

PanelFacts 2011

Solar Panel Pricing Report US Retail Market (January - June)

PanelPrice.com beta
Realtime Solar Panel Prices

Your search -->

Prices for ND-130UJF Similar Solar Panels

Next price update in 4 Minutes 23 Seconds

Top 5 Solar Panels (show all)
 Kyocera Solar / 185 Watt
 Kyocera Solar / 10 Watt
 Suntech Power / 210 Watt
 Suntech Power / 30 Watt
 Sharp / 80 Watt

Top 3 Solar Merchants
 AltEStore
 SunElec
 ecoDirect

Top 5 Panel Manufacturers
 Kyocera Solar
 Kyocera Solar

Merchant	Description	Price/Watt	Price/Panel
eco DIRECT Merchant Rating: ★★★★★	Off grid 130 watt module from the world's trusted source for solar Using breakthrough...	USD 3.35 Like	USD 435.95 Price Confirmed Visit Merchant
eco DIRECT Merchant Rating: ★★★★★	Off grid 130 watt module from the world's trusted source for solar Using breakthrough...	USD 3.35 Like	USD 435.95 Price Confirmed Visit Merchant
			USD 460.20 USD 460.20

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Executive Summary

While there are several studies available today that investigate the solar panel market from a B2B view, we believe that there is need for quick analysis on a per panel, per manufacturer and per retailer basis from a B2C perspective.

PanelFacts 2011 presents market insight about the B2C solar panel market in the United States.

Our price comparison website PanelPrice.com uses mechanisms to track popular products, retail pricing development, merchant inventories, and more. We use this data not only to improve the service, but also to create data drilldowns for reports like this one. Data between January and June 2011 was analyzed. All presented prices are based on single panel, a-grade quality offerings (currency US\$).

The report intends to provide answers to three major areas of interest.

- ▶ Which are the **10 most significant solar panels**, what was their pricing in the period under review?
- ▶ Who were the **10 most significant solar panel manufacturers** in the period under review?

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Executive Summary (continued)

The following slides present the results of our analysis. A table and two pie charts were created accompanied by various key findings. We found that consumers at PanelPrice.com currently focus on products with a peak performance of 200 watts or more. The price difference for a given panel can vary significantly (up to 33%). This illustrates the need for better price transparency in the market. The best prices per watt peak were delivered by Solarworld, Suntech Power, and Trina Solar.

50% of all panels preferred by consumers were provided by Kyocera Solar, Sharp, and BP Solar. Although manufacturers like Suntech Power offer popular panels, they were outperformed by the larger product ranges of their competition. Altogether, Kyocera Solar was the manufacturer with the largest and most popular product range at PanelPrice.com.

The majority of consumers preferred online merchants on our site that performed well on these aspects: Pricing, volume discounts, size of product range, ability to deliver fast, and value added services such as installation or training.

Tables, charts and key findings from this study may be used within third party publications as long as an attribution is made the authors.



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TOP 10 SOLAR PANELS

POPULARITY	MODEL	MANUFACTURER	WATT	PRICE _{Max}	PRICE _{Min}	SAVINGS	BEST PRICE _{Per Watt}
1	KDI35SXUPU	Kyocera Solar	135	411	337	18 %	2,50
2	STP21018UBI	Suntech Power	210	641	590	8 %	2,81
3	KD235GXLPB	Kyocera Solar	235	639	531	17 %	2,72
4	HIP200BA19	Sanyo Electric	200	858	576	33 %	2,88
5	MM300T	Ritek Corporation	300	599	550	8 %	1,83
6	SW250MONO	Solarworld	250	336	300	11 %	1,20
7	STP26024VD	Suntech Power	260	569	452	21 %	1,74
8	NE80EJEA	Sharp	80	681	600	12 %	3,74
9	ESA215FA3	Evergreen Solar	215	649	440	32 %	2,05
10	TSM230PA05	Trina Solar	230	442	422	5 %	1,83

Popularity measurement based on visitor preference at PanelPrice.com. Prices are based on single panel offerings. All offered panels are of A-Grade quality. Prices provided in US\$.



KEY FINDINGS

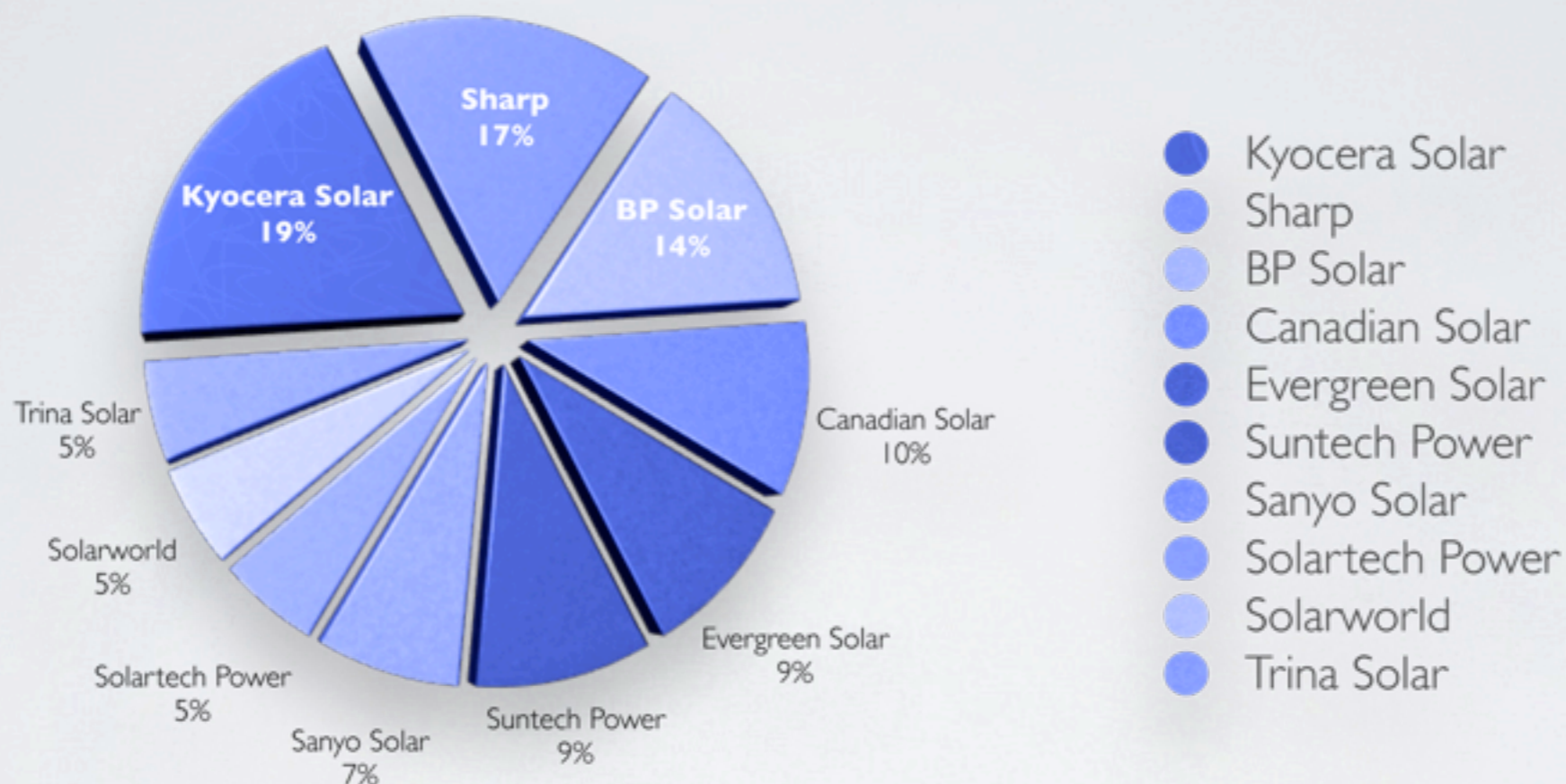
- ▶ Consumers currently focus on panels with a peak performance of 200 watts or more.
- ▶ Retail prices per panel vary significantly. Price comparison helps to save money.
- ▶ The lowest prices per watt peak were delivered by Solarworld, Suntech Power, and Trina Solar.



[Download Chart:
Top 10 Solar Panels](#)

PanelPrice.com

TOP 10 SOLAR PANEL MANUFACTURERS



KEY FINDINGS

- ▶ 50% of all panels - significantly preferred by consumers - were provided by Kyocera Solar, Sharp, and BP Solar.
- ▶ Manufacturers like Suntech Power (previous slide) were outperformed by larger product ranges of their competition.
- ▶ Kyocera Solar was the manufacturer with the largest and most popular product range at PanelPrice.com.



[Download Chart: Top 10 Solar Manufacturers](#)

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Findings in this report are presented by PanelPrice.com
 PanelPrice.com is the first and leading website for solar panel price comparison on the internet.

<http://www.panelprice.com>

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All Brands / Sharp / ND-130UJF (130 Watt)

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