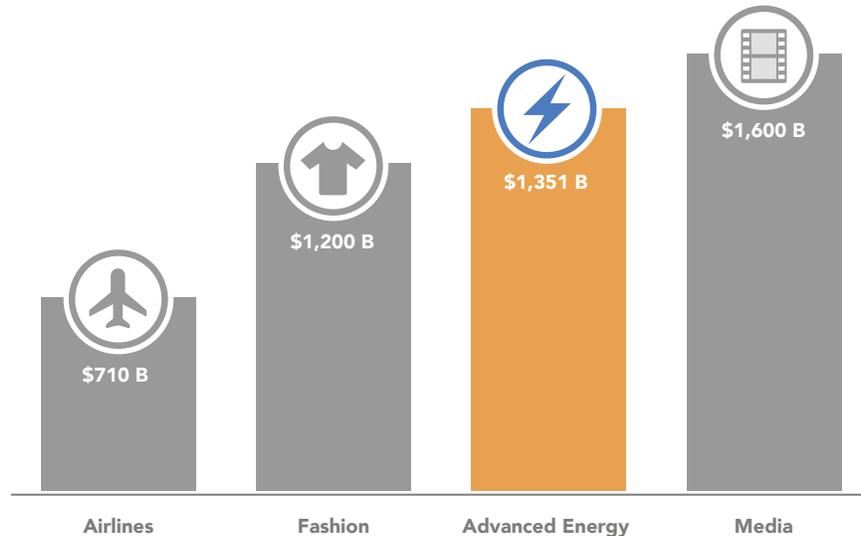


## ADVANCED ENERGY MARKETS ARE BIGGER THAN EVER

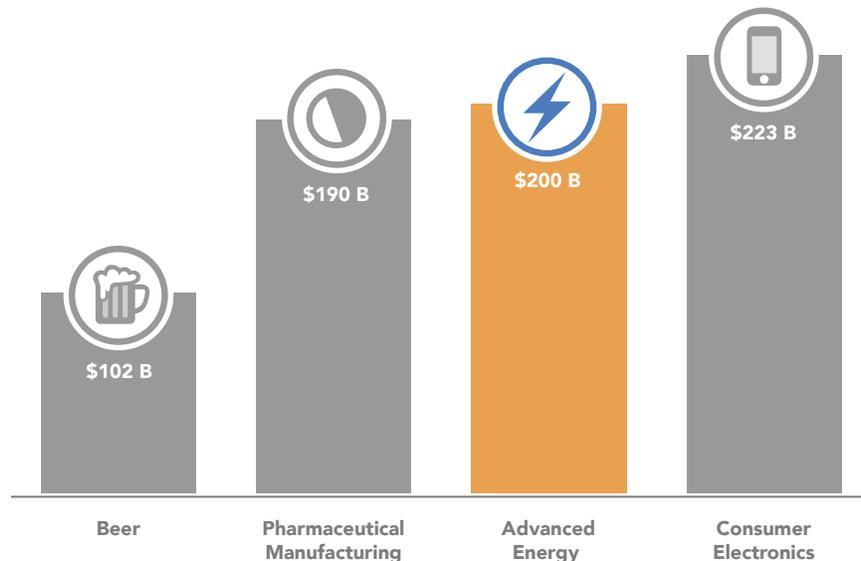
**Advanced energy is a \$1.4 trillion global industry**, as big as fashion, twice the size of airlines, and nearly equal to worldwide spending on media. If global advanced energy were a country, it would be equal to Mexico in GDP.

**Global Revenue by Industry, 2015**



**The U.S. advanced energy market is \$200 billion**, nearly double the revenue from beer sales, more than pharmaceutical manufacturing, and approaching wholesale consumer electronics. If U.S. advanced energy were a state, it would be nearly equal to Oregon in economic activity.

**U.S. Revenue by Industry, 2015**

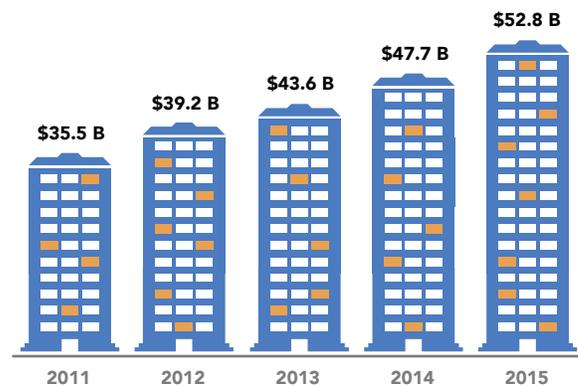


**Over the past five years, advanced energy in the United States has grown 29%.** Growth over last year was 1%, dampened by the effect of low oil prices on ethanol revenue data. Without Ethanol, U.S. advanced energy revenue grew 10% over last year, four times faster than U.S. GDP.

Advanced Energy Economy's *Advanced Energy Now 2016 Market Report* contains five years of revenue, starting with 2011. Highlights from the U.S. market include:

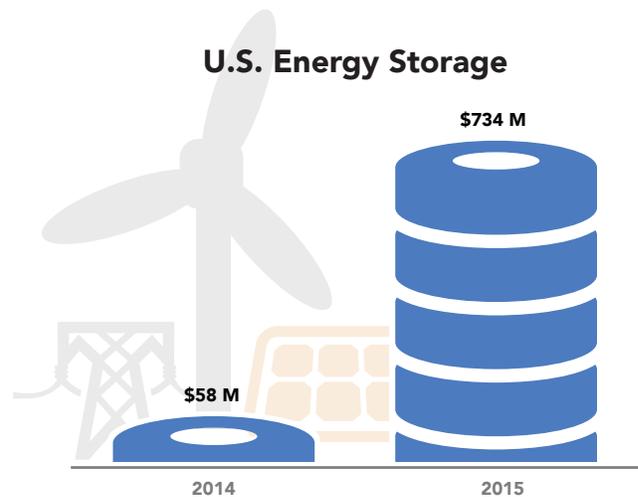
- Building Efficiency is the **largest advanced energy market segment, with \$63.6 billion in revenue** and 50% growth over 2011, counting only products for which we have all five years of data.
- Solar continues to be a dynamic growth story in the U.S. Even as costs have declined by nearly 50%, revenue from **Solar PV reached \$22.6 billion, up 21% over last year and nearly triple 2011 revenue.**
- Wind showed strong growth for the second year in a row, continuing to climb back from a low point in 2013 to reach **\$14.4 billion in 2015, up 75% over last year.**
- At \$734 million, revenue from Energy Storage grew **12 times over 2014.** This game-changing technology can provide grid support services, meet peak demand needs, and store variable renewable energy generation until it's needed.
- Ethanol revenue declined by a third over last year. The price of ethanol in the United States tends to follow the price of gasoline. Historically low oil prices brought Ethanol revenue from \$40.9 billion in 2014 to \$27.3 billion in 2015.
- Revenue from Plug-in Electric Vehicles in 2015 **grew seven times over 2011.** At nearly \$5 billion, revenue from PEVs in 2015 was nearly half that of hybrids, a more established class of advanced vehicle.

## U.S. Building Efficiency\*

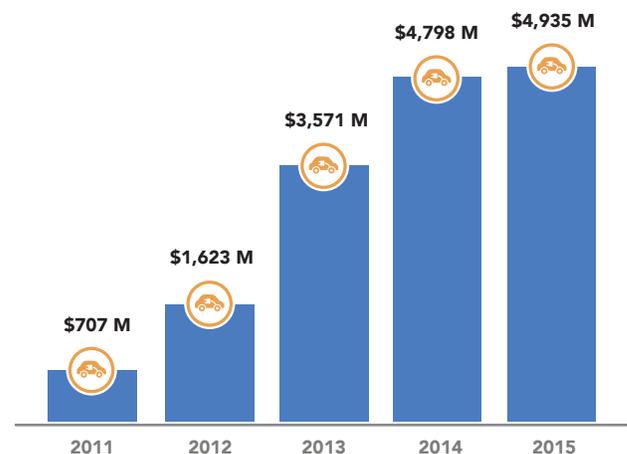


\*Revenue shown only for product categories with revenue data for all years 2011-2015.

## U.S. Energy Storage



## U.S. Plug-in Electric Vehicles



Prepared by Navigant Research, *Advanced Energy Now 2016 Market Report* is the fourth annual report of market size, by revenue, of the advanced energy industry, worldwide and in the United States. As defined by Advanced Energy Economy (AEE), a national business association, advanced energy is a broad range of technologies, products, and services that constitute the best available technologies for meeting energy needs today and tomorrow.

