

## Kongres Container

# Selling energy storage products



## Overview

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What is the future of electrochemical storage?

The electrochemical storage segment is poised to grow at a registered CAGR of 14.2% from 2025 to 2034. The future of energy storage systems is promising by integrating artificial intelligence (AI). AI optimizes the energy storage in batteries, offering numerous advantages such as smart energy use as well as cost and resource savings.

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.

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.

How do I evaluate potential revenue streams from energy storage assets?

Evaluating potential revenue streams from flexible assets, such as energy storage systems, is not simple. Investors need to consider the various value pools available to a storage asset, including wholesale, grid services, and capacity markets, as well as the inherent volatility of the prices of each (see sidebar, “Glossary”).

How important are ancillary services to energy storage?

Ancillary services that stabilize the power grid typically represent 50 to 80 percent of the full storage revenue stack of energy storage assets deployed today. This is observed across multiple mature storage markets but is expected to decrease to less than 40 percent by 2030.

What is the market outlook for pumped hydro & electrochemical storage in 2024?

The market is expected to grow at a CAGR of 7.87 % from 2025 to 2034. The Asia Pacific has held the highest revenue share of 48% in 2024. By technology, the pumped hydro technology segment accounted for 95.4% of the total market share in 2024. The electrochemical storage segment is poised to grow at a registered CAGR of 14.2% from 2025 to 2034.

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