

Background of Canadian Market:

North American trend:

The rebounce of outside activities for the post-pandemic

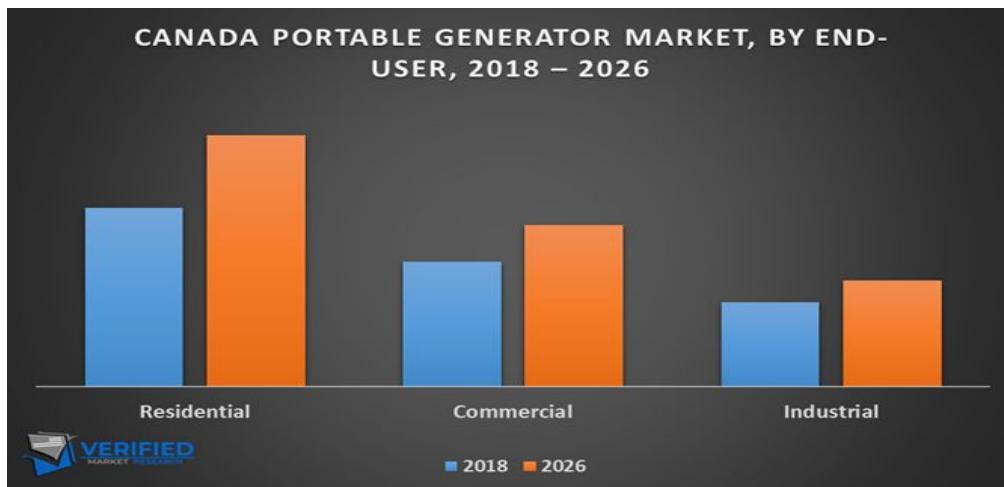
Motivates an ever-increasingly growing number of camping & recreational activities

Increasing usage of smart electronic gadgets and devices

Public's awareness of energy storage and charging technologies

Increase market demand of portable power station

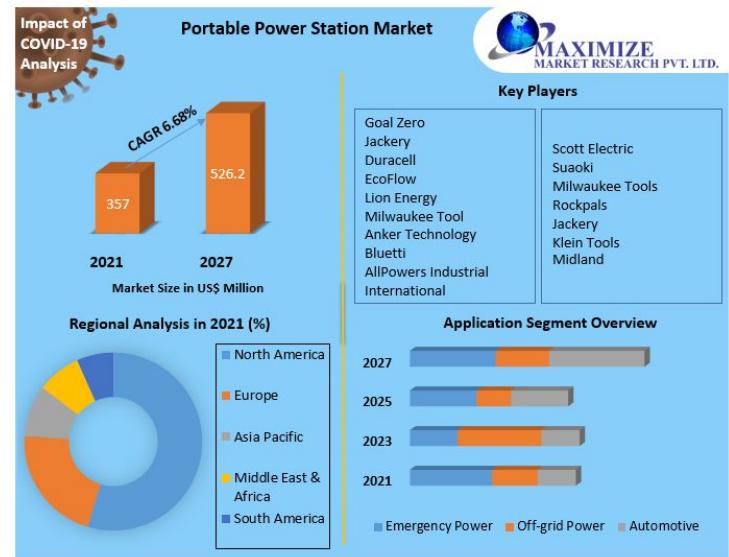
Align with the global trend



<https://www.verifiedmarketresearch.com/product/canada-portable-generator-market/>

Additional reasons purchasing portable power station:

1. The major unnatural disasters that create blackouts
2. Concerns about carbon emissions
3. a large demand for renewable energy storage devices
4. Three scenarios of using portable power: Residential, commercial and industrial use



<https://www.maximizemarketresearch.com/market-report/global-portable-power-station-market/111920/>

Scenario cases:

Residential:



Commercial:



Industrial:



[Portable Rechargeable Power Stations for Home or Commercial Use | Displays2go®](https://kohlerpower.com/en/residential/generators/sb-generators-101)

<https://kohlerpower.com/en/residential/generators/sb-generators-101>

<https://eslpwr.com/industrial-portable-power/>

Promotional Organizations & Events:



[CanREA \(Canadian Renewable Energy Association\)](#)

- [Electricity Transition Hub](#) - launched in 2022
- “electricity utilities and system operators for capacity-building activities related to renewable energy and grid modernization projects in Canada.”
- Possible to reach out manager to attend Annual Hub Summit



Projects

[CanREA's 2050 vision - Canada's to-do list](#)
(can be downloaded via the link)



[AWS Energy](#)

- “practical innovations for today and tomorrow that deliver energy efficiently, reliably, sustainably, and responsibly.”
- “advanced and secure cloud services and deep industry expertise across energy, utilities, and sustainable energy sectors”



Case Studies

[General Electric \(GE\)](#) - uses more than 2,000 cloud applications and 55 AWS services to build scale, efficiency, and performance across its aviation, power, healthcare, and renewable energy businesses.



[Consumer Technology Association \(CES\)](#)

- CES 2023 - Las Vegas, Jan 5-8- Premier Event for the Entire Technology Ecosystem
- [Smart Home](#)
- [Vehicle Tech & Advanced Mobility](#)
- [Sustainability](#)



Categories



Client: EcoFlow

- Establish in 2017
- EcoFlow's mission is **to reinvent the way the world generates, stores and uses energy through creative, environmentally-conscious innovation.**
- Product focus: Solar Generators, portable power stations, solar panels, refurbished products, smart appliances, power kits, accessories
- in over **100** markets through its **DELTA** and **RIVER** portable power stations and varied accessories.

Analysis:

Advantage:

- EcoLab (blog) & Ecosystem (involving EcoFlow app) initiatives
- high social media engagement
- great visual planning and video illustration on media gallery

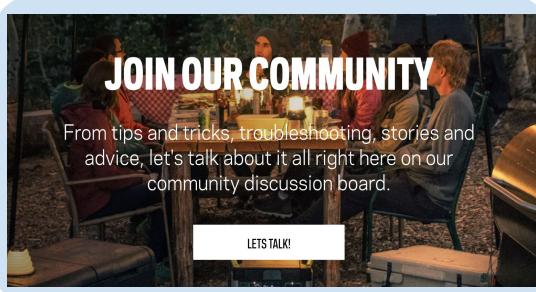
Disadvantages:

- lack or niches connecting customers experiences directly with products
- Without clear callout for product discount on website
- Lack of campaign activities (e.g: festival theme)



Jackery - 10-year Anniversary Gift box 中文名: 电小二

- Established in 2012 and opened Chinese business in 2014
- Product focus: camping, home backup
- Jackery power generator - good-deal bundle/gift box
- recall 10-year journey and ask consumers to share story on IG/FB to win the prize



Competitors recent updates:



Bluetti - Halloween sales

- Established in 2019
- Product focus: Solar panel, mobile power, home backup
- Have sets of creative Halloween-themed sale
- incorporate Halloween norms and initiatives into the power station's promotion mechanism

GoalZero - Community

- Established in 2009
- Product focus: home backup, vehicle, outdoor
- Has discussion boards under the community category such as **ASK ANYTHING**, **YETI PORTABLE POWER STATIONS**, **HOME BACKUP SYSTEMS**, **SOLAR PANELS** to interact with consumers
- Q & A

Results & Conclusions:

Industrial factor

Government of Canada Gouvernement du Canada

Canada.ca > Canadian Industry Statistics

Summary - Canadian Industry Statistics

Enter a keyword or NAICS code

Keyword or code: Electric power generation - 22111

Browse for an industry Glossary

Electric power generation - 22111

Definition
This industry comprises establishments primarily engaged in the generation of bulk electric power, by hydroelectric, fossil fuel, nuclear or other processes.

Exclusions
Establishments primarily engaged in:
transmitting and/or distributing electric power (see 22112 Electric power transmission, control and distribution)
manufacturing batteries for the storage of electricity (see 335910 Battery manufacturing)
operating incinerators that generate electricity (see 562210 Waste treatment and disposal)
concurrent generation of steam and electricity, co-generation (classified according to the primary activity of the establishment operated)

Businesses
No information available at this level of data, go up a level to get more information.

Financial performance
View financial data for 2020 based on industry averages for SMEs.
Average revenue **\$560.6 thousand** Profitable **80.4%**

Gross domestic product
No information available at this level of data, go up a level to get more information.

Salaries and wages
No information available at this level of data, go up a level to get more information.

Trade
Access 2021 trade information on imports and exports.
Exports **\$3.3 billion** Imports **\$644.0 million**

Commercial factor

Government of Canada Gouvernement du Canada

Canada.ca > Canadian Industry Statistics

Summary - Canadian Industry Statistics

Enter a keyword or NAICS code

Keyword or code: Electric power generation, transmission and distribution - 2211

Browse for an industry Glossary

Electric power generation, transmission and distribution - 2211

Definition
This industry group comprises establishments primarily engaged in the generation of bulk electric power, transmission from generating facilities to distribution centres, and/or distribution to end users.

Exclusions
No exclusions are specified in the 2017 NAICS Canada manual.

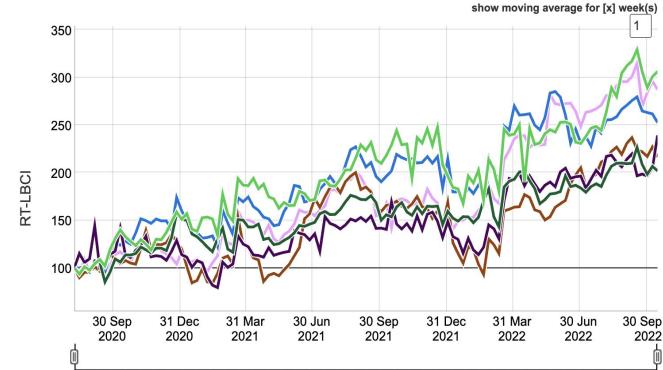
Businesses
Information on the number and size of businesses for 2021.
Establishments **3,625** 0-99 Employees **84.1%**

Financial performance
View financial data for 2020 based on industry averages for SMEs.
Average revenue **\$601.7 thousand** Profitable **80.3%**

Gross domestic product
No information available at this level of data, go up a level to get more information.

Salaries and wages
No information available at this level of data, go up a level to get more information.

Trade
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Legend

- **Calgary**
- **Edmonton**
- **Ottawa**
- **Toronto**
- **Vancouver**
- **Winnipeg**

“Real-time Local Business Conditions Index as an experimental statistic to measure business activity in real time during the pandemic and beyond.”

Takeaways:

- Great amount of increase regarding utility, electric power generation, transmission & distribution
- Take 6 cities as entries, it seems that the index altogether has been increasing since 2022; therefore, Canadian utility-related business focus on developing not only residential market but also expansion of commercial and industrial improvement.

Source:

<https://www.ic.gc.ca/app/scr/app/cis/summary-sommaire/22111>

<https://www.ic.gc.ca/app/scr/app/cis/summary-sommaire/22112>

<https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2021017-eng.htm>

References:

Slide 1:

- <https://www.verifiedmarketresearch.com/product/canada-portable-generator-market/>
- <https://www.maximizemarketresearch.com/market-report/global-portable-power-station-market/111920/>
- <https://www.globenewswire.com/en/news-release/2022/05/16/2>

Slide 3:

- <https://renewablesassociation.ca/>
- <https://renewablesassociation.ca/2050-vision/canadas-to-do-list/>
- <https://aws.amazon.com/energy/?nc=sn&loc=0&refid=578b2801-ffb>
- https://aws.amazon.com/solutions/case-studies/general-electric/?did=cr_card&trk=cr
- <https://www.ces.tech/Exhibitors.aspx>
- https://exhibit.ces.tech/smart-home-2023/?_ga=2.160668219.707
- https://exhibit.ces.tech/vehicletech-main-2023/?_ga=2.126612747.707763130.1667087011-1369347070.1667087011
- https://exhibit.ces.tech/sustainability-main-2023/?_ga=2.231389465.707763130.1667087011-1369347070.166708

Slide 4:

- <https://ca.ecoflow.com/> ; <https://blog.ecoflow.com/ca/> ; <https://ca.ecoflow.com/pages/home-ecosystem>
- <https://www.jackery.com/pages/jackery-10th-anniversary>
- https://dxdpower.tmall.com/p/rd904551.htm?spm=a1z10.1-b-s.w19985920-22057938742.3.6e945477PEW0RH&scene=taobao_shop
- <https://community.goalzero.com/>
- <https://www.bluettipower.com/pages/halloween-sale>

Slide 5:

- CIS(Candian Industry Statistic): <https://www.ic.gc.ca/app/scr/app/cis/summary-sommaire/22111>
<https://www.ic.gc.ca/app/scr/app/cis/summary-sommaire/22112> ; <https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2021017-eng.htm>

Additional: <https://www.marketresearch.com/TIP-Knowledge-Services-v4095/North-America-Portable-Power-Station-31470635/>