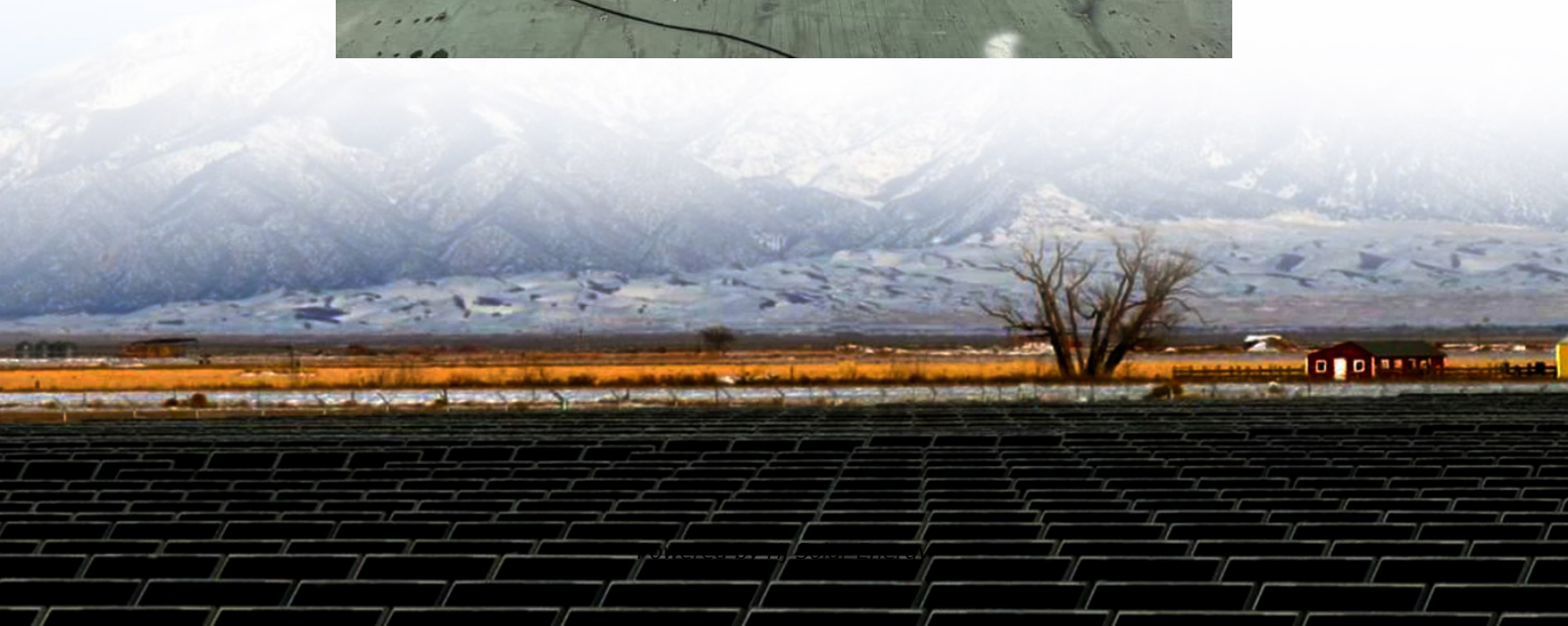


How to value the energy storage industry





Overview

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.

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.

The revenue potential of energy storage is often undervalued. Investors could adjust their evaluation approach to get a true estimate—improving profitability and supporting sustainability goals. As the global build-out of renewable energy sources continues at pace, grids are seeing unprecedented.

The Energy Storage Market size is estimated at USD 295 billion in 2025, and is expected to reach USD 465 billion by 2030, at a CAGR of 9.53% during the forecast period (2025-2030). This scale-up rests on falling battery pack prices, policy incentives that reward standalone storage, and a rising.

As the energy storage industry has matured, increasing the number of functional uses and revenue-generating activities has become paramount. Not long ago, the role of an energy storage system could be summed up in a single line: charge when electricity was cheap, discharge when it was expensive.

Backed by influential investors and a growing startup ecosystem, the energy storage sector adapt strategically to economic pressures, climate priorities, and technological change. The Energy Storage Market Report 2025 presents a detailed overview of firmographic trends, innovation intensity, and. 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.



How to evaluate the value-added capacity of energy storage industry?

Based on the "smiling curve" theory, we evaluate the value-added capacity of energy storage industry. Using the Principal Component Analysis method, we excavate the driving factors that affect value-added capabilities. Adopting the three-stage DEA-Malmquist index methods to analyze the efficiency differences of each link of the value chain.

How to measure value-added efficiency of energy storage industry?

Therefore, the value-added efficiency of the energy storage industry is measured according to the input indicators, output indicators and external environment indicators that affect the value-added capacity in the above.

What is the growth rate of the energy storage industry?

The energy storage industry recorded an annual growth rate of 5.69% with sustained market momentum of innovation, global demand, and clean energy policies. The market is valued at USD 288.97 billion in 2025 and is projected to reach USD 569.39 billion by 2034 with a 7.87% compound annual growth rate (CAGR) for 2025-2034.

Should energy storage be undervalued?

The revenue potential of energy storage is often undervalued. Investors could adjust their evaluation approach to get a true estimate—improving profitability and supporting sustainability goals.

What drives value-added efficiency of energy storage enterprises?

The main driving factors of value-added efficiency of energy storage enterprises in different links are quite different. Under the new development requirements, enterprises should actively seek value-added breakthroughs.



How to value the energy storage industry



[Energy Storage System Market Size, Share Analysis, 2033](#)

LATEST TRENDS Advanced technologies are fueling the growth of the energy storage market. Technological advancements that increase efficiency and cost-effectiveness ...

[Energy Storage Systems Market Size & Share Report, ...](#)

The size of the energy storage industry in the U.S. will be driven by rising electrical applications and the adoption of rigorous energy efficiency standards. ...



Energy Storage Market Is Expected To Reach Revenue Of USD

The US Energy Storage Market The US Energy Storage Market with an estimated value of USD 21.9 billion in 2024 is projected to increase at a compound annual ...

[2020 Energy Storage Industry Summary: A New](#)

...
Despite the effect of COVID-19 on the energy storage industry in 2020, internal industry drivers, external policies, carbon neutralization



goals, ...



Monetizing Energy Storage: A Toolkit to Assess Future Cost and ...

The authors introduce a comprehensive toolkit required for assessing how the benefits of energy storage stack up against its costs. They give sharp insights on future prices, ...

[U.S. Energy Storage Market Size, Forecast 2025-2034](#)

The U.S. energy storage market size crossed USD 106.7 billion in 2024 and is expected to grow at a CAGR of 29.1% from 2025 to 2034, driven by increased ...



Navigating the Energy Storage Landscape: Challenges and ...

What Are the Many Energy Storage Policies of 2025 Aiming For? As of May 8, 2025, the Chinese energy storage industry is grappling with overcapacity and intense price ...



7 Trends to Follow in Energy Storage

Energy storage is key to the global energy transition, enabling the integration of renewable sources and ensuring grid stability. Discover the trends shaping the future of energy storage, ...



Evaluation of value-added efficiency in energy storage industry value

The results demonstrate that the value chain presents an arc-shaped smile, and the overall value-added capacity has improved after 2019, but the midstream link is still weak. ...

Energy Storage Market Report 2025 . StartUs Insights

The Energy Storage Market Report 2025 presents a detailed overview of firmographic trends, innovation intensity, and funding activity of the ...



A New Revolution in the Energy Storage Industry: "Value ...

The essential role of energy storage systems in their early days could be simply summarized as: "charge when electricity prices are low, and discharge when they are high." In ...



[The Supercharged Market for Global Energy Storage](#)

Uncover Deloitte's latest insights on global energy storage and how digital technologies and market innovation are helping accelerate battery storage deployment.



Energy Storage Market Size, Growth, Share & Industry Trends

By type, the market is segmented into batteries, pumped-storage hydroelectricity (PSH), thermal energy storage (TES), flywheel energy storage (FES), and others.

2024 Biennial Energy Storage Review

Background In December 2020, DOE released the Energy Storage Grand Challenge (ESGC), which is a comprehensive program for accelerating the development, ...



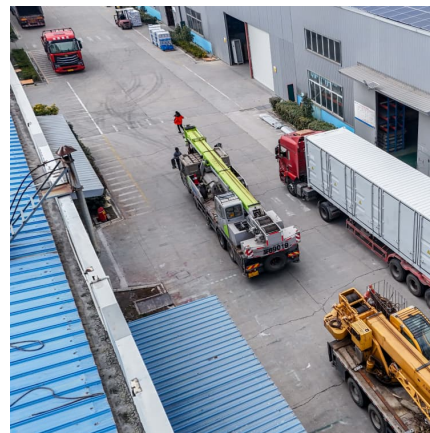


Energy Storage Rides a Wave of Growth but Uncertainty ...

Continued expansion of intermittent renewable energy, ESG-focused investments, the growing versatility of storage technologies to provide grid and customer services, and declining costs ...

[Energy Storage Market Size, Competitors & Forecast ...](#)

The Energy Storage market is a sector of the energy industry that focuses on the development and deployment of technologies that store energy for later use. ...



Energy Storage Industry Analysis 2025: Trends, Tech, and ...

Let's face it - the energy storage industry is where smartphones were in 2007. With a current global market value of \$33 billion generating nearly 100 gigawatt-hours annually ...

[Battery Energy Storage Systems Report](#)

This information was prepared as an account of work sponsored by an agency of the U.S. Government. Neither the U.S. Government nor any agency thereof, nor any of their employees, ...



Powering Resilience and Profitability: How Battery Energy Storage

How to achieve optimal value by combining energy savings with grid participation revenues. How batteries are being controlled through advanced AI and ML control systems.



US storage market continues upward trend into 2025

This additional storage capacity is helping meet increasing energy demand and is supporting growing industries like manufacturing and data centers," said Noah Roberts, VP of ...



Energy Storage , Energy Systems Integration Facility

Energy Storage Energy storage research at the Energy Systems Integration Facility (ESIF) is focused on solutions that maximize efficiency and ...





2025-Data-Center-Energy-Storage-Industry-Insights-Report

Data Center Energy Storage Industry Insights Report data center industry continues to evolve, energy storage remains a critical focus, shaped by shifting priorities, ...



[US Energy Storage Market Size & Industry Trends 2030](#)

United States Energy Storage Market Research On Size, Growth Trends, Segments, Regions & Competition (2025 - 2030) The United States ...

Evaluation of value-added efficiency in energy storage industry value

Download Citation , On Mar 1, 2024, Jicheng Liu and others published Evaluation of value-added efficiency in energy storage industry value chain: Evidence from China , Find, read and cite all ...



Unlocking the value of battery energy storage , Mott MacDonald

The race is on in India to scale-up battery energy storage capacity to optimise the flow of renewable energy to the grid when it is most needed. With the right know-how, ...



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