



**CRU**

**Data, Insight,  
Strategy &  
Communities**



**Power Transition  
Service**



# Navigating the challenges and implications of a *greener future* for global energy markets

The electricity sector is rapidly evolving, bringing worldwide businesses along for the ride. CRU can take your strategies from static to dynamic with our Power Transition Service, which offers the full view for those involved in the production, distribution, supply, end use, implementation and financing of electricity. We offer expertise, detailed insight, and comprehensive analysis across major commodity markets and industrial sectors, including the entire battery, low-emissions hydrogen and ammonia, and stationary energy storage value chain. Our data empowers you to make strategic decisions, capture market opportunities and mitigate risks.

Our technical experts in key regions such as China, Europe, and North America keep you well-informed of the latest market trends, policy decisions and their implications – driving your business strategy and investments to their maximum potential.

Trust our data-driven, independent perspective to validate and test your internal assumptions and support business decisions. Stay ahead, stay informed, and drive your business forward with confidence.

## Data and Expertise Across Key Areas



Understand technology transformation



Mitigate risk for changing electricity costs



Identify Strategic opportunities in Metal Markets



Predict global power shifts



Increase strategic advantage for thermal coal forecasts

Our experts offer in-depth insight and analysis to propel your business closer to achieving your goals. Gain access to valuable intelligence that can inform your decision-making process.

## Understand which technologies will transform the power sector with detailed forecasts and regional analysis of electricity generation and capacity mix

- Gain detailed insight into how solar, offshore, and onshore wind, coal, gas, oil, hydro and nuclear generation, and capacity will change for each of our selected key countries and regions to 2050.
- Get the big- picture view with how power generation and capacity forecasts will change annually to 2050 for each key country and region each quarter.

## Mitigate risk by determining the evolution of electricity costs for generation technologies, hydrogen costs and industrial power prices

- Understand how solar, offshore wind, onshore wind, coal and gas generation costs compare, and where significant changes might occur in key regions out to 2050.
- Understand how green, blue, grey, and pink hydrogen costs will evolve over time in key regions out to 2050.
- Improve long-term planning with our industrial power prices for each of key geographies out to 2050.

## Identify strategic opportunities in metals markets from our forecasts and analyses of how the power transition will change metals demand

- Understand how global metal demand will be influenced by solar, wind and other power transition technology developments in each key region out to 2050.
- Understand how large technological changes and evolution to existing solar and wind technologies will alter metal demand forecasts.
- Benefit from CRU's 50+ years in-depth metal markets knowledge and experts for an in-depth view as to how markets will evolve across steel, aluminium, battery materials and more.

## Enable strategic scenario planning with global forecasts for the power mix forecast under our alternative data driven energy scenario

- Grasp how our detailed alternative data projection can affect different forecasts.
- Improve long-term planning by understanding alternative power mix scenario for each key geography out to 2050.



# Increase your competitiveness with frequently updated price, market and capacity data and forecasts of thermal coal over the medium and long terms

- Stay regularly updated with our frequent assessments of seven main thermal coal price benchmarks and accompanying analysis, together with quarterly price forecast updates to 2050.
- Understand how the thermal coal market is structured and where it is heading with our thermal coal demand, production and seaborne imports and export data of key countries and regions spanning 2024–2050, updated each quarter with accompanying analysis.
- Gain detailed knowledge with our thermal coal mine supply database with hundreds of entries and long-term forecasts.





## Related Services

- [Low-emissions Hydrogen and Ammonia](#)
- [Solar technology and Cost Service](#)
- [Battery Technology and Cost Model](#)
- [Energy Storage Technology and Cost Service](#)
- [Sustainability and Emissions Services](#)
- [Wire and Cable](#)
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