

Locally-Produced and Consumed Power Retail Market in Japan: Key Research Findings 2016

◆ Research Outline

Yano Research Institute has conducted a study on the domestic locally-produced and consumed power retail market with the following conditions:

1. Research period: April to July, 2016
2. Research target: Electric power retail business that respectively involve local governments, Co-op, and developers/engineers
3. Research methodologies: Face-to-face interviews by the specialized researchers, surveys via telephone/FAX, and literature research

<What is the Locally-Produced and Consumed Power Retail Market?>

Locally-produced and consumed power retail market in this research indicates business styles that mainly supply (or retail) electricity generated from renewable energy in the specific areas to the customers in the region or to the aligned communities and facilities under special initiatives. It includes those business styles that retail or directly deliver to the associated communities and facilities outside of the specific regions where electric power is generated from renewable energy.

◆ Key Findings

■ Locally-Produced and Consumed Power Retail Market for FY2015 Attained 13.5 Billion Yen

While feed-in tariff contributed to wide acceptance of the systems generating power from renewable energy, progressive liberalization of power retail has brought about more companies to enter the power retail business. These moves have led establishment of such a business model of locally-produced and consumed power retail market, where users in the specific areas choose and purchase the power locally generated from renewable energy. The domestic locally-produced and consumed power retail market of FY2015 grew to 13.5 billion yen, based on the sales of electric power retailers.

■ Locally-Produced and Consumed Power Retail Market for FY2020 to Expand to 53.0 Billion Yen

Since low tension power less than 50kW has been deregulated for retailing, enterprises have started selling household electricity from FY2016. This is likely to expand the domestic locally-produced and consumed power retail market to attain 24 billion yen, based on the sales of the electric power retailers. The future of the market is expected to be promising because of more electric power users are to increase, and with more companies are to start the locally-produced and consumed power retail business in various regions throughout the country.

The domestic locally-produced and consumed power retail market in FY2017 is projected to

achieve 34 billion yen and to attain 53 billion yen by FY2020, based on the sales of the electric power retailers.

◆ **Report Format:**

Published report: “Local Energy Production and Consumption Business Market 2016”

Issued in: July 8, 2016

Language: Japanese

Format: 115 pages in A4 format

Price: 150,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

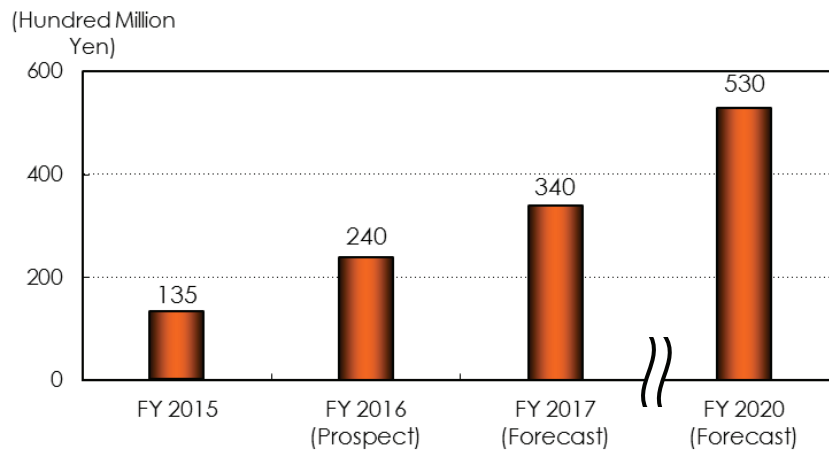
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

■ **Figure 1. Transition and Forecast of the Locally-Produced and Consumed Power Retail Market Size**



FY 2015

Notes:

1. The market is based on the sales of the retailers.
2. The figures for FY2016 are the prospect and for FY2017 and beyond are forecast.
3. Locally-produced and consumed power retail market in this research indicates business styles that mainly supply (or retail) electricity generated from renewable energy in the specific areas to the customers in the region or to the aligned communities and facilities under special initiatives. It includes those business styles that retail or directly deliver to the associated communities and facilities outside of the specific regions where electric power is generated from renewable energy.