

North American Small Fuel Cell Markets

Description: This Frost & Sullivan research service titled North American Small Fuel Cell Market provides detailed insights into the major market drivers, restraints, challenges, and strategic recommendations, along with a complete analysis of the top industry participants and competitive factors. In this research, Frost & Sullivan's expert analysts thoroughly examine the following technologies: PEM, SOFC, AFC; applications: UPS, back up/stand by, prime power/base load grid support; end users: hotels and resorts, telecommunications, residential, and others.

Traditional Small Power Storage and Generation Threatened due to Increasing Complexity of Applications, In Turn Opening up the Market to Small Fuel Cells

Traditional small power technologies, such as engine-driven generators and batteries, are witnessing increasingly sophisticated uses in military- and space-related applications. Such applications need reliable and lightweight power sources and the heavy weight and limited shelf life of traditional batteries are becoming less acceptable. Small fuel cells plug these gaps in customer satisfaction with their new approach toward energy efficiency. These cells skip the intermediate step of combustion and are fuelled by environment-friendly pure hydrogen. The absence of mechanical components such as turbines and pistons ensures that they run continuously for long periods and are far less prone to breakdowns.

To entrench themselves in the market, manufacturers have to produce cost competitive and extremely efficient fuel cell products. However, the complexity of creating an affordable fuel cell reduces its general commercial viability, confining its use to specialized applications. Fuel cell companies are exploring new chemical formulations and innovative materials to facilitate the development of a commercially viable product.

Enthusiastic Government Support and Inclement Weather Hasten the Deployment of Small Fuel Cells

Enhanced government support, power deficits, and advanced customer requirements are encouraging greater developments in the small fuel cells market. Moreover, the recent inclement weather and government laws mandating the installation of environment-friendly systems are bolstering sales of small fuel cells. "Customers are willing to invest substantially in quality power devices to alleviate power fluctuations and outage damage," says the analyst of this research service. Fuel cells provide an effective solution to all their needs by reducing downtime and lessening the associated risks.

Fuel cell manufacturers have to stay ahead of customer demand and offer technically sound products to keep pace with the rapid evolution of end-user applications. With major participants expanding into specific industries, they need to find ways to cater to the specific demands of vertical markets. "It is important to prioritize valuable development resources since different industries will be competing for the same," notes the analyst. "Developing and expanding the necessary technological functionality are critical to deal with possible adverse market conditions."

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