

# What are the profit analyses of home energy storage equipment

How can energy storage technologies be analyzed for maximum profitability?

Based on the above arbitrage revenue and capacity costs, the potential selections of energy storage technologies can be analyzed in more detail for maximum profitability once breakeven costs are achieved via attainment of technology readiness and/or system cost reductions.

Which energy storage technologies are considered for a techno-economic analysis?

In particular, three standard energy storage technologies (Lithium-ion battery, pumped hydro storage, compressed air energy storage) are considered for this techno-economic analysis based on their identified potential (IEA, 2014, EASE/EERA, 2017).

How do I evaluate potential revenue streams from energy storage assets?

Evaluating potential revenue streams from flexible assets, such as energy storage systems, is not simple. Investors need to consider the various value pools available to a storage asset, including wholesale, grid services, and capacity markets, as well as the inherent volatility of the prices of each (see sidebar, "Glossary").

Is energy storage a profitable business model?

Although academic analysis finds that business models for energy storage are largely unprofitable, annual deployment of storage capacity is globally on the rise (IEA, 2020). One reason may be generous subsidy support and non-financial drivers like a first-mover advantage (Wood Mackenzie, 2019).

How can energy storage be profitable?

Where a profitable application of energy storage requires saving of costs or deferral of investments, direct mechanisms, such as subsidies and rebates, will be effective. For applications dependent on price arbitrage, the existence and access to variable market prices are essential.

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.



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