

Strengthen Energy Efficiency Programs with Specialty Lighting



The Opportunity

Lighting is a gateway product for energy efficiency programs, providing an accessible, cost-effective way to deliver meaningful savings to customers. Although general purpose ENERGY STAR® certified light-emitting diode (LED) bulbs were the forerunners for gaining retail presence and customer adoption, specialty bulbs account for nearly one third of the lighting market by unit sales and are influential to capturing available lighting savings. With energy savings on par with A-line bulbs, ENERGY STAR certified specialty bulbs—specifically globes and candelabras—can help drive continued electricity bill savings for consumers. By including this subcategory into existing lighting portfolios, energy efficiency programs will help overcome remaining market barriers and recognize quantifiable energy savings in their territories.

Specialty bulbs occupy approximately 3.7 billion lighting sockets in the United States. The category encompasses decorative bulbs: candelabras and globes; and directional bulbs: reflectors. With most of these sockets still filled with inefficient bulbs, this category offers high savings potential in the lighting market. Of the nearly 2 billion

decorative sockets, 88% are filled by inefficient candles or globes. In addition, of the 1.7 billion directional sockets nationally, 69% are filled by inefficient sources¹ Many of these bulbs are commonly found in frequently used fixtures. For example, globes are often found in bathroom vanities, while candles are frequently found in dining room chandeliers. Candle and globe-shape ENERGY STAR certified LED bulbs use approximately 85% less energy than inefficient conventional bulbs, saving more than \$45 over the lifetime of a bulb. Reflector shape ENERGY STAR certified LED bulbs use approximately 80% less energy than inefficient conventional bulbs, saving more than \$70 over a bulb's lifetime.

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¹ ENERGY STAR Specialty Bulb Report, June 2019

Overcoming Barriers to the Adoption of Specialty LED Bulbs

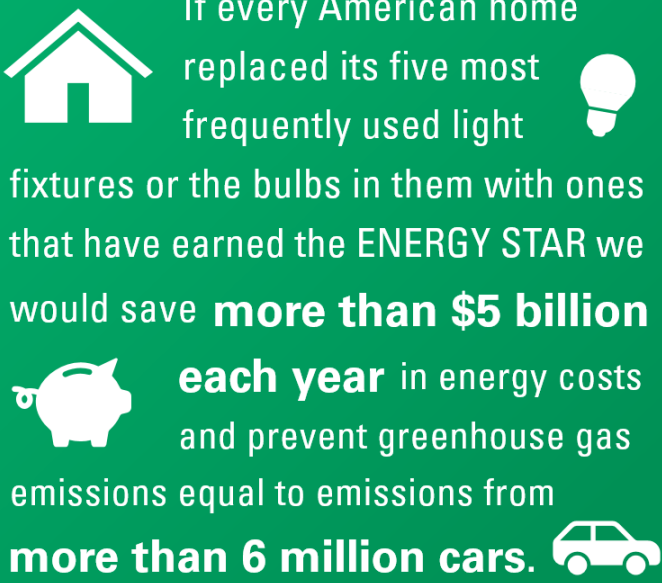
Aesthetics and performance created challenges for early adoption of decorative LED bulbs. Early candle and globe LEDs had bulky bases which was a departure from existing incandescent bulbs. Innovations in LED technology have since produced filament style and all-glass LED bulbs that meet the desired qualities consumers tend to look for in decorative bulbs. Additional technological innovations have improved dimming capabilities. Now consumers can choose ENERGY STAR LED specialty bulbs that meet both their style and energy efficiency expectations.



The Role for Efficiency Programs

With many sockets still using inefficient bulbs, energy efficiency programs can help influence consumers to choose specialty ENERGY STAR certified LED bulbs. In 2019, the market share of LED bulbs was 7% higher in states with lighting program activity compared to states without lighting program activity. Decorative bulbs, in particular, still have a high presence of low-cost, inefficient incandescent alternatives on shelf, making it a subcategory where efficiency programs can have

If every American home replaced its five most frequently used light fixtures or the bulbs in them with ones that have earned the ENERGY STAR we would save **more than \$5 billion each year** in energy costs and prevent greenhouse gas emissions equal to emissions from **more than 6 million cars.**



a strong influence. By offering incentives and raising awareness about the benefits of ENERGY STAR certified bulbs, efficiency programs can directly address remaining purchase barriers and ultimately generate greater lighting savings in their markets.

The ENERGY STAR label communicates that bulbs meet strict guidelines for efficiency and performance that sets them apart, strengthens program messaging, and reinforces a positive consumer experience with the product. By including ENERGY STAR certified specialty bulbs in lighting portfolios, energy efficiency programs bring the lighting market closer to transformation, capture greater savings, and help consumers reduce energy costs.

The ENERGY STAR program provides partners with resources to help promote certified lighting. Find ENERGY STAR lighting consumer education and marketing materials at www.energystar.gov/marketing_materials.

That moment when... he wants to be just like you.



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² Apex Analytics, May 1, 2020. <https://www.creedlighttracker.com/covid-19-and-eisa-challenges-lead-to-uncertainty-in-the-lighting-market/>