

# ENERGY STAR<sup>®</sup> Unit Shipment and Market Penetration Report Calendar Year 2008 Summary

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This is the seventh year in which ENERGY STAR has collected unit shipment data from partners and/or their representative associations and used it to project market penetrations of ENERGY STAR qualified products.

## Data:

In 2008, data was collected for the following ENERGY STAR qualified products:

- Audio/DVDs
- Battery Charging Systems
- Boilers
- Ceiling Fans
- Central Air Conditioners/Air-Source Heat Pumps (CAC/ASHPs)
- Commercial Dishwashers
- Commercial Fryers
- Commercial Hot Food Holding Cabinets
- Commercial Ice Machines
- Commercial Refrigerators and Freezers
- Commercial Steam Cookers
- Computers
- Decorative Light Strings (DLS)
- Dehumidifiers
- Digital-to-Analog Converters (DTAs)
- End-use Products with Qualified EPSs<sup>1</sup>
- External Power Supplies (EPSs)
- Furnaces
- Geothermal Heat Pumps
- Imaging Equipment
- Light Commercial HVAC
- Monitors
- Residential Light Fixtures (RLF)
- Roof Products
- Room Air Cleaners
- Telephony
- TVs/VCRs
- Vending Machines
- Ventilating Fans
- Water Coolers

<sup>1</sup>Data is collected from partners that manufacture end-use devices to assist with assessing the external power supply market. ENERGY STAR market penetrations for end-use products are not calculated.

## Methodology:

ENERGY STAR market penetrations for a given year are derived by dividing ENERGY STAR shipments by total US shipments.

### *ENERGY STAR Shipment Data*

ENERGY STAR shipment data is collected from partners each calendar year. EPA uses the reported partner data as the representative value of all ENERGY STAR shipments during that year, i.e., no adjustments are made to the totals to account for partners that failed to report their ENERGY STAR shipments. Using the reported data represents a conservative approach. Though this methodology may underestimate

ENERGY STAR market penetration, the data is reliable and the technique is easily recreated. Response rates for all collected product categories average 96%, suggesting that the reported partner shipments are nearly approximate to actual total ENERGY STAR shipments.

In 2008, EPA made a change to the reporting instructions, advising partners to exclude ENERGY STAR qualified shipments sent to private labelers for re-branding and sale to end users. Due to this methodology change, market penetrations should not be compared from one year to another.

### *US Shipment Data*

US shipments are composed of both observed and modeled data, because manufacturers are not required to report total US shipments as part of their ENERGY STAR partnership. Industry data is used as direct input when it is available, whether attained through a trade organization, publication, or market research. Otherwise, projections are used. These projections are based on previous data, and forecasts are revised and/or rectified or replaced with industry data each year or as soon as industry data becomes available. A complete list of sources for total U.S. shipments by product category will be available by 2010.

## Response Rate:

Percent of Partners that Submitted 2008 Unit Shipment Data:

Product Category	Response Rate (%)	2007 Total Required to Respond
Audio/DVDs	91%	22
Battery Charging Systems	88%	17
Boilers	95%	43
Ceiling Fans	100%	32
Central AC/Air-Source Heat Pumps	86%	21
Commercial Dishwashers	100%	14
Commercial Fryers	88%	8
Commercial Hot Food Holding Cabinets	100%	16
Commercial Ice Machines	100%	6
Commercial Refrigerators & Freezers	100%	29
Commercial Steam Cookers	100%	11
Computers	88%	82
Decorative Light Strings	100%	10
Dehumidifiers	95%	21
Digital-to-Analog Converter Boxes	83%	12
End-use Products with EPSs	82%	28
EPS	95%	86
Furnaces	100%	25
Geothermal Heat Pumps	100%	17
Imaging Equipment	100%	44
Light Commercial HVAC	100%	6
Monitors	90%	48
RLF	97%	151
Roof Products	99%	222
Room Air Cleaners	90%	21
Telephony	100%	5
TVs/VCRs	100%	27
Vending Machines	100%	7
Ventilating Fans	96%	27
Water Coolers	94%	17
<b>Total</b>	<b>96%</b>	<b>1075</b>

**Results:**  
**ENERGY STAR Qualified Units Shipped & Corresponding Market Penetrations:**

Product Category	2008 Units Shipped	2008 Market Penetration
Audio/DVDs	11,465,563	35%
Audio Separates	419,239	21%
CD Players	174,387	81 %
DVD Players	10,046,380	44%
Home Theater	729,098	18%
Mini-systems	96,459	2%
Battery Charging Systems	6,225,227	15%
Boilers		
Residential Gas Boilers	109,605	57%
Residential Oil Boilers	75,151	62%
Ceiling Fans		
Ceiling Fan Only	2,500,309	32%
Ceiling Fan with Light Kit	126,769	1%
Light Kit Only	45,436	2%
CAC/ASHP		
ASHP <sup>1</sup>	410,065	21%
CAC	740,228	19%
Commercial Dishwashers	23,540	83%
Commercial Fryers	6,519	7%
Commercial Hot Food Holding Cabinets	23,586	79%
Commercial Ice Machines	55,274	40%
Commercial Refrigerators & Freezers	192,701	66%
Commercial Steamers	5,237	23%
Computers <sup>2</sup>	19,958,447	21%
Desktops	3,205,571	11%
Laptops	16,658,739	49%
Decorative Light Strings	11,715,221	9%
Dehumidifiers	1,172,842	75%
Digital to Analog Converter Boxes	13,017,860	66%
End-use Products with EPSs	57,780,474	NA
External Power Supplies	266,316,111	47%
Furnaces		
Residential Gas Furnaces	987,869	43%
Residential Oil Furnaces	7,055	12%
Geothermal Heat Pumps	75,229	58%
Geothermal Heat Pumps (% of heat pump market)	N/A	4%
Imaging Equipment <sup>3</sup>	14,220,791	43%
Copiers	139,948	91%
Digital Duplicators	15,784	NA
Fax Machines	143,892	4%
Mailing Machines	19,602	NA
Multi-function Devices	9,655,959	49%
Printers	3,778,571	43%
Scanners	502,421	87%
Light Commercial HVAC		

Product Category	2008 Units Shipped	2008 Market Penetration
CACs and Heat Pumps	52,619	30%
Gas/Electric Package Units	75,804	NA
Monitors		
CRT	37,353	26%
LCD	27,473,101	84%
RLF	21,708,015	11%
Indoor	16,276,106	10%
Outdoor	5,431,909	19%
Roof Products		
Commercial	1,834,611,710 sq. ft. 12,600,533 gal.	19%
Residential (square feet)	483,326,073	11%
Room Air Cleaners	389,975	15%
Telephony <sup>2</sup>	17,563,632	50%
Cordless Telephone	6,547,221	42%
Combination Unit	10,650,949	58%
Additional Handset	365,462	39%
TV/VCR/DVD	26,914,182	78%
TVs	25,786,379	79%
TV-VCR-DVD Combination Units	1,127,803	67%
Vending Machines	77,742	32%
Ventilating Fans <sup>4</sup>	695,658	11%
Water Coolers	515,868	41%

<sup>1</sup>As percent of heat pump market.

<sup>2</sup>Number of ENERGY STAR qualified shipments and market penetrations are provided for select, notable subcategories of products. The totals and market penetrations for each main product category may be comprised of additional subcategories.

<sup>3</sup> The total number of imaging equipment units shipped and corresponding market penetration do not include mailing machines and digital duplicators.

<sup>4</sup>Market penetration for ventilating fans does not include in-line ventilating fans.