

# Investment driven by energy storage

Should investors invest in energy storage technology?

For those who decide to invest, limited and declining revenue prospects could lead to competing strategies of energy storage investment and operation, where investors opt for technologies with specific technical attributes in the competitive market.

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.

Is energy storage a good investment strategy?

However, for new technologies, the investment cost is lower and the benefit is higher, which has a better investment value than the current energy storage technologies. Additionally, the investment threshold is significantly lower under the single strategy than it is under the continuous strategy.

What drives energy storage project development?

Globally, energy storage project development is increasingly driven by the utility-scale segment, with mandates and targeted auctions driving gigawatt-hour projects in markets like China, Saudi Arabia, South Africa, Australia and Chile.

How to choose the best energy storage investment scheme?

By solving for the investment threshold and investment opportunity value under various uncertainties and different strategies, the optimal investment scheme can be obtained. Finally, to verify the validity of the model, it is applied to investment decisions for energy storage participation in China's peaking auxiliary service market.

What are the factors affecting energy storage technology investment?

In addition, there are also many uncertain factors in technological innovation and market related to energy storage technology investment. On the one hand, Technological innovations appear at random points in time and investors are unable to make decisions between adopting existing and new technologies.

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