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Solar cell contract prices to be flat on year in 2009

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As most Taiwan-based solar cell makers have settled their contract prices at a recent solar energy show at Spain, they observed that anticipated strong demand has sustained a flat average selling price (ASP) trend. Power efficiency has again drawn attention, being an important indicator on price bargaining.

Contract prices for solar cells will average US\$3 per watt in 2009, according to industry sources. The sources noted that power conversion rates played a critical role on quotes. For those solar cells that deliver a power conversion rate above 15%, per watt ASP for a one-year contract will average US\$3-3.20. The price goes down to US\$3 if the contract duration lasts for five years and buyers pay deposits, they added.

Some solar cell makers have priced their products for long-term contracts at US\$3 as well, the sources said. But the attractive quotes are not the only thing customers are looking for, as timely delivery and quality are also important.

Despite some industry players previously raising concerns about a possible 5-10% on-year price drop in 2009 due to the ending of Spain's subsidy program in September, the flat price trend signified that demand is still strong, some industry watchers commented.

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