

## Cutting Costs Will Be Imperative for PV Enterprises as They Face Falling Prices in 2017, Says TrendForce

2016-12-15 [Corrine Lin](#)

EnergyTrend, a division of [TrendForce](#), estimates that the total PV demand worldwide for 2016 will reach 69.5GW. The installation rush in China during the year's first half and significant market growth in the U.S. and India have been driving this year's demand.

Weakening demand in major markets will cause profits to fall in all sections of the supply chain next year

Production capacity growth in Southeast Asia will narrow price gaps among markets worldwide

Industry outlook for 2017 finds PERC supply to expand significantly and global market share of mono-Si products to exceed 32%

Multi-Si product suppliers will have to rely on diamond-wire wafer slicing to lower cost and reduce the impact of declining prices

### About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit [www.trendforce.com](http://www.trendforce.com)

#### Major research divisions:

**DRAMeXchange** focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

**WitsView** offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

**LEDinside** covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

**EnergyTrend** specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

**Topology** studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.



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