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Press Release

What is the Reality Behind the Thin Film Hype?

EuPD Research Evaluates Potential of a-Si, CdTe, CIS & Co

Bonn. The solar market researcher EuPD Research has analyzed the developments of the global Photovoltaic (PV) thin film segment in a new study. Based on a Q1/2008 quantitative survey among thin film producers and market entrants, the situation and the future trends of this booming industry are systematically assessed. According to the study, the production output for thin film will reach 3.5 GW in 2010. But EuPD Research estimates that less than 50 percent of the 60 companies that intend to start commercial thin film production by 2010 will keep the timeline.

Difficulties in Realizing Ambitious Expansion Plans

All existing thin film producers and 20 percent of the market entrants participated in the survey. According to their statements, the competitive intensity within the industry will increase. But interestingly, the new players are not considered to be a great threat. In fact, the handling of the production process is seen as a major hindrance to starting thin film production. "It is one thing to announce ambitious production plans – but another to successfully integrate the complex production steps" says Markus A.W. Hoehner, CEO of EuPD Research. He adds: "This will separate the wheat from the chaff".

Cost Reduction and Product Differentiation are Main Industry Drivers

What worries the survey participants most is the sluggish global demand. The decreasing level of PV promotion in the main European markets and the insecure market developments in Asia and the US make it questionable if the demand for PV products will grow according to the production output boom. But in an ever more complicated market environment, PV thin film has important advantages over the crystalline competition. First, the potential for cost reductions is higher – and second, manifold possibilities for product differentiation exist. Through the use of flexible substrates for instance, new market segments can be discovered. "The development of low-cost products for new applications opens further customer segments. This leads to further module sales, especially when the general demand for PV tends to stagnate." says Stephan Franz, Research Analyst at EuPD Research. The great potential of a-Si, CdTe, CIS & Co leads to the assessment that these technologies will play an increasingly important role in the solar industry.

About EuPD Research

EuPD Research is an international full-service provider focusing on B2B market research with a highly specialized and multilingual interview center. EuPD Research has conducted more than 150 research and consulting projects in the field of photovoltaics since 2003. Since then, the company has remained on the cutting edge of the trends in the worldwide photovoltaic markets. Over the years, a high level of specialized competence as well as in-depth knowledge bases have been developed in the field of solar power. Moreover, a dense network of high-profile experts has been established, which supports the work of EuPD Research. Besides the regularly published multi-client country market studies, a wide range of exclusive projects have been undertaken. Analyses extend from market situation and evaluations of the market potential for new and existing products to customer and employee satisfaction studies.

[PV Thin Film Industry Analysis \(EN\)](#)

Do not hesitate to contact us with any questions you may have.

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