

ILYA LIKHOV's Press-Comment about FutuSolar Energy industry after SNEC:2025

This June, CEO of NEOSUN Energy, Ilya Likhov, visited SNEC 2025 – the world’s largest exhibition dedicated to solar energy, held annually in Shanghai, China. During the exhibition, Ilya Likhov gave an exclusive interview to media partners of the event. CEO of NEOSUN shared his insights on the current state and future of the solar industry:

“SNEC 2025 in Shanghai completely shifted my perspective on the future of solar energy.

The level of competition in the market is extreme. One thing is clear: the industry will no longer grow by the old rules. What worked yesterday simply won’t work tomorrow.

In China there is a very strong feeling in the production of equipment. The companies are very large, and from the production side, there is a clear imbalance — production is growing much faster than sales. Competition in equipment, solar panels, battery storage, and other areas is extremely high, especially within China. This is causing prices to fall sharply. Many companies are dumping prices, and this will lead to a big reduction in the number of players — through bankruptcy or by being absorbed by larger companies.

There is also a strong shift toward new technologies that help optimize operations. Because of this, companies will either restructure or leave the market.

It also becomes very obvious that brand strength is becoming very important. In each sector — for example, battery or inverter production — the top ten companies take 90% of all orders. Smaller companies are almost invisible next to the giants. The market is clearly consolidating around large players and strong brands. You must either become big or disappear.

– It is harder and harder for small companies to compete, but big companies also face serious problems because of the intense competition. Profit margins are falling. Many Chinese manufacturers are now barely breaking even. The market needs deep restructuring, more consolidation, and new ways to sell equipment. Ten years ago, it was easier. You could start a company, find clients quickly, and grow fast, because competition was limited. Those days are gone.

The solar energy market is still growing, and it will continue to grow — but the question is: who will dominate?

My forecast: the next 2–3 years will bring a major transformation. Especially for equipment manufacturers — many won't survive this cycle. We're entering an era of optimization, automation, and new efficiency.

The good news? I know what to do. At NEOSUN Energy we're not just watching trends — we're adapting faster than the market and pushing forward.

The future won't be easy. But it will belong to those who take action and quickly adapts", — emphasized CEO of NEOSUN Energy.