

Longi photovoltaic panel sales model in Europe



Overview

Europe is the key market for Longi. And it's about 20% to 24% of our solar module sales. During the ongoing market changes in the PV industry, LONGi has seen a significant increase in sales of over 140% year-on-year in the Asia-Pacific region in the first half of the year. Recently, the China Huaneng Group, one of the five largest state-owned power generators in China, announced the . Mr. Zhang, you recently held the global kick-off for your new back-contact based panel Hi-Mo 9 with a record silicon solar cell efficiency of 27. From rooftops to utility-scale plants, our solutions are designed to perform everywhere solar matters. This year has proven to be the most challenging since our initial public offering. The management team and I express our sincere regret regarding these outcomes and are . Longi is one of the main Chinese solar panel manufacturers with major deals in Europe, almost 6GW worth of modules there in 2023. Photovoltaic modules at a solar power plant co-owned by Longi Green Energy Technology and China Three Gorges in Tongchuan, Shaanxi Province, China.

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["The PV industry is navigating a complex competitive landscape"](#)

Europe is the key market for Longi. And it's about 20% to 24% of our solar module sales. This makes it the second largest market after China. However, the European region is not only

LONGi Annual Report 2024

In 2024, the newly installed PV capacity across the 27 EU countries was approximately 65.5GW, according to forecasts from the SolarPower Europe (SPE), representing a modest year-on-year



Half-year report 2024

LONGi has published its financial report for the first half of 2024. The integrated Chinese module manufacturer generated revenues of the equivalent of 5.03 billion euros in the period. One

[Half-year Report 2024: LONGi achieved revenues of EUR5.03 billion](#)

In the first half of the year, LONGi launched the Hi-MO 9 bifacial module based on the high-efficiency HPBC 2.0 back-contact cell technology. It outperforms the industry-leading TOPCon



LONGi Solar: Powering Every Scale



From rooftops to carports and factory halls, LONGi delivers scalable solar solutions tailored for commercial and industrial needs. Reduce operational costs, meet sustainability targets, and boost

LONGi Investor Presentation for FY2024 and 2025Q1 Results

The company controlled wafer production and sales volume due to sharp decline of the wafer prices in 2024.



The World's Leading Supplier of Solar PV Solutions

Customer value is at the core of LONGi's philosophy, and our life-cycle quality approach can be found in every link of product production and application from component design to mass production and after

[Solar panels LONGi Solar , Solarity - distributor and wholesaler of](#)

Our online shop offers business partners a wide range of LONGi Solar panels for photovoltaic power systems. If you have any questions concerning our range of products, the terms and conditions of



[As EU-China tensions persist, LONGi will step up sale of solar panels](#)

One of the main Chinese solar panel manufacturers with major deals in Europe is Longi. In 2023, the company shipped almost 6GW worth of solar panel modules to Europe, with plans to

Is Longi the Top Seller of Solar Panels in 2025?

Discover why Longi is the top seller of solar panels in 2025, with shipments exceeding 45 GW and a 20% global market share. Learn how its HPBC 2.0 tech and reliability drive success.



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