SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

# Commercial solar installers

Market indicators, potential customer segments and practical routes to new business.
Global market.




**PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES**

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

# Understand the market.
# Choose a focused segment.

Commercial solar prospects need an authorised site and a defined energy requirement. Roof area alone does not establish installable capacity or investment returns.

**511.2GW**
Solar capacity added
Global / 2025 / all solar [S01]

**692GW**
All renewable additions
Global / 2025 [S01]

**510.3GW**
Solar PV capacity added
Global / 2025 [S01]

## 01 What you can offer

Offer technical assessment, design or installation within your team's capabilities.

## 02 Where to start

Choose one building type in your service area, such as industrial properties or warehouses.

## 03 What to ask

Establish property authority, energy use and existing site conditions.

### About this brief

**Market**
Global market

**Data periods**
Shown beside each indicator.

**Purpose**
Understand the context and choose a relevant customer group.

**Your next step**

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

# What the numbers tell us.

New solar capacity indicates the international scale of installation activity. A commercial project still needs its own review of consumption, site conditions and connection options.

### Solar capacity added

Global / 2025 / all solar [S01]

511.2GW

### All renewable additions

Global / 2025 [S01]

692GW

### Solar PV capacity added

Global / 2025 [S01]

510.3GW

**What these figures cover**

Figures measure capacity added in 2025, not the installed total. Solar and its photovoltaic subset overlap. The data are not limited to commercial rooftop projects.

## Consider international customers

Overseas EPC collaboration needs local technical and delivery capability; global capacity does not prove site-level returns.

03 / CHARTS AND MARKET REACH

# Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

## Renewable capacity added in 2025

GW / selected technologies

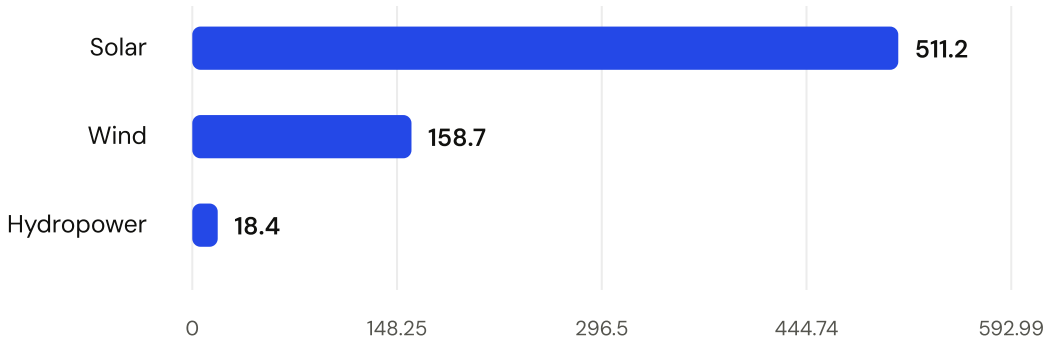



Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

### Start with a specific job

Choose one building type in your service area, such as industrial properties or warehouses. Discuss consumption and site information with the authorised owner.

02 / INTERNATIONAL CUSTOMERS

### Consider international customers

Overseas EPC collaboration needs local technical and delivery capability; global capacity does not prove site-level returns.

Figures measure capacity added in 2025, not the installed total. Solar and its photovoltaic subset overlap. The data are not limited to commercial rooftop projects.

04 / POTENTIAL CUSTOMER SEGMENTS

# Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

## Industrial property owners

**What to discuss**
Discuss consumption patterns and available project areas with industrial property owners.

**Who to speak with**
Property owner or energy project lead

PROFILE 02
Potential buyer

## Warehouse owners

**What to discuss**
Ask warehouse owners about roof information, rights of use and on-site energy demand.

**Who to speak with**
Property owner or energy project lead

PROFILE 03
Potential buyer

## Commercial campuses

**What to discuss**
Clarify property and electricity-use responsibilities at commercial campuses.

**Who to speak with**
Property owner or energy project lead

PROFILE 04
Potential buyer

## EPC partners

**What to discuss**
Offer EPC firms engineering or installation support that fits your expertise.

**Who to speak with**
Property owner or energy project lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

# Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

## Choose your starting point

Choose one building type in your service area, such as industrial properties or warehouses. Discuss consumption and site information with the authorised owner.

**Next step**

Research a small group of relevant firms.

02

## Define the work together

Establish property authority, energy use and existing site conditions. Review technical suitability and connection requirements before discussing capacity or payback.

**Next step**

Write down the agreed requirements.

03

## Look across borders

Overseas EPC collaboration needs local technical and delivery capability; global capacity does not prove site-level returns.

**Next step**

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

## From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

### Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

# Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Near-700 GW Surge in 2025 Proves Renewable Energy Resilience

IRENA · 1 April 2026

www.irena.org ↗

## How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

## When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

## Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/commercial-solar-installers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION