



Beyond the Standards

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APEX ANALYTICS



- What is really happening in the market?
- What does this mean for lighting programs?



First, Some Definitions



- Three indicators of interest...

Availability

What is on the shelf?



Sales aka the FLOW

What are people buying?



Saturation aka the STOCK

What is installed?





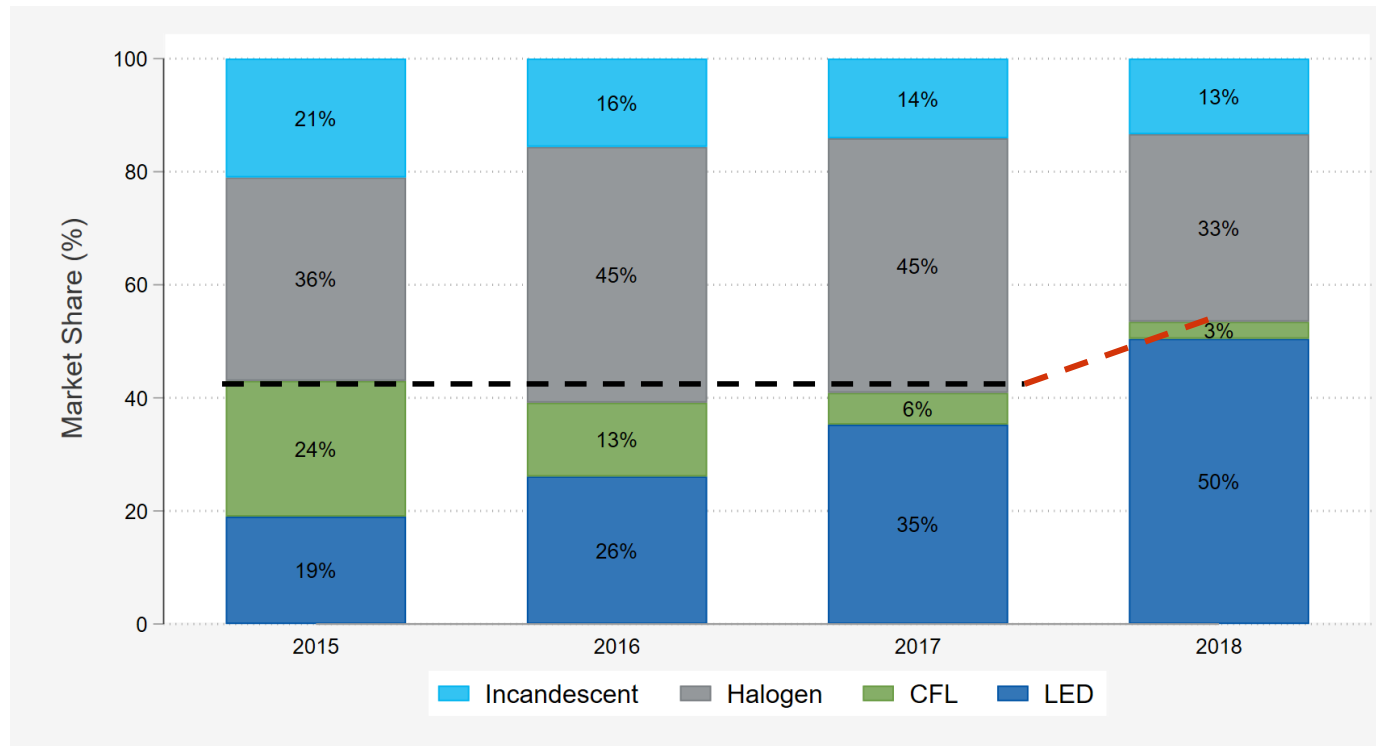
- Retailers: Planograms for 2020 are underway
 - 6-18 month lead time
- Manufacturers: Need to make “retooling” decisions
 - 1-3 year lead time

Will uncertainty lead to certainty?



- US: Efficient lamps surpass inefficient sales in 2018

Total U.S. Market Share by Lamp Type and Year

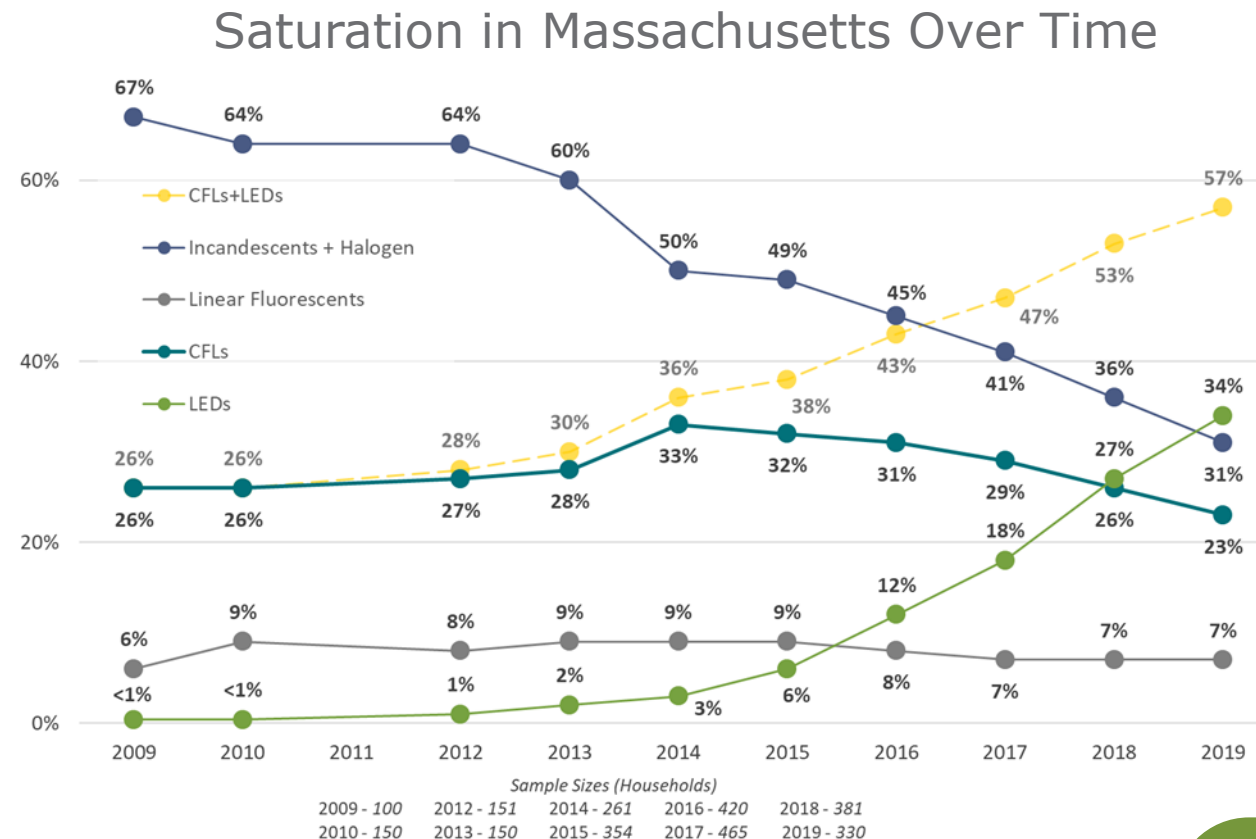


Source: CREED LightTracker National Sales Data





- MA: Efficient lamps now surpass inefficient lamps



**BE CAUTIOUS IN INTERPRETING
THESE INDICATORS...**



Caution Interpreting These Indicators



Walmart and dollar stores are carrying **ONLY LEDs**, why do we have a program?

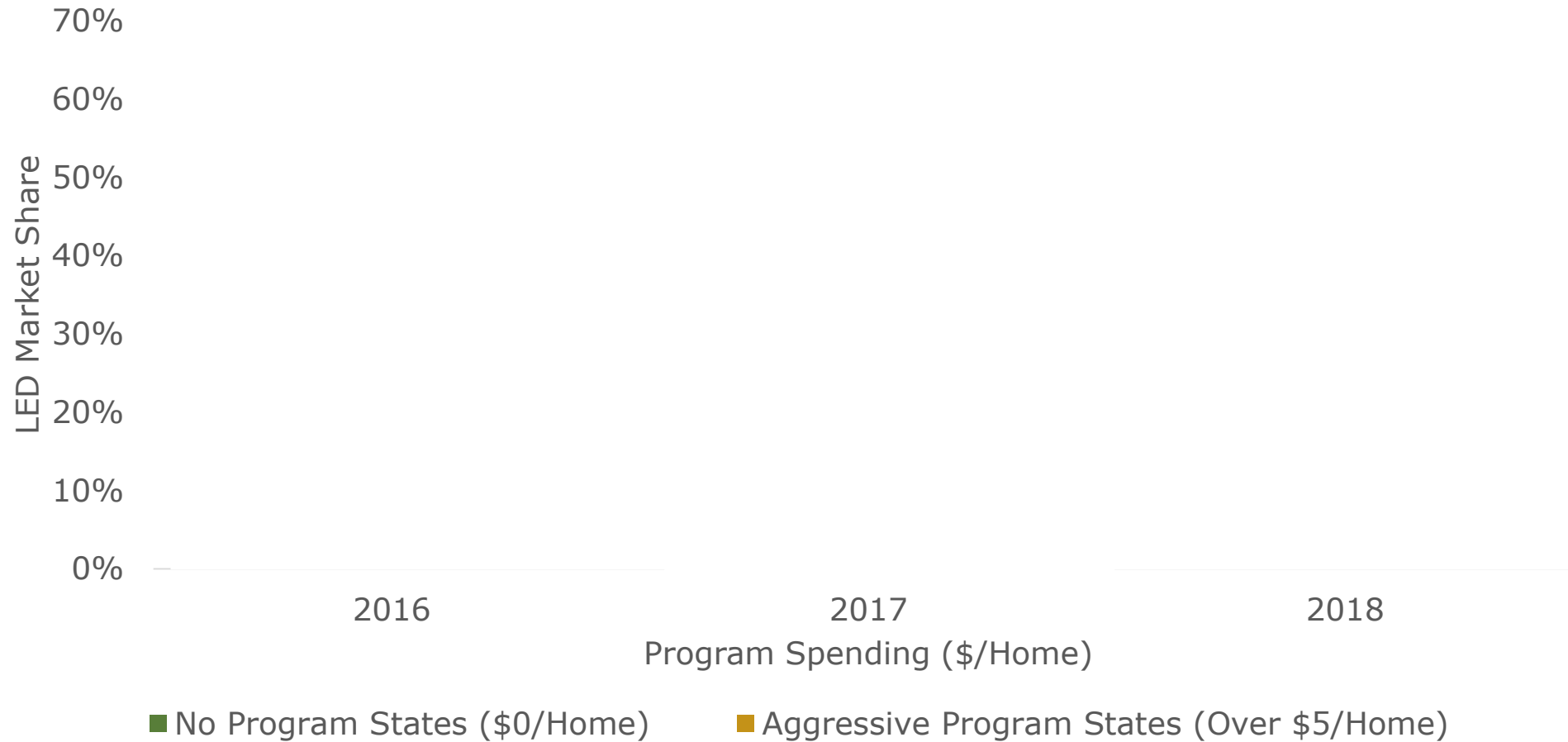
Need to investigate indicators in states/regions that either ended or never had programs



Program vs. Non-Program States



■ Sales are higher



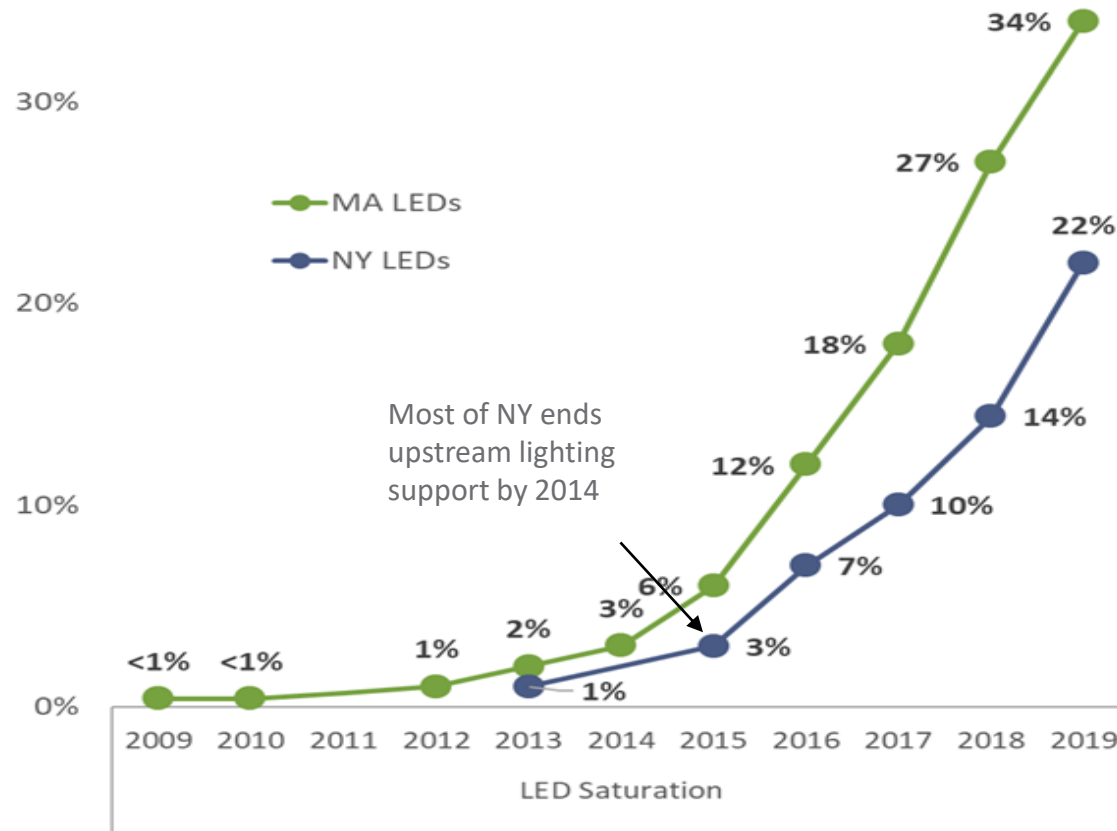
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Program vs. Non-Program States



■ Saturation is higher



- ConEd reintroduces upstream lighting in 2018
- MA ratepayers realize about \$389 million in benefits in 2017-2019

Source: NMR Group, Inc. 2018-19 MA Residential Lighting Market Assessment Study



SO WHAT DOES THIS MEAN FOR PROGRAMS?



Program Recommendations



- Plan for upstream programs, but be prepared to end early
 - Assume a lower NTG (where applicable) and abridged lifetime
- Consider statewide regulations
 - But may be challenged by federal government



QUESTIONS?



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