

Bluetti Expands Home Backup Power with Scalable Energy Systems

Company positions itself as a technology pioneer in clean energy, introducing modular energy storage systems for residential, RV, and off-grid applications.



CALIFORNIA, CA, UNITED STATES, July 17, 2026 /EINPresswire.com/ -- SHENZHEN, China — [BLUETTI](#), [a technology pioneer in clean energy](#), is strengthening its position in the residential backup power market with a lineup of portable power stations, solar generators, and modular home battery systems designed for households, RV travelers, and off-grid dwellers.

As extreme weather events and grid instability become more frequent worldwide, demand for reliable [home backup power](#) solutions is accelerating. BLUETTI, the brand founded in 2013, has recorded cumulative global shipments of more than 3.5 million energy storage products as of December 31, 2025, with 55 self-operated and third-party warehouses deployed across 21 countries and 22 service centers operating in 17 countries and regions.

BLUETTI positions itself not just as a hardware provider but as an energy solutions partner, offering complete packages that combine power stations with accessories such as solar panels, alternator chargers, and expansion batteries.

Addressing the Whole-Home Backup Need

For households seeking whole-home backup power, BLUETTI's flagship Apex 300 delivers a rated capacity of 2,764.8Wh and continuous output of 3,840W, with support for 120V/240V dual voltage — a critical feature for North American homes where large appliances often require 240V. The unit can be paralleled up to three units, achieving a total expandable capacity of 58kWh, enough to power an entire home for days.

Industry data indicates that the average U.S. home experiences about six hours of power interruption per year, according to the U.S. Energy Information Administration, with events becoming longer due to aging infrastructure and climate risks. BLUETTI's 10ms UPS switching

time ensures seamless transition during outages, keeping refrigerators, medical devices, and home networks operational.

“Our approach is to treat each customer’s situation as a unique energy need,” said a BLUETTI product manager. “Rather than simply selling a battery, we curate energy solutions — matching the right power station with solar input, vehicle charging, and expansion options — so users have a reliable, scalable backup for life’s unpredictable moments.”

Portable Power for RV and Outdoor Living

Beyond stationary home backup, BLUETTI targets the growing RV and outdoor recreation market. The company's Elite 200 V2, with 2,073.6Wh capacity and 2,600W output, weighs 24.2kg (53.4 lbs) and features a compact handle design that allows easy transport. It includes 9 output ports, supports solar input up to 1,000W, and can charge from 0% to 80% in about one hour via AC input.

The portable power station also integrates with BLUETTI's Charger 1 or Charger 2 accessories, enabling high-speed charging from a vehicle alternator while driving — a key advantage for RV travelers who need continuous power without relying on campground hookups. The Charger 2, for instance, offers 1,200W charging from the alternator and can also accept solar input simultaneously, creating a dual-input system that keeps power flowing during long road trips.

Competitive Landscape and Differentiation

In the increasingly crowded portable power station market — where brands like EcoFlow, Jackery, and Anker also compete — BLUETTI differentiates through longer battery cycle life and lower standby power consumption. The Elite 200 V2 offers 6,000 cycles to 80% capacity, compared to 3,000-4,000 cycles from some competitors. Standby power draw is as low as 10W, versus typical 30W or more on rival products, according to BLUETTI's internal tests compared with publicly available specifications of similar devices.

The company has also invested in sodium-ion battery technology with its Pioneer Na model, capable of discharging at -25°C (-13°F) and charging at -15°C (5°F), making it suitable for alpine explorers and cold-region residents where traditional LiFePO4 batteries struggle.

For RV owners seeking a permanent integrated system, BLUETTI's RV5 all-in-one power hub provides 5kVA output, 48V architecture, and expandability up to 122kWh. The system includes a 5-in-1 inverter, MPPT controller, vehicle charger, and DC power distribution — all in a sealed IP65-rated enclosure that installs in about 30 minutes, according to the company.

Market Impact and Future Outlook

The global portable power station market was valued at approximately \$4.5 billion in 2023 and is projected to grow at a compound annual rate of over 8% through 2030, driven by rising outdoor recreation, remote work, and grid reliability concerns, according to Grand View Research. BLUETTI's direct-to-consumer sales model and expanding retail partnerships position it to capture a significant share of this growth.

"The energy storage industry is shifting from simple emergency backup to full energy independence," said a clean energy analyst who requested anonymity because they were not authorized to speak publicly. "Companies that provide modular, upgradeable systems that integrate with solar and vehicle charging — and that offer long cycle life — will lead the transition."

BLUETTI plans to further integrate its product ecosystem with smart home platforms and expand its network of service centers, aiming to make clean energy accessible to every household.

"We believe the future of energy is decentralized and personal," the BLUETTI spokesperson added. "Our mission is to provide reliable, safe, and intelligent backup power solutions that give families peace of mind — whether they are at home or on the road."

The company offers a standard 5-year warranty on its Apex series and Elite series, with 24/7 customer support and a growing network of authorized service centers in North America, Europe, and Asia-Pacific.

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+1 (909) 570-0909

business@bluettipower.com

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