

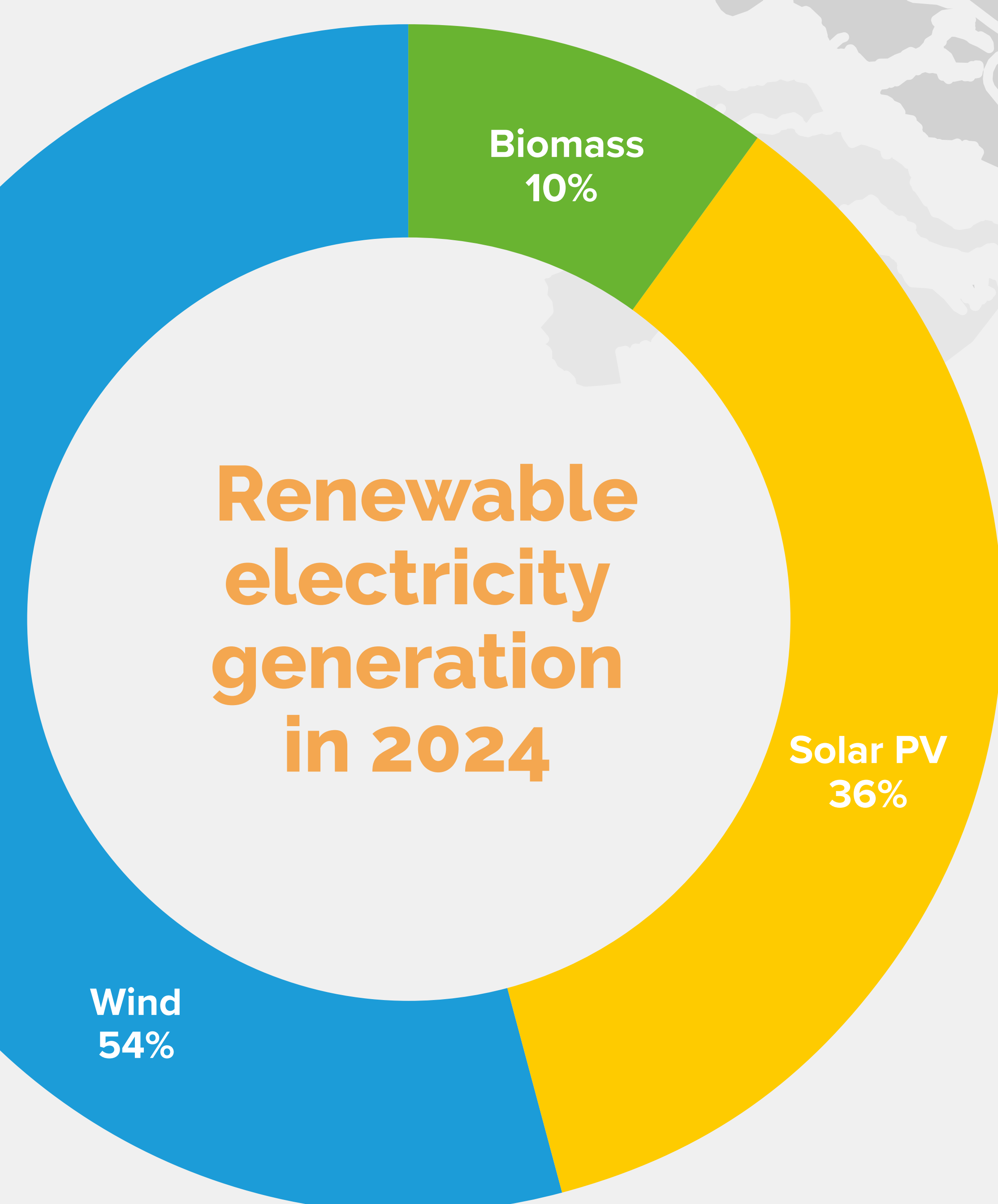
A leader in sustainable energy

The Netherlands is leading the way in the energy transition, with solar power driving a cleaner and more sustainable future. As adoption continues to rise, energy storage is emerging as the next big opportunity, ensuring a smarter, more resilient grid. With the right momentum, the country is well on its way to a greener and more resilient energy future.

In 2024, the Netherlands reached a total installed PV capacity of 27,7 GWp, representing a

14%

increase compared to 2023¹.



For the first time, renewable electricity generation surpassed non-renewable electricity generation. A total of

60,8 TWh

was produced from renewable sources, exceeding the 59,3 TWh generated from fossil fuels².

In 2024, solar photovoltaics accounted for

18%

of all electricity generated in the Netherlands—the highest contribution to date. This marks a significant increase from 5 years ago when solar PV generated just 8,5 TWh representing only 7% of the country's electricity mix.

The Netherlands has the highest PV capacity per capita in Europe, reaching

1,53 kWp

per capita in 2024.

The future of renewables in the Netherlands

“Solar energy will continue to play a crucial role in the Dutch energy landscape and is expected to keep growing. According to the International Energy Agency, the country's installed PV capacity could reach between 50,6 and 55 GWp by 2030, nearly doubling under the agency's accelerated scenario. This rapid growth, combined with the planned phase-out of net metering in 2027 and increasing grid congestion, is driving the exponential expansion of the energy storage sector in the Netherlands. Current trends indicate that by 2030, the country could achieve a total battery storage capacity of 56 GWh.”



Hrvoje Medarac, PhD
Head of Dutch New Energy Research

Big opportunities within the storage sector!

- One in three households in the Netherlands has solar panels, yet only 0,5% have battery storage systems!
- Half of all the residential solar panels are installed on owner-occupied homes
- With solar adoption soaring and battery storage still at an early stage, the potential for growth in the storage sector is significant!

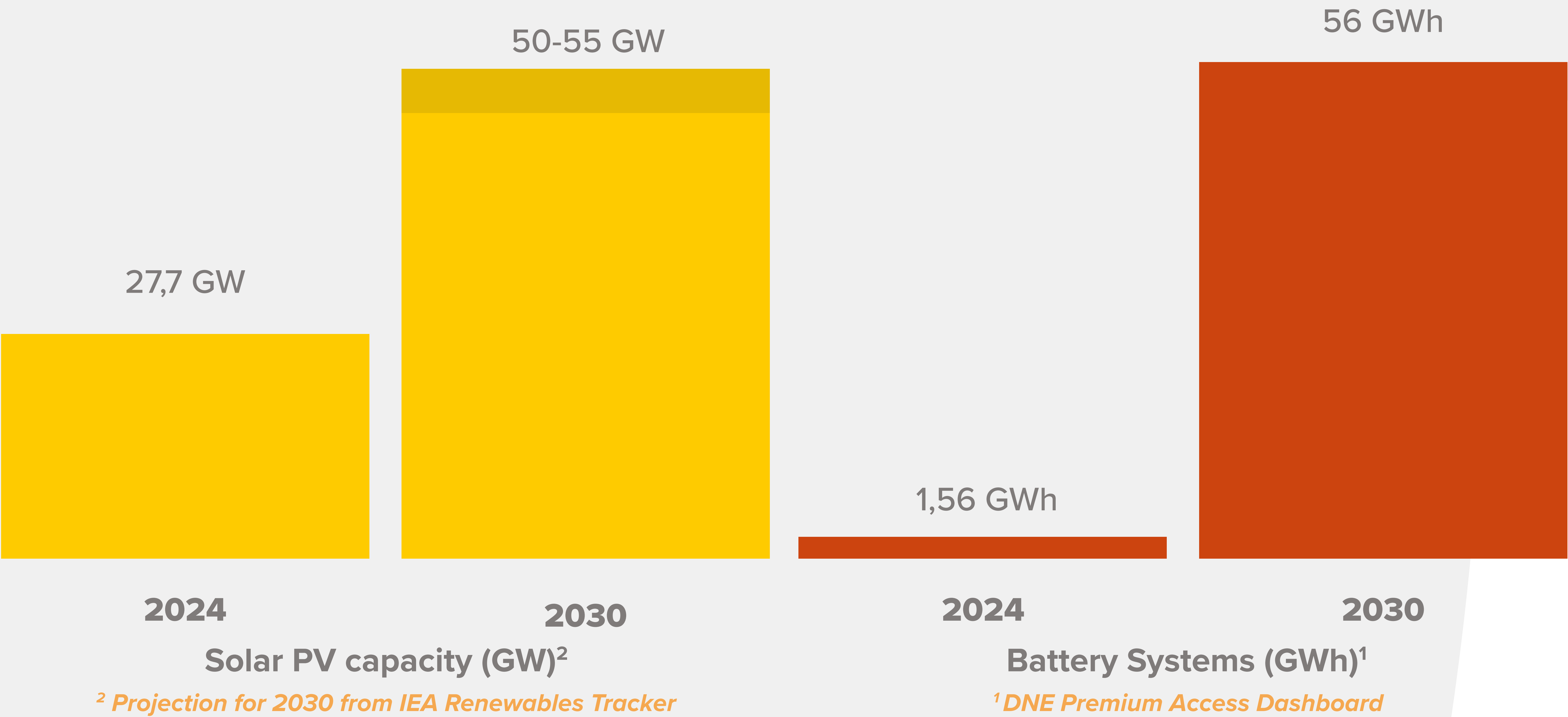


Committed to a renewable future

The Netherlands has already reduced its greenhouse gas emissions by 34% since 1990. According to the IEA, emissions from the power sector have been cut in half since 2018³. However, the Dutch NECP highlights the need for an accelerated reduction pace to achieve the target of at least a 55% decrease by 2030 and reach net-zero emissions by 2050.

³ www.iea.org/reports/the-netherlands-2024

Forecast



Mediapartners



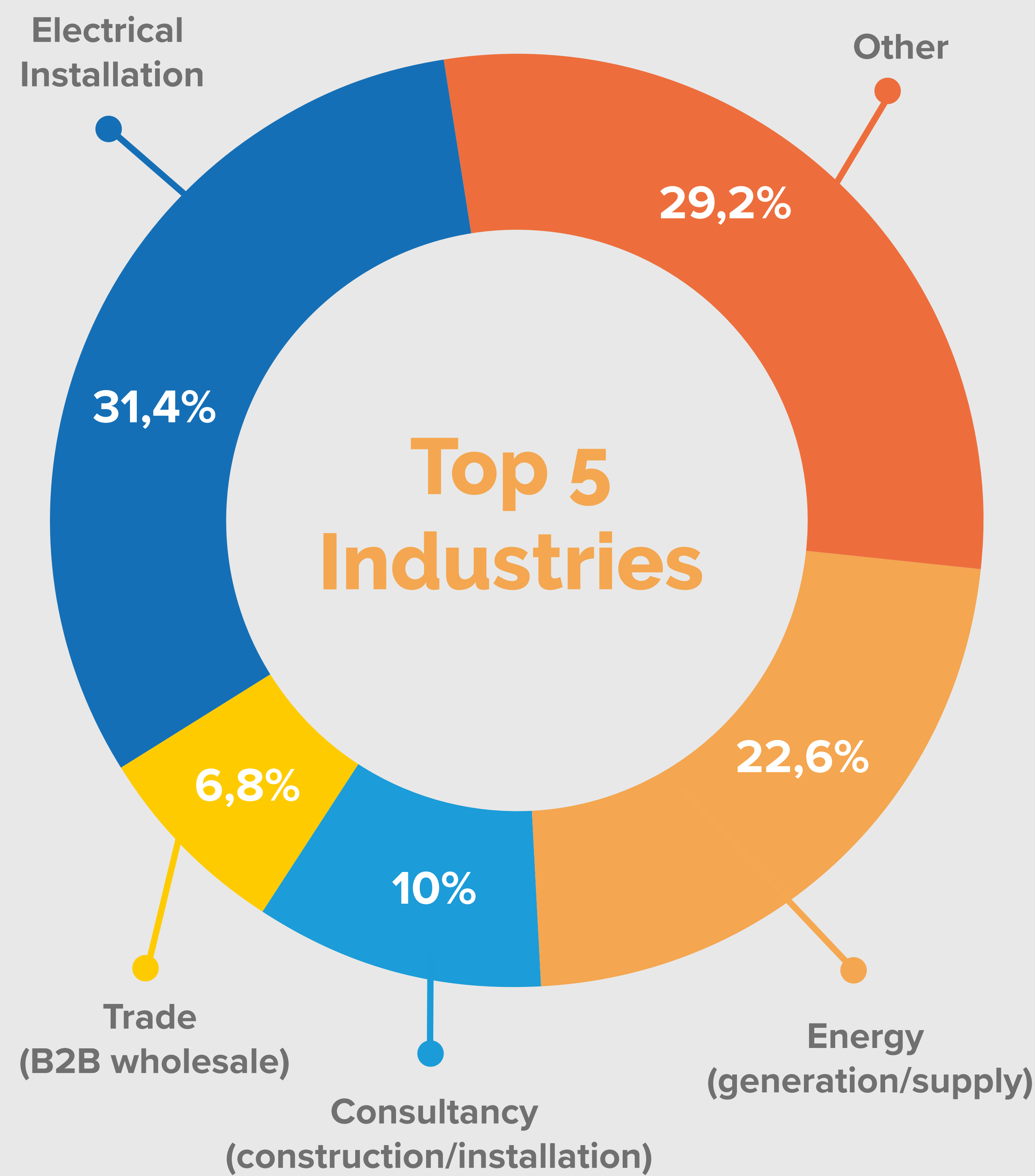
Visitor profile Solar Solutions Amsterdam

Visitor analysis

Visitor analysis	Totale
Total exhibitors	276
Total visitors	12,841

Top 3 country of origin

The Netherlands	87,4%
Belgium	4,1%
Germany	2,8%

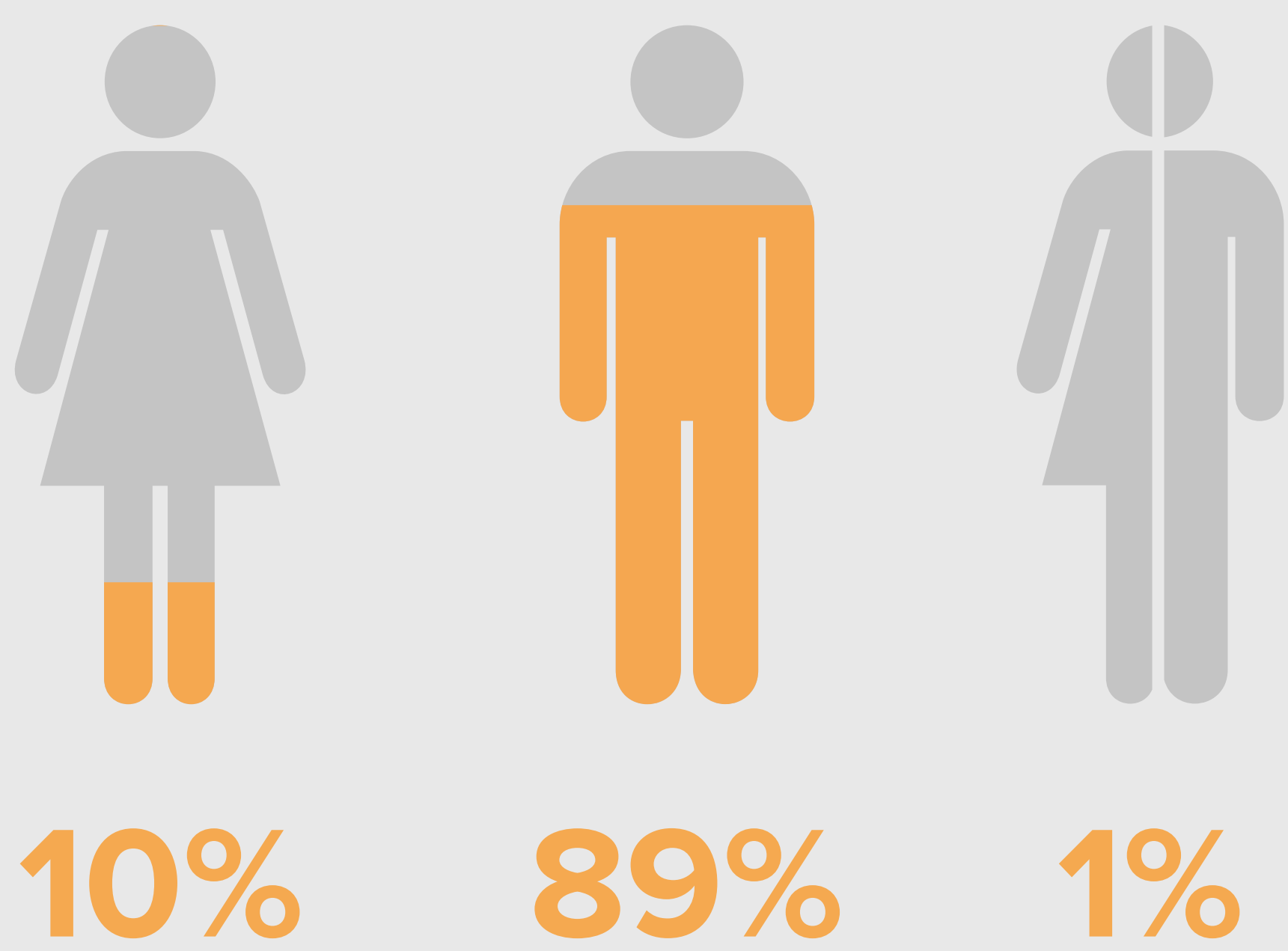


Our visitors are decision makers

Our visitor group primarily consists of key decision-makers within the industry. This includes Business Owners, Senior Management, Managing Directors, employees in various roles, as well as representatives from government institutions and other function groups. This diverse mix ensures that the event brings together the people who shape the future of our sector.

Top 5 functions

1. Business owner	32%
2. Senior management	24%
3. Other	21%
4. Managing director	12%
5. Technical employee	11%



Gender in the industry

Currently, 89% of visitors men. We are actively committed to initiatives that increase visibility and opportunities for women and non-binary individuals in this male-dominated sector. Through inclusive programs, role models, and targeted support, we aim to contribute to a more balanced representation and help make the industry more attractive and accessible to everyone.

Proven success formula

With 10+ years of successful renewable energies exhibitions across Europe (Amsterdam, Kortrijk, Düsseldorf, Leipzig, Bremen) we're excited to bring our winning formula to Torino.

