



Japan Semiannual Rechargeable Battery Tracker

For realizing stable and efficient power supply, distributed energy is becoming increasingly important more than ever in Japan. Large-sized rechargeable battery is one of the main components of a distributed energy system, and its market is expected to expand significantly. The *Japan Semiannual Rechargeable Battery Tracker* provides shipments in units and shipments in value (JPY) and energy capacity (Wh) for large-sized rechargeable battery with detailed classification.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in unit shipments, factory revenue, and capacity(Wh).

Technologies and subtechnologies:

- Technology: Lithium-ion, nickel-metal hydride, nickel-cadmium, lead-acid, alkaline

Segmentations:

- Application: Electric vehicle, hybrid electric vehicle, plug-in hybrid electric vehicle, automotive starter, light vehicle, uninterruptible power supply, grid energy storage/load leveling
 - Capacity: Ah
 - Energy density: Wh/kg
 - Power density: W/kg
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Geographic Scope

- Japan
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Forecast Coverage

Forecasts for this tracker are updated semiannually and include one year of historical data, one year of semiannual forecasts, and an additional four years of annual market projections. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

- Technology: Lithium-ion, nickel-metal hydride, nickel-cadmium, lead-acid, alkaline
 - Application: Electric vehicle, hybrid electric vehicle, plug-in hybrid electric vehicle, automotive starter, light vehicle, uninterruptible power supply, grid energy storage/load leveling
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Delivery Schedule and Deliverables

This tracker is delivered on a semiannual basis with tools such as pivot tables. The delivery schedule for this tracker is as follows:

- 1H11 release: December 2011
- 2H11 release: April 2012

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
 - Distribution data feeds
 - Worldwide and regional vendor guidance
 - ODM data
 - In-country local channel partner discussions
 - Import records
 - Feedback from component suppliers
 - Vendor briefings and public financial reports
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Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional planning — setting regional and country sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work



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