

# Is the energy storage industry still worth entering

Do investors underestimate the value of energy storage?

While energy storage is already being deployed to support grids across major power markets, new McKinsey analysis suggests investors often underestimate the value of energy storage in their business cases.

What is the future of energy storage?

Global installed energy storage is on a steep upward trajectory. From just under 0.5 terawatts (TW) in 2024, total capacity is expected to rise ninefold to over 4 TW by 2040, driven by battery energy storage systems (BESS). Last year saw a record-breaking 200 gigawatt-hours (GWh) of new BESS projects coming online, a growth rate of 80%.

How big is the energy storage industry?

**Industry Growth:** The energy storage industry includes over 13,900 companies, growing by 3.56% last year, reflecting its expanding market presence and potential. **Manpower & Employment Growth:** The industry employs 1.7 million people globally, with 114,000 new employees added last year, indicating substantial workforce expansion.

How much money is invested in the energy storage industry?

Investment in the energy storage industry is robust, with an average investment value of USD 84 million per round. More than 2,000 investors have participated in over 5,230 funding rounds, supporting over 2,100 companies. This strong financial backing highlights the sector's potential and the confidence of investors in its future growth.

How has cost decline impacted energy storage?

This trend may highlight that the cost decline over the past few years has driven energy storage into an era of accelerated diversification in the global market. The European energy storage market added 19.1 GWh of installed capacity in 2024, up 12.4% YoY, with drastic changes in the ESS landscape throughout the year.

Should energy storage be developed?

Developing energy storage has become a global consensus. It was announced at COP29 in late 2024 that global storage capacity will increase to 1,500 GW by 2030, more than six times the 2022 level. As a result, InfoLink maintains a cautiously optimistic outlook for the medium- to long-term development of energy storage systems.



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