65 kWh sungrow energy storage

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Having supplied more than 450 MW of residential solar systems in 2020, Chinese inverter giant Sungrow is confident that 2021 will be the year it cracks the utility scale segment. It is also set to introduce a new battery for the distributed market segment, says Sungrow Australia country manager Joe Zhou.

Joe Zhou: Although it had its unique challenges, 2020 was a highly successful year for Sungrow Australia. Our market share in Australia for the residential segment has grown to 20%-22% and our new range of commercial inverters - which we call the CX Premium range.

The CX Premium has been well received. I can say we had megawatts of rollouts in 2020. I would say that our efforts over the past years, particularly in providing superior solutions and services, has finally paid off.

Our target for 2021 is to grow our market share in the residential segment to more than 25% and get a stronger foothold in the commercial segment - with a market share of 10%-15%. For front-of-the-meter projects, we foresee the deployment of our central inverter stations in several sub-5MW solar farms and start our journey with few utility-scale projects as well.

Our local presence in the Australian market for more than 10 years helps us resonate with our customers and their unique needs. Our strong team of 20 personnel operate from our North Sydney office and our warehousing in Greater Sydney, which highly assists us to provide timely support to our customers.

I would say, at least for the next couple of years the residential segment will be our strongest market and we look forward to reaching similar accolades in the C& I and utility-scale markets in the coming years.

Australia has good governmental policies and a strong regulatory framework, which supports the uptake of solar PV, especially for the residential and commercial segments, which allows Sungrow Australia to serve this ever-growing industry.

Sungrow has deployed more than 450 MW of inverters in the Australian residential segment for 2020 and as mentioned earlier, we expect to make a bang in 2021 with our deployments in C& I and utility projects.

And remember, Sungrow is the largest inverter manufacturer worldwide. Our factories in China and India have more than 50 GW of annual deployment capacity in inverters and more 6 GWh of Battery Energy Storage Systems and we have a complete portfolio of solutions to address all of the market segments.

I understand this, but in the utility scale segment in Australia, SMA still enjoys very strong market share. How does Sungrow intend to tackle this? How would you characterise the unique grid challenges in Australia for utility scale projects, and how can Sungrow address this?

It is a very good question. SMA certainly does have the first-mover advantage of having entered the Australian utility market around five years ago and currently has a market share of around 65% in the utility-scale projects.

Sungrow has been enjoying a strong market share in utility-scale projects in the Americas, Europe, India, and Southeast Asia. However, the stringent grid connection requirements in Australia deterred Sungrow to enter this segment early on but we refocussed by growing our local grid connection team since 2018, which has paved the way to clear the GPS for a 300 MW project and many more projects are in the pipeline to get the GPS finalized.

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