

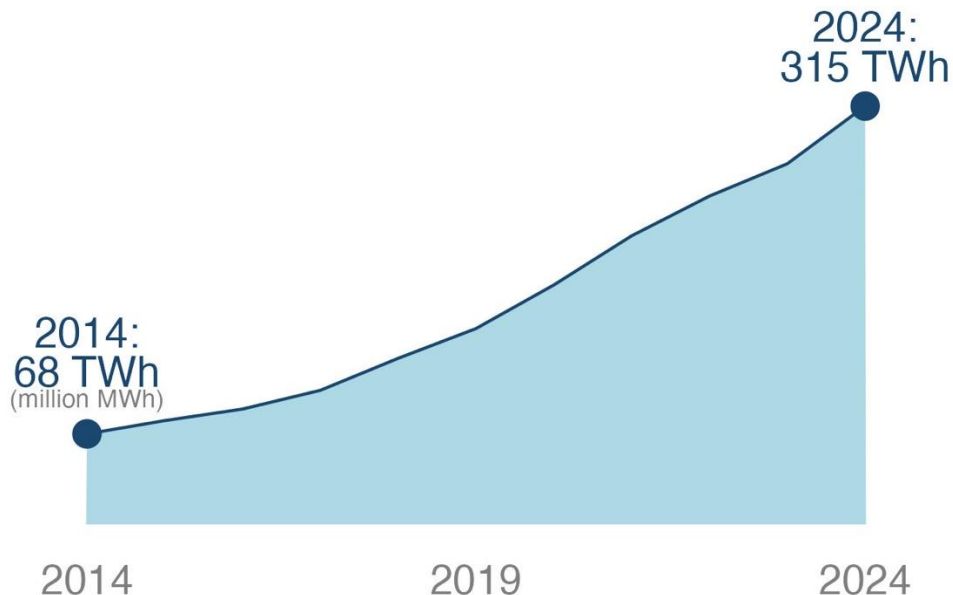


The State of the U.S. Voluntary Power Market (2024 Data)

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The Big Picture

In 2024, about **9.2 million customers** procured about **315 million MWh** of renewable energy through power markets.



That represents about:

1 in 17
U.S. retail electricity customers

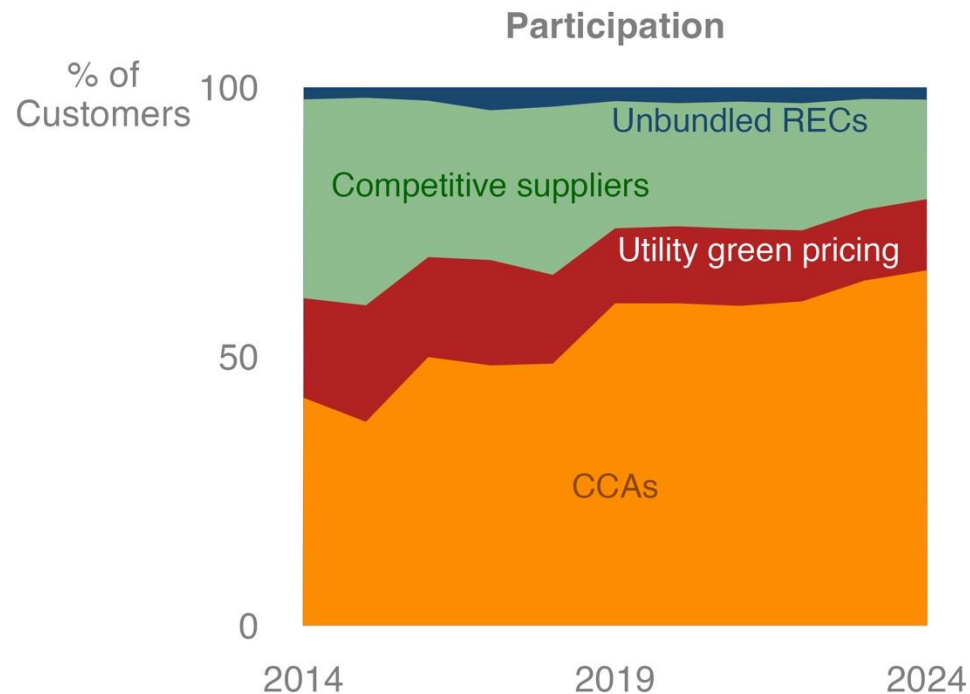
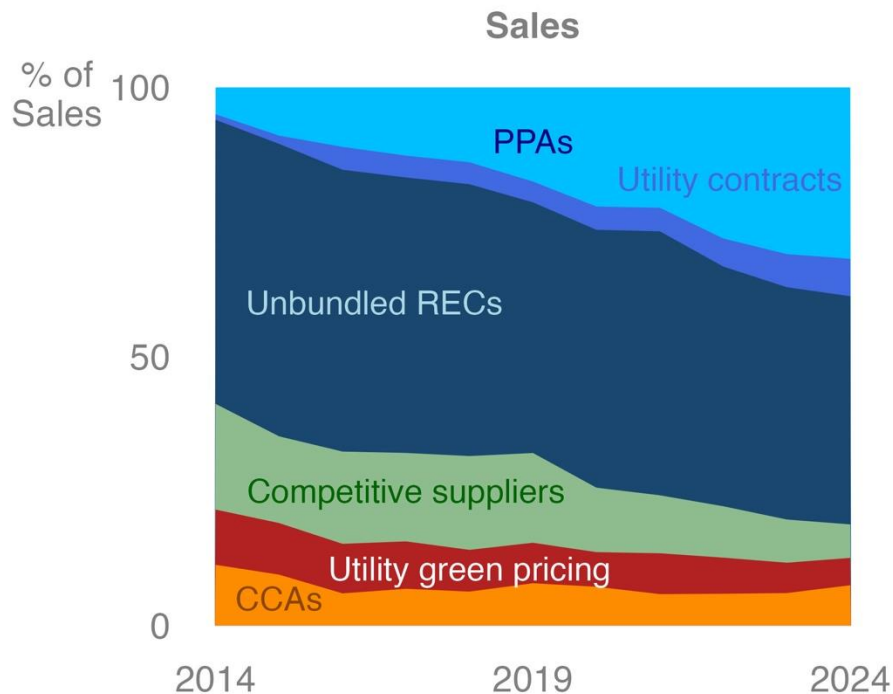
8%
of U.S. retail electricity sales

45%
of U.S. non-hydro renewable energy
generation

Total renewable power sales 2014-2024

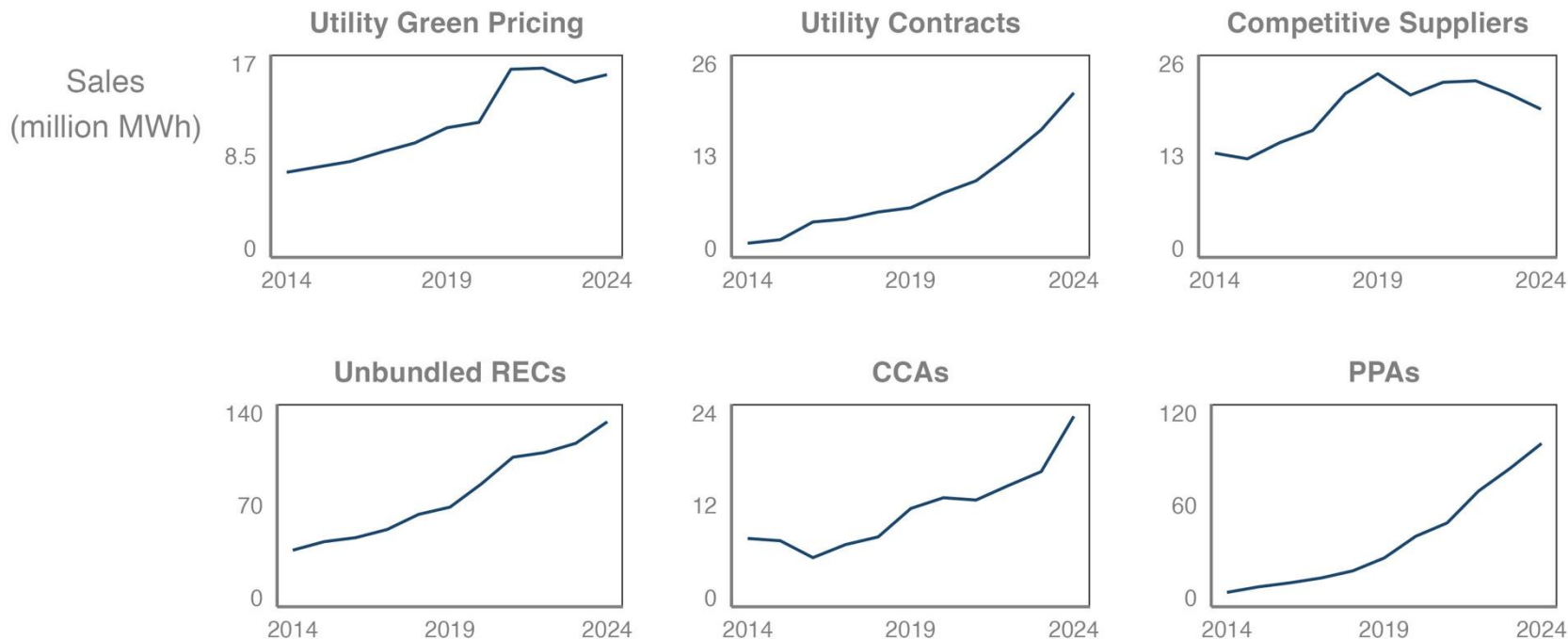
Source: Estimates based on data from O'Shaughnessy et al. 2024. "Status and Trends in the Voluntary Power Market (2023 Data)." Golden, CO: NREL, with updates for 2024 data

An Evolving Market



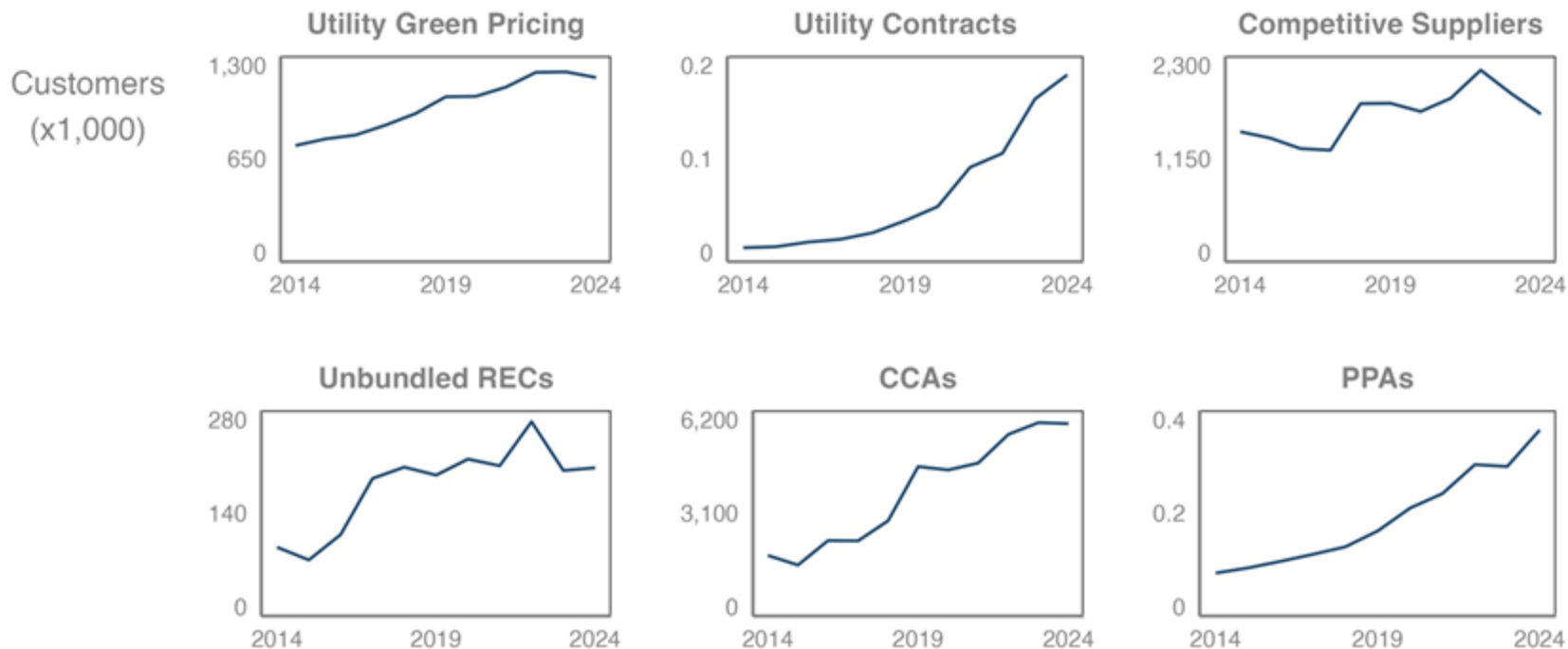
Source: Estimates based on data from O'Shaughnessy et al. 2024. "Status and Trends in the Voluntary Power Market (2023 Data)." Golden, CO: NREL, with updates for 2024 data

Sales: Ongoing Shift to Long-term Contracts



Source: Estimates based on data from O'Shaughnessy et al. 2024. "Status and Trends in the Voluntary Power Market (2023 Data)." Golden, CO: NREL, with updates for 2024 data

Mass Participation is Plateauing



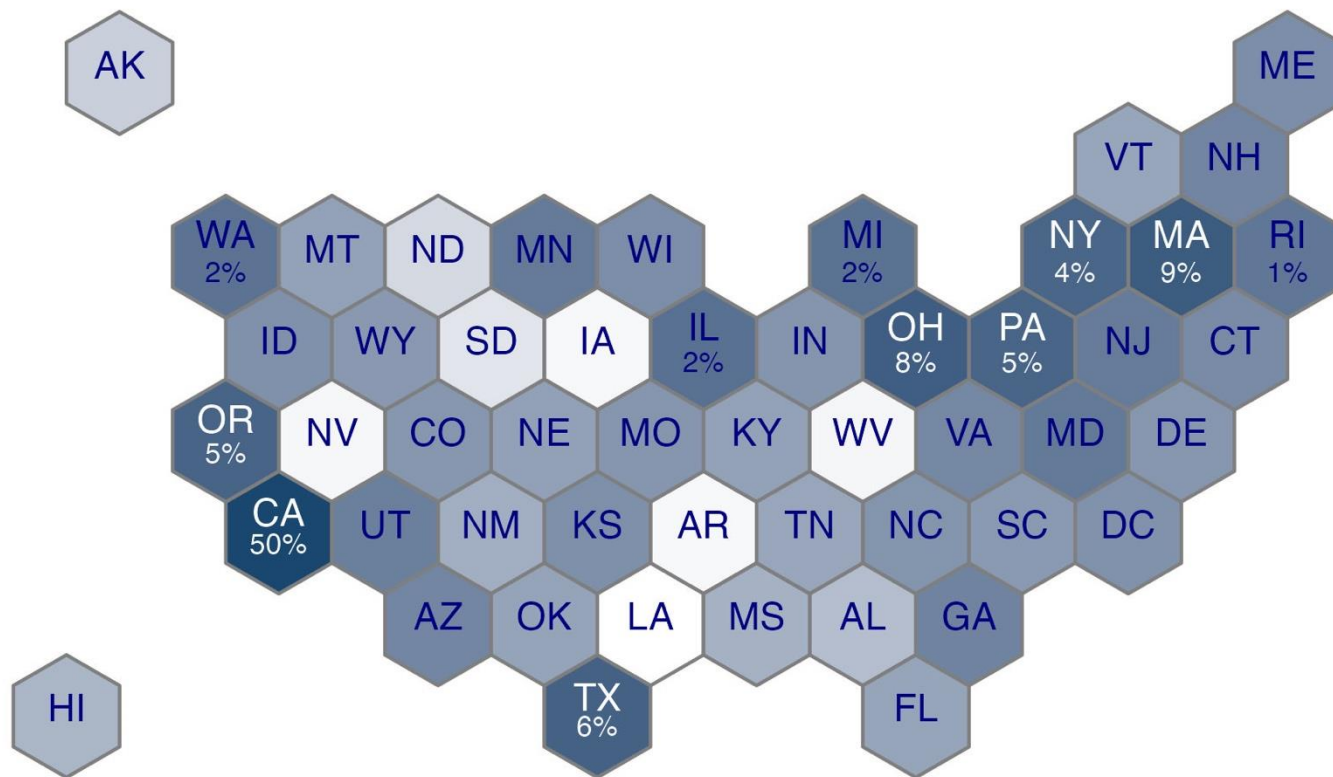
Source: Estimates based on data from O'Shaughnessy et al. 2024. "Status and Trends in the Voluntary Power Market (2023 Data)." Golden, CO: NREL, with updates for 2024 data

Supply is Expanding Outside the Wind Belt



Source: Estimates based on data from O'Shaughnessy et al. 2024. "Status and Trends in the Voluntary Power Market (2023 Data)." Golden, CO: NREL, with updates for 2024 data

Demand is Concentrated in CCA States



Source: Estimates based on data from O'Shaughnessy et al. 2024. "Status and Trends in the Voluntary Power Market (2023 Data)." Golden, CO: NREL, with updates for 2024 data

Texas Still on Top

An estimated **125 million MWh** of voluntary renewable power was generated in Texas in 2024, about **40%** of all voluntary market sales



Source: Estimates based on data from O'Shaughnessy et al. 2024. "Status and Trends in the Voluntary Power Market (2023 Data)." Golden, CO: NREL, with updates for 2024 data

Data Sources

The data presented in this deck are based on survey data and regulatory filings collected from utilities and CCAs and estimates derived from:

- Bloomberg New Energy Finance. 2024. *US Corporate PPA Project Database*.
- CalCCA
- Center for Resource Solutions (CRS)
- Energy Information Administration, Form 861
- WoodMackenzie Global Renewable Offtake Tracker

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Additional NREL Resources

Find additional resources at the NREL Voluntary Renewable Power Procurement landing page:

[**https://www.nrel.gov/analysis/renewable-power**](https://www.nrel.gov/analysis/renewable-power)

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