

2025 Survey Report

# SOLAR INDUSTRY SURVEY



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# INSTALLERS

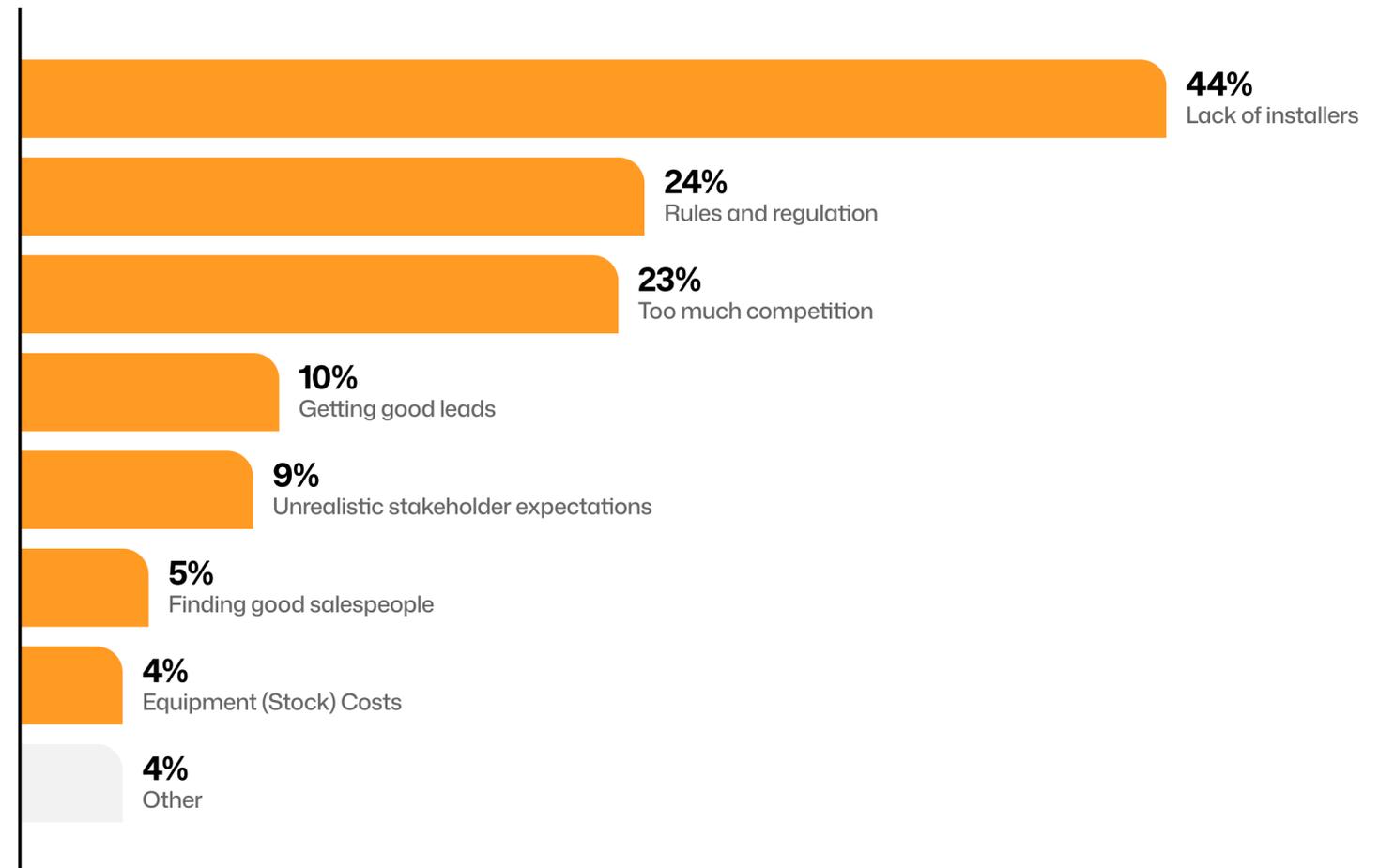
## 44% of solar retailers said their biggest barrier to success was a lack of installers.

In last year's survey this answer was worded lack of 'good' installers. At the time, many respondents commented saying the quality was irrelevant and that they were struggling to get 'any' installers. It seems this year the same issues remain.

## 57% of education providers said installation skills were valued the most by employers.

The same rhetoric was conveyed by education providers who took the survey. Ironically, of the respondents in the survey, there were many more engineering students than apprentice electricians, which is more evidence for the shortage.

### What is your biggest barrier to success?



# DESIGN

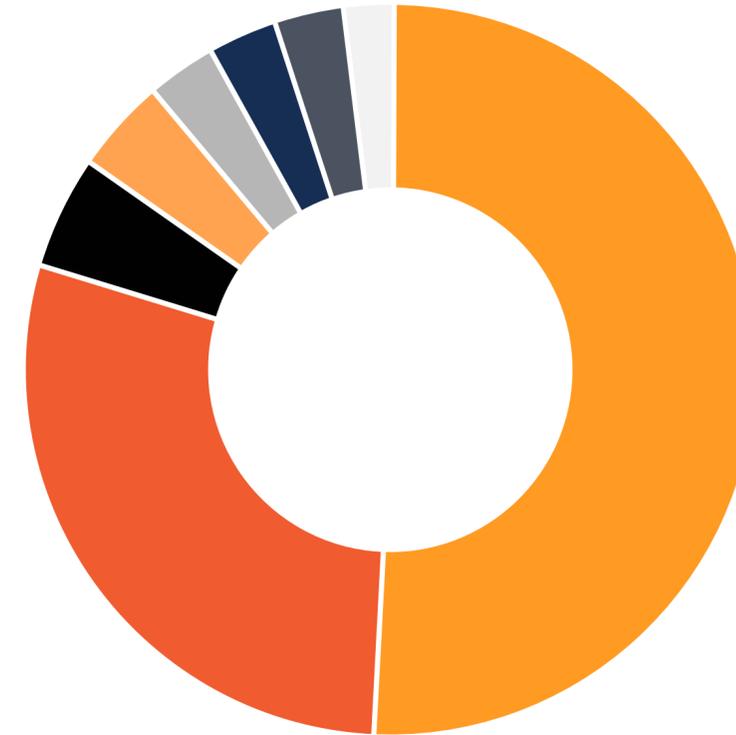
## 80% of the solar design space dominated by Pylon and Open Solar.

It comes as no surprise that the big two have such a big market share in the solar design space. Other softwares may be popular overseas, but their traction in Australia is waning. Whilst modest, the amount of in-house softwares is also rising steadily.

## 45% of solar retailers are already using AI for system design, forecasting or operations.

AI has been disrupting many industries and solar is no exception. We expect to see major growth in this space, including automatic proposal generation. It will be interesting to see how this affects the status quo.

What solar design software do you use?



51%



29%



5%

In-house proprietary software

3%

Aurora Solar

4%

SolarPlus

3%

PV-Syst

3%

Helioscope

2%

Other

# PANELS

Similar to last year's result, the majority of respondents felt that panels were basically a commodity. Whilst the order has slightly shifted, the top three brands, Jinko, Aiko and Trina remain the same as last years result.

If you had to recommend one brand of solar panel, which would it be?

20.4%

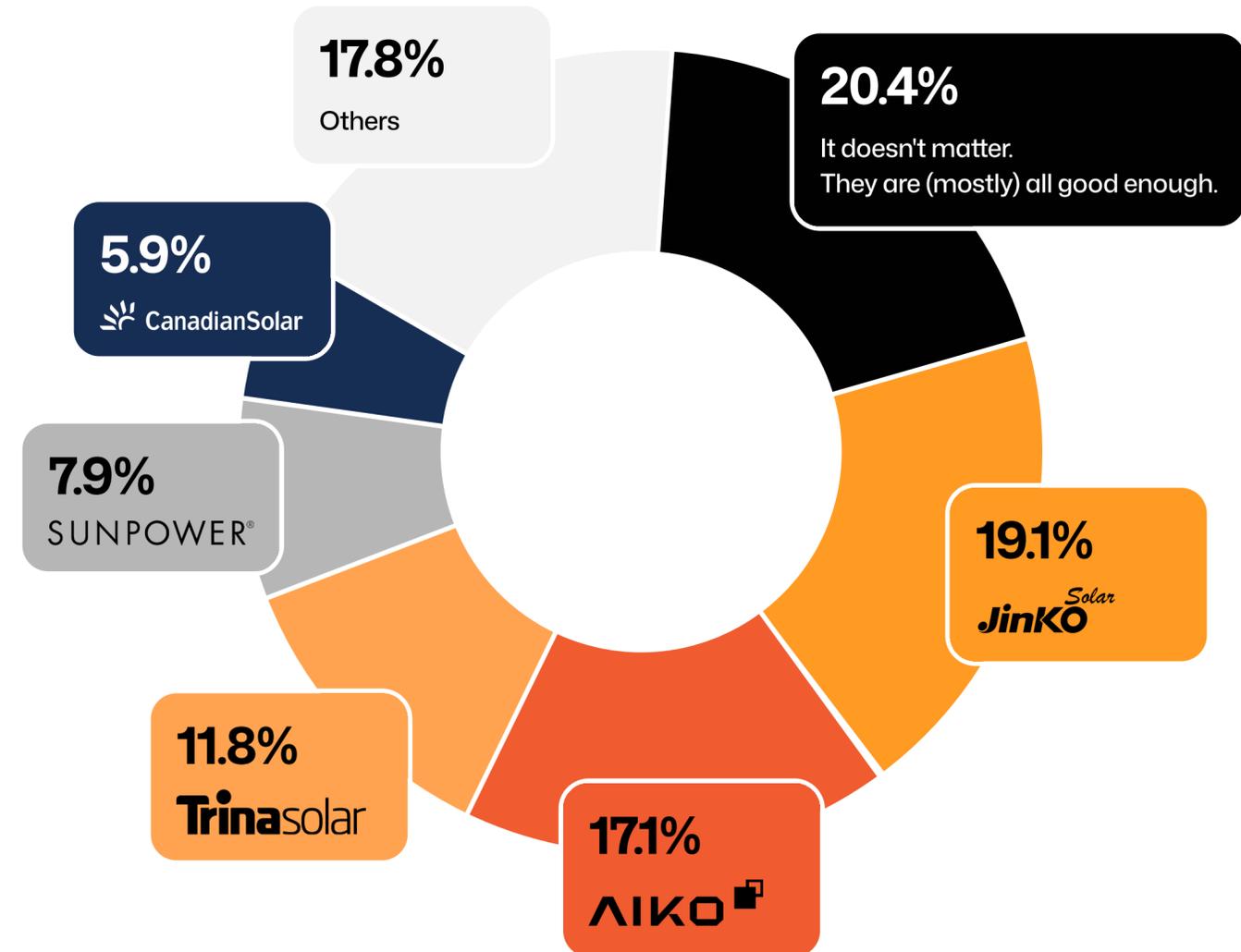
It doesn't matter.  
They are (mostly)  
all good enough.

19.1%

Jinko<sup>Solar</sup>

17.1%

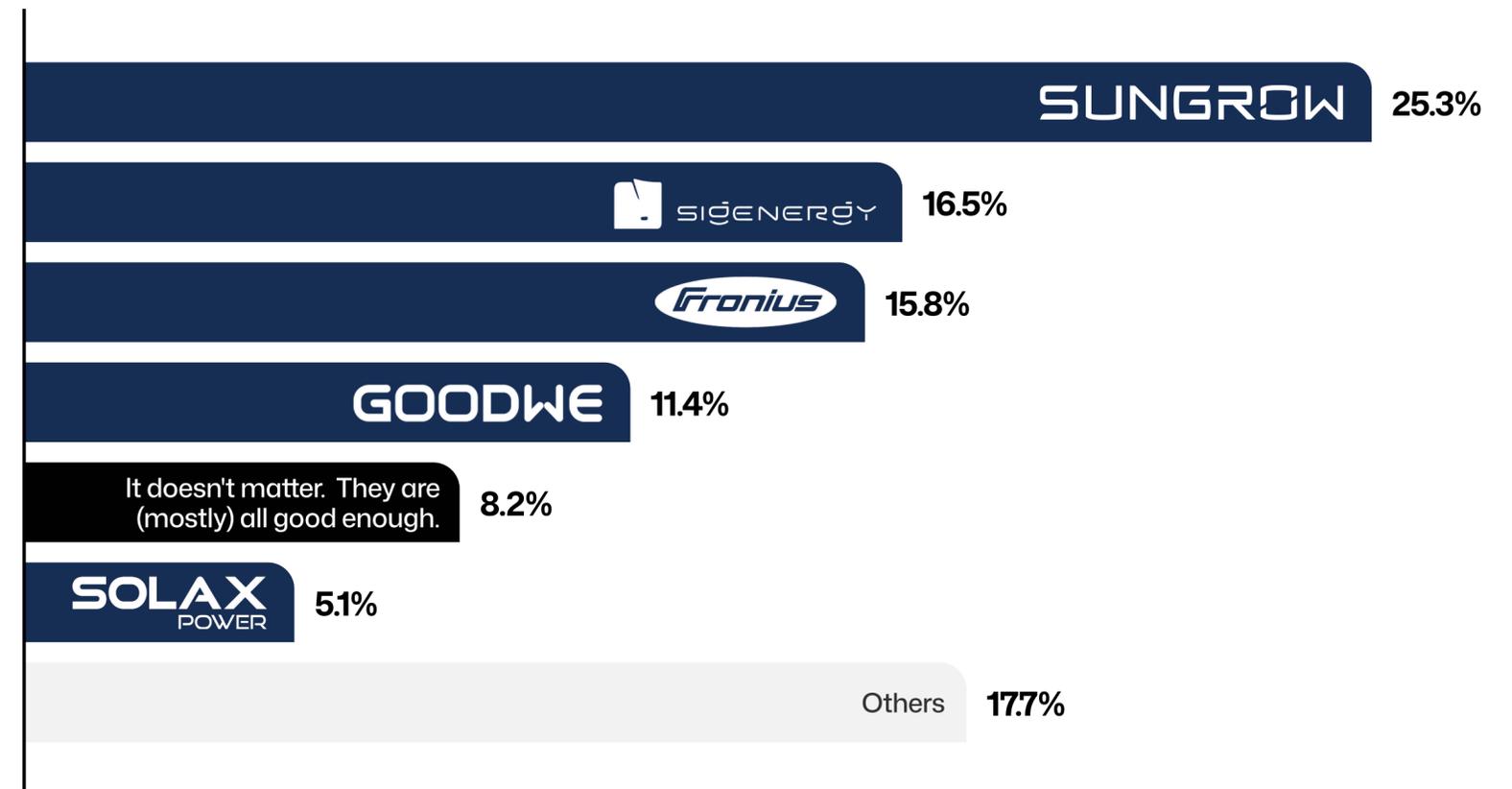
AIKO



# INVERTERS

Unlike panels, inverters were treated less like a commodity. Whilst last year Fronius took the top spot, it has now dropped to third with Sungrow having a surging growth in popularity.

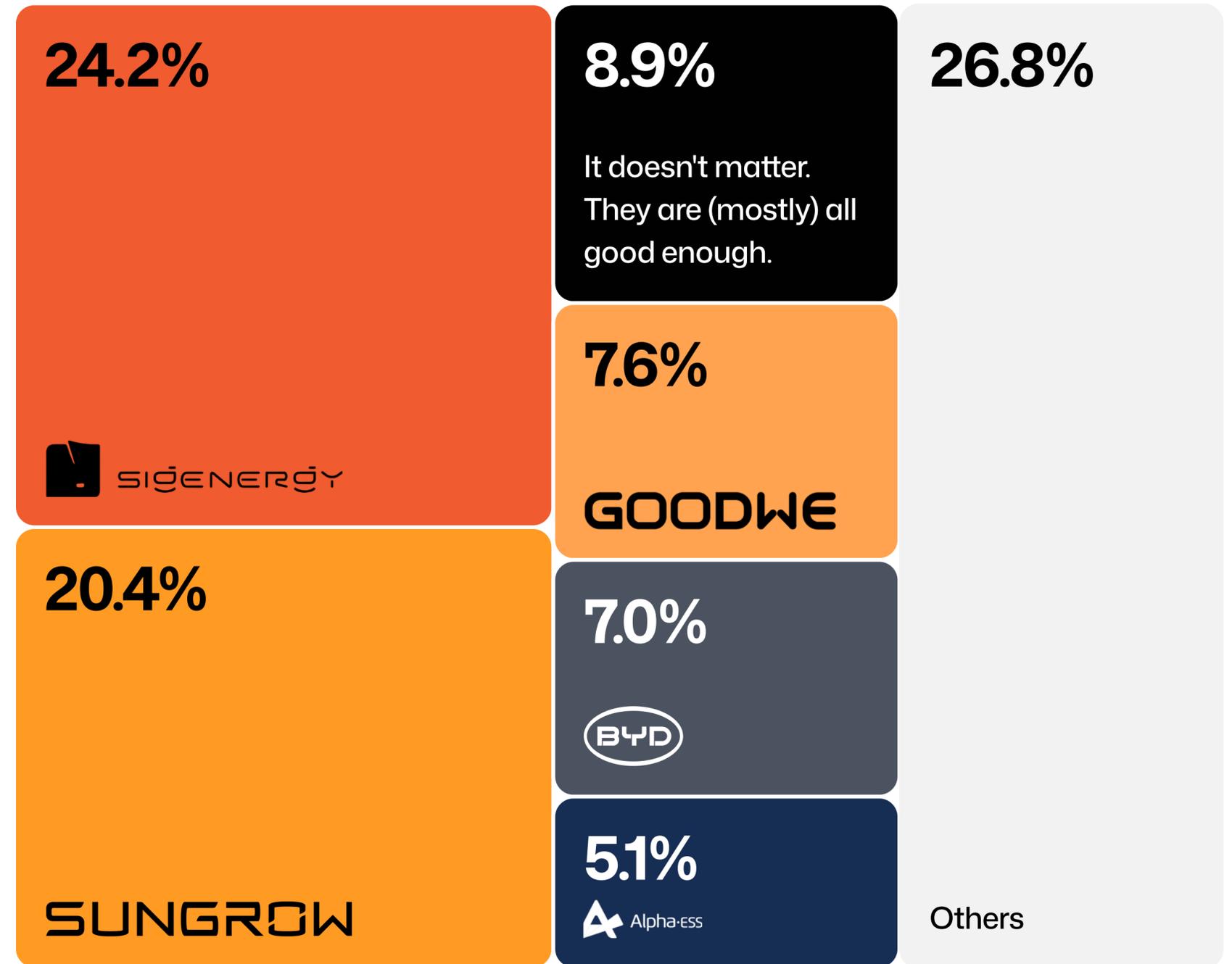
If you had to recommend one brand of inverter, which would it be?



# BATTERIES

Sigenergy and Sungrow ranked in the top three for both battery and inverters. This is not surprising given they are likely installed together, as most installations now include batteries. Tesla was the most popular battery in last year's survey but didn't even make the top five this year.

If you had to recommend one brand of battery, which would it be?



# FINANCE

## Solaris Finance was the 3rd most popular finance company in the solar industry.

Whilst we're not number one, we feel like we are punching well above our weight.

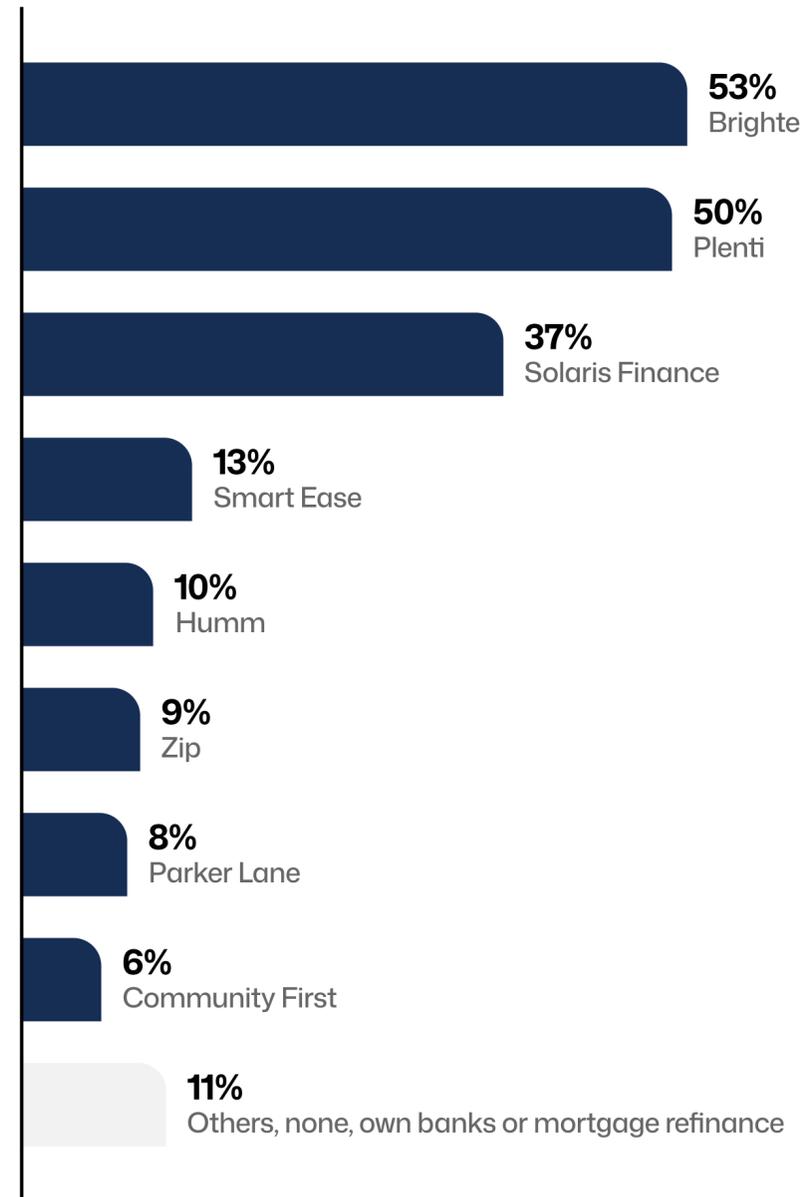
## 35% of retailer sales were with finance.

The Australian car finance penetration rate is estimated at 35%. This is consistent with the amount of finance used for solar and battery purchases. Last year when we asked the same question the result was 25%.

## 56% of retailers don't understand recent BNPL regulations or are indifferent.

Whilst BNPL changes made many news headlines, it seems most solar professionals are either unaware or unbothered.

### What finance companies do you use?



### How do you feel about the recent BNPL Regulation?



**36%**

I don't understand it enough to answer.

**20%**

I am indifferent.

**19%**

I think it is just right.

**17%**

It does not do enough. More regulation is required.

**9%**

It is too restrictive.

# NEWS

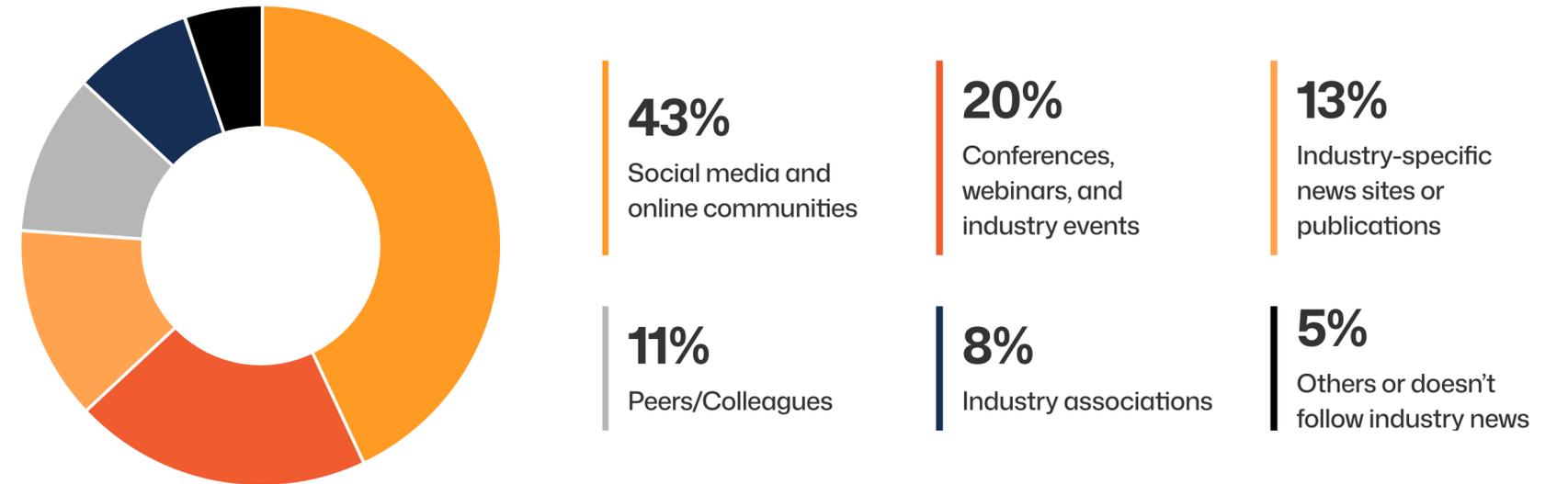
## 43% of respondents get their news from social media and online communities.

It comes as no surprise that solar professionals are getting their news from social media. This almost doubled the next most popular answer, conferences, which was already likely to be inflated since this survey was conducted at a conference.

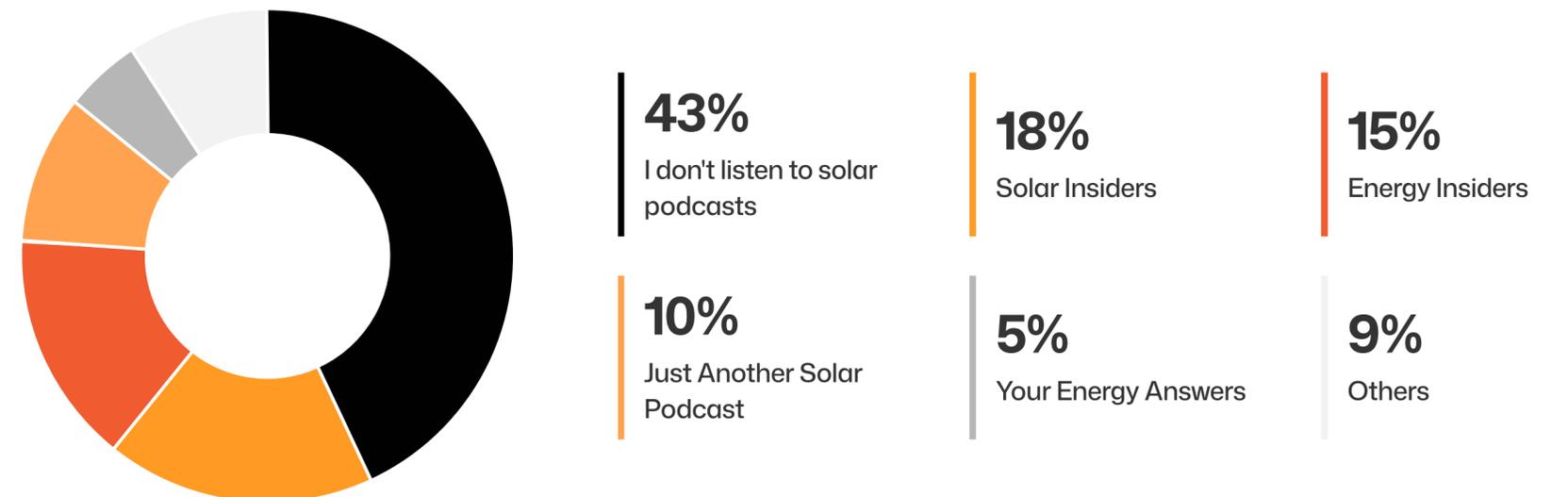
## 43% of respondents do not listen to any solar podcasts.

Whilst it seems like a new solar podcast is created every week, solar professionals don't seem to be taking to them. For those respondents that said they did listen to a podcast, it varied greatly depending upon the type of work they were in. For example, solar retailers and installers mainly listened to Just Another Solar Podcast, where as many others that worked in consultancy, large scale projects etc favoured Solar Insiders and Energy Insiders.

### Where do you get your industry news?



### What solar podcasts do you listen to the most?



# GOVERNMENT

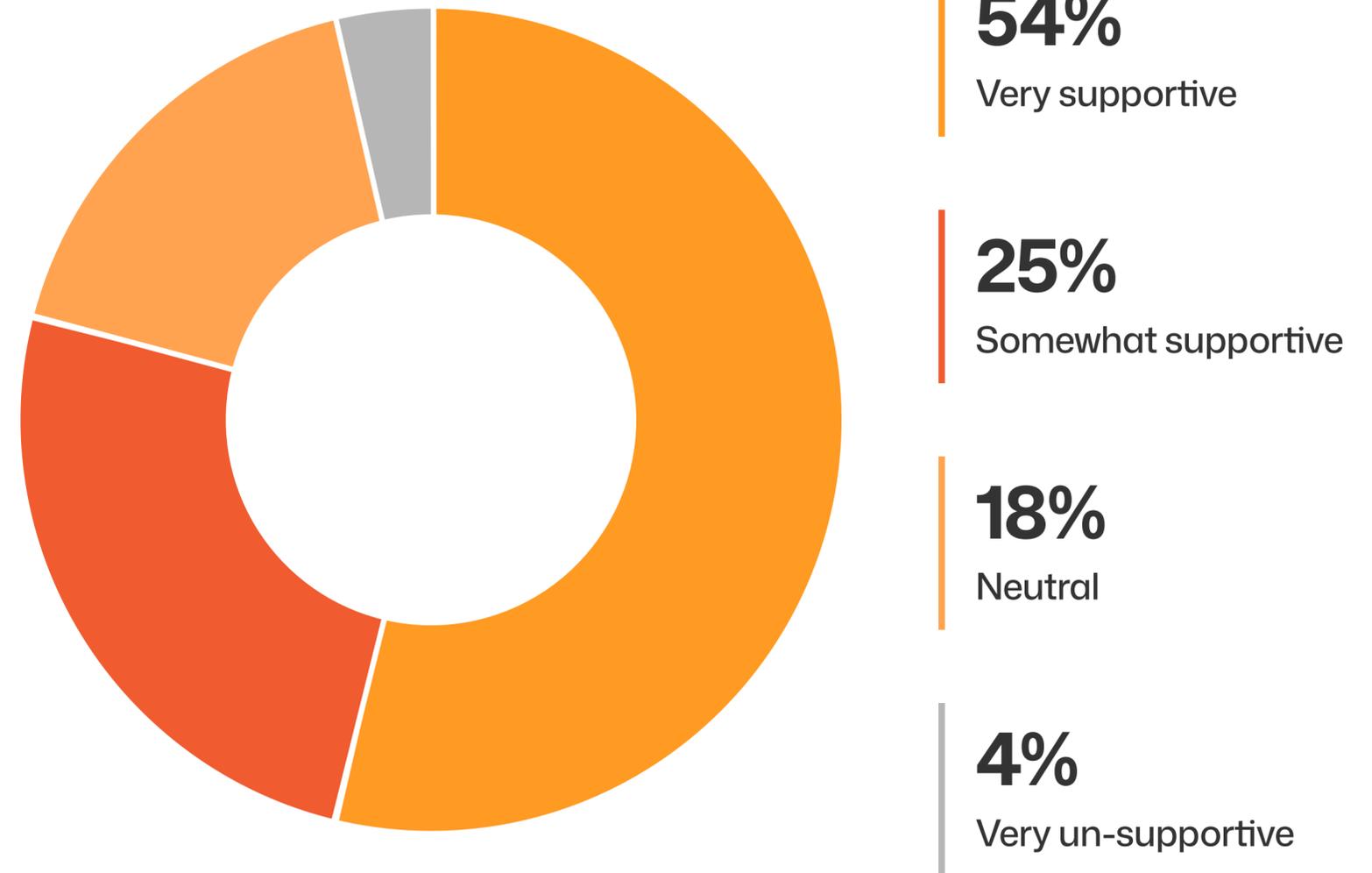
**4% of government workers said regulation was unsupportive.**

When asking government employees, the overwhelming majority were of the opinion that the government was very supportive of solar energy.

**24% of solar retailers said regulation was one of their biggest barriers to success.**

On the other hand, apart from a lack of installers, retailers felt that rules and regulation were their biggest barrier to success. It's important to note that half of the retailer respondents said rules were too relaxed, where as the other half said rules were too strict. Regardless, many were unhappy.

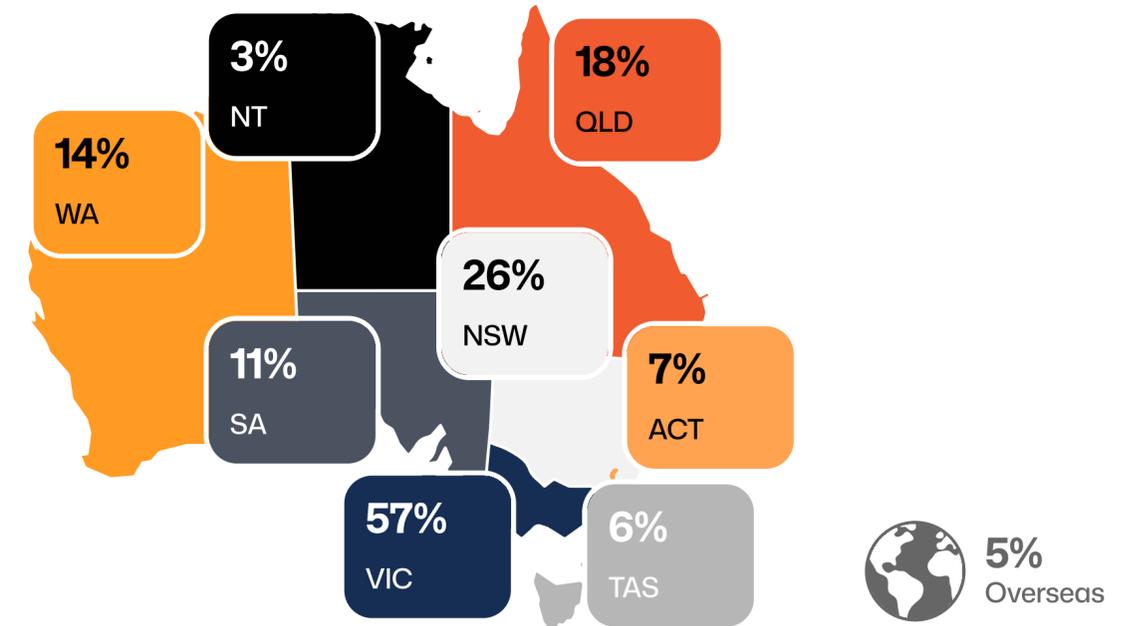
How do you view the current regulatory environment for solar energy in Australia?



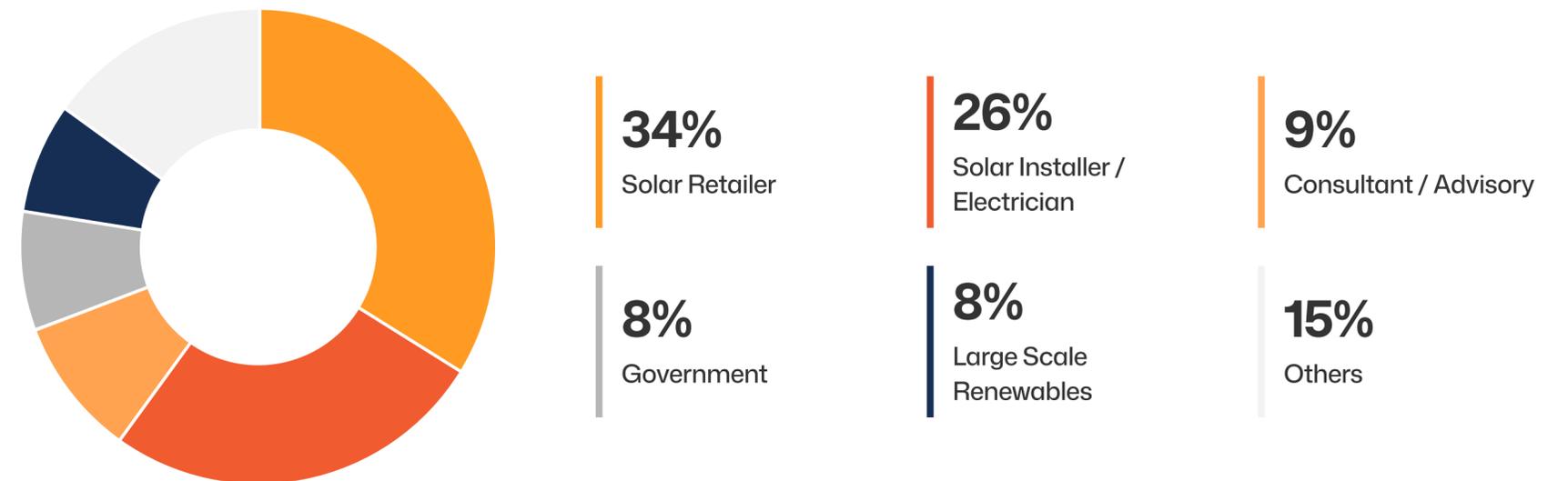
# RESPONDENTS

In total, approximately 500 people took part in this survey. The survey was mainly conducted at the 2025 All Energy Conference in Melbourne, however a second email campaign was run specifically for installers and retailers. Different professions were asked different questions. For example the panel and inverter recommendations were only asked of retailers and installers, where as government and education industries were asked questions about policy.

What states do you operate in?



What best describes the business where you work?





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