

Record Sales Highlight Off-Grid Solar's Critical Role in Electrification

GOGLA calls for coordinated, market-building support after affiliates sold more than 10 million solar energy kits in 2025



▲ Off-grid solar powers this Kenyan shop: lights, fridges, cameras, Wi-Fi, and mobile payments.

Amsterdam, 3 June 2026

The global off-grid solar sector reached a new high in 2025, as companies affiliated with [GOGLA](#) sold more than 10 million solar energy kits, the highest annual total recorded to date. According to the latest [Global Off-Grid Solar Market Report](#), GOGLA affiliates now serve almost 150 million people worldwide, representing a net increase of 11 million people in 2025.

Growth was driven by strong demand across key markets, linked to subsidies and increased consumer financing solutions. The results underscore the growing contribution of off-grid solar to national electrification efforts, particularly for communities that remain underserved.

"This year's record sales demonstrate both the scale of demand for off-grid solar and its proven ability to drive electrification efforts. These results show what can be achieved when innovative companies, governments, donors and investors work towards a shared objective. As countries pursue ambitious energy access goals through initiatives such as Mission 300, stronger coordination will be essential to scale what works, attract investment and ensure more people gain access to reliable electricity."

Sarah Malm, Executive Director at GOGLA, the global off-grid solar association

Growth Accelerates Across Key Markets and Products

The East Africa region and Nigeria experienced the highest sales, with subsidies and results-based financing (RBF) programmes helping expand affordability and accelerate market expansion, pushing sales of products purchased through pay-as-you-go (PAYGo) up by almost 50%.

Key 2025 Highlights

- 10.2 million solar energy kits sold globally, up nearly 10% from 2024
- More than 148 million people now served by GOGLA affiliate companies
- 2.52 million solar home systems sold, up 48% year-on-year
- 2.65 million multi-light systems sold, up 36%
- 1.83 million off-grid appliances sold globally

Scaling Progress Requires Smarter, More Coordinated Support

The report shows that targeted public and donor support can play an important role in accelerating energy access and market growth. However, the high concentration of growth in subsidy-supported markets and among a smaller number of large companies raises questions about sustainability once programmes end, and how smaller and medium-sized businesses, key to deployment in hard-to-reach communities, struggle to compete and grow in the current landscape.

While progress is encouraging, deployment levels remain substantially below what is needed to meet national electrification plans, Sustainable Development Goal 7 and the ambitions of Mission 300. Governments and financing partners will need to more fully integrate off-grid solar into national energy strategies, investment plans and implementation frameworks.

"The growth in off-grid solar appliances shows how access to electricity can translate into higher incomes, greater productivity and improved livelihoods for last-mile communities. To unlock this opportunity at scale, public and private finance must work together to support a diverse and resilient ecosystem of companies, including locally- led and women-led companies, which remain underrepresented in funding flows."

Jakub Vrba, Senior Manager – Strategy & Partnerships at Energy Saving Trust, co-secretariat of Efficiency for Access

GONGLA is calling for long-term, market-building approaches that create sustainable market growth rather than short-term boom-and-bust cycles: [better-designed subsidies and RBF programmes](#) that strengthen the broader market ecosystem, support long-term private sector investment and enable companies of all sizes to scale sustainably.

* You can access the full Global Off-Grid Solar Market Report Annual Sales and Impact Data [here](#).

About GONGLA

GONGLA is the global off-grid solar association. We represent the leading organisations delivering clean, affordable energy to underserved communities worldwide.

We bring together companies, investors, governments and partners to grow the off-grid solar sector and reach the people who need energy most. Drawing on our data and insights on market trends and best practices, we inform policy and investment decisions and

advocate for the conditions needed to scale. Together with our members, we are building a strong, responsible industry that creates jobs and economic opportunity.

Off-grid solar solutions are already improving the lives of more than 560 million people worldwide, powering homes, businesses, farms, schools and clinics. GOGLA and its members are building on this progress to Power 1 Billion Lives Now.

Learn more at gogla.org.

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