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Our research provides organizations around the world with detailed insight into the market's current technological, regulatory and competitive situation, putting facts into perspective by analyzing trends and making projections about the future.

MAKE's research is an essential market intelligence tool for the entire firm:

- Reports and forecasts that give analysts the data they need
- Research to help drive successful program decisions
- C-level briefs to ensure business leaders have the latest information

As a guideline, our research is published as illustrated in the figure below:

	Q1	Q2	Q3	Q4
Market Reports	Market Outlook	Supply Side	Demand Side	WTG Trends
Business Studies		U.S. Wind Power	Offshore Wind Power	China Wind Power
Research Notes	Min. Two Research Notes	Min. Two Research Notes	Min. Two Research Notes	Min. Two Research Notes
Flash Notes	Min. Five Flash Notes	Min. Five Flash Notes	Min. Five Flash Notes	Min. Five Flash Notes
Forecasts	Annual/Semiannual/Quarterly	Quarterly	Semiannual/Quarterly	Quarterly
Project Pipelines		Project Pipeline	Project Pipeline	Project Pipeline
Policy Event Horizons	Policy Event Horizon		Policy Event Horizon	

**Market Reports** are 40-60 pages of high quality industry forecasts, trend spotting and analysis, giving the reader a detailed insight into the demand side, the supply side, wind power development in a range of countries as well as current WTG trends. Our market reports are published four times a year.

**Business Studies** are 60-100 pages detailed in-depth strategic market studies of key segments of the wind industry. In 2010 the business studies will focus on the US-, offshore,- and China wind power markets.

**Research Notes** are 10-20 pages of comprehensive analysis of specific trends in the industry. They are published 8 times a year and cover topics such as capacity shortages, order announcements, emerging markets, policy changes and strategic changes in the competitive landscape etc.

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**Project Pipelines** offer an overview of the current project pipelines in selected regions and is published with reference to the business studies.

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Business Studies in PPT Format			✓
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