

Rhode Island Lighting Sales Data Analysis

Analyzing Market Trends for Light Bulbs

NMR conducted a study to examine light bulb market shares obtained from retail locations in Rhode Island. The study compares market share and bulb prices in Rhode Island, the United States, and various comparison areas with different levels of lighting program activity. The report explores 2017 market share by bulb type, shape, and ENERGY STAR status, compares bulb prices, and considers trends in market share from 2015 to 2017. The sales data analysis strongly suggests that the ENERGY STAR® Lighting Program continued to have a positive impact on the energy efficient bulb market in 2017. NMR will update this study with 2018 data when they become available.

Key Findings



Rhode Island's market share for efficient bulbs (LEDs + CFLs) stood at 60% in 2017, with LEDs alone accounting for 55% of all bulb sales.

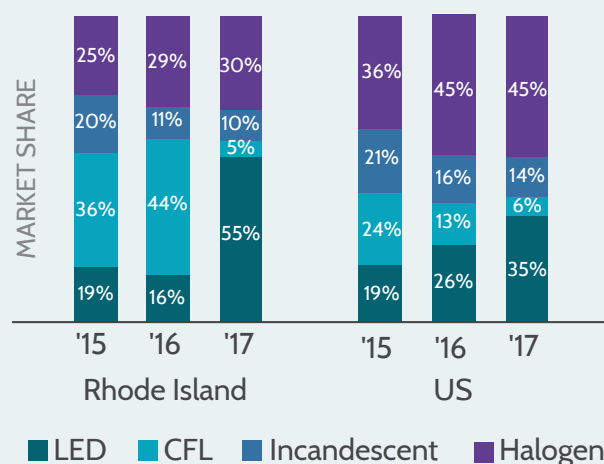


Sales of ENERGY STAR qualified LEDs in Rhode Island outpaced non-ENERGY STAR LEDs four to one.



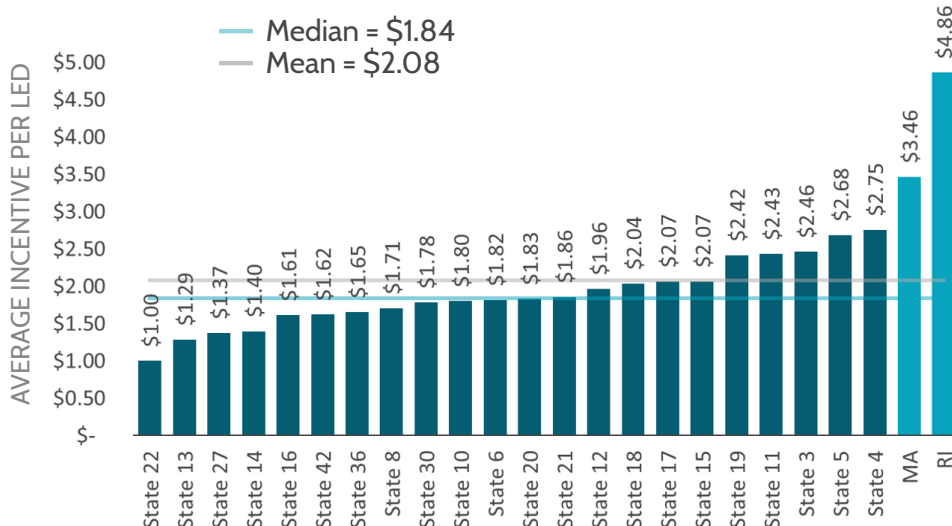
LED sales in Rhode Island are strongest in lumen bins (a measure of brightness) most closely associated with the 60 Watt and 40 Watt incandescent bulbs.

Rhode Island and US Market Share by Bulb Technology (All Channels)



State-level LED Market Share by Average LED Incentive

- Rhode Island's LED market share placed second highest in the nation. LED market share tended to be lower in states lacking upstream lighting programs.
- The strong LED market share in Rhode Island reflects its aggressive incentive, the highest in the nation at \$4.86 per LED.



Data Sources



Consortium for Retail Energy Efficiency Data



NEMA shipment