

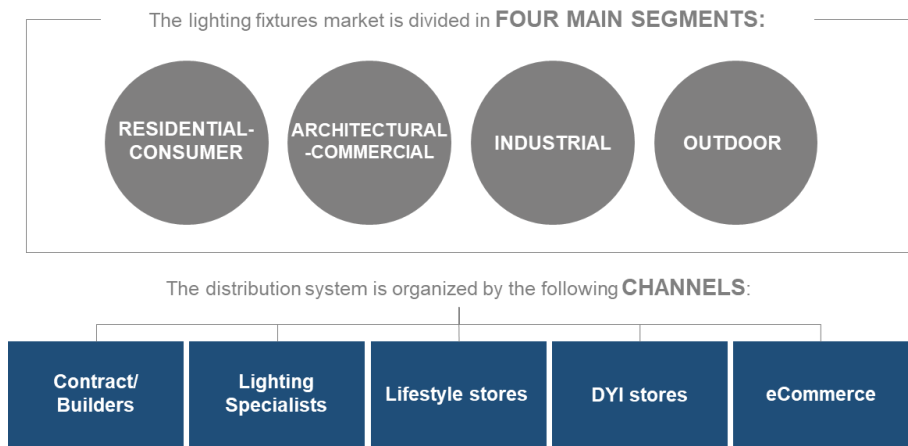
THE STATE OF THE LIGHTING FIXTURES INDUSTRY AND ITS ECOMMERCE GROWTH IN 2018

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The lighting fixtures manufacturing industry (that manufactures electric lighting fixtures, nonelectric lighting equipment, lighting fixture components and lampshades made of metal, paper or textiles) is traditionally an industry with low barriers to entry where there are no, or minimum, regulations, licensing or more general constraints to prevent a new company from entering the industry.

Because of low barriers to entry the industry, to stay competitive companies have no choice than constantly researching and developing new technologies.



Source: "The Lighting Fixtures Market in the United States" report - CSIL Milano June 2017

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The lighting fixtures market in the United States

- The value of domestic market in 2017 is estimated to be USD 20.7 billion, with a 2% increase compared to 2016.
- The market is expected to pick up in 2018 (+3.5%) and further improve in 2019 and 2020 (+4% each).
- The LED-based segment reached 51.4% of the total market in 2016; it has been growing especially for the outdoor lighting applications, where today it accounts for around 70%.
- Overall, in 2016, the growth rate of LED fixtures consumption was 26%.

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“Total retail sales in the US reached \$3.6 trillion at the end of 2017; 60% has been either transacted directly on PCs, phones, or tablets or influenced by research on those devices.”

– Forrester Research, Inc.


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eCommerce for the lighting fixtures industry – Quick Facts

- Among 2012 and 2016 eCommerce for the lighting fixtures sector registered an **average yearly 20% growth**.
- The eCommerce market for lighting fixtures worldwide is estimated to account about 5% of total lighting fixtures market at retail prices.
- Higher incidence has been registered for the residential (consumer) segment.
- The **penetration of eCommerce** is higher in **North America (7%)** while Europe stood at around 4%.
- eTailers have been the fastest growing channel posting +31% since 2010. Specialist lighting distributors followed with a +26% average growth in eCommerce sales.
- Secure payments methods and fast delivery are crucial.
- Mobile commerce is gaining ground among younger generations (Millennials and iGen).

Source: "E-Commerce for the Lighting Fixtures Industry" report - CSIL Milano March 2017

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