

# Lighting Market Forecasts Indicate Strong LED Growth

## GE Launches CFL Replacement LED Light Bulb

3-pack only  
**\$9.97**



### Now is the time to upgrade.

LED adoption is predicted to double this year as prices become more affordable than ever and shoppers become more energy conscious.

**Consider:**  **10%** of household lights currently use LED. **50%** will use LED lights by 2020. **99%** will use LED by 2030.  CFL spirals will decline by 3x over the next 4 years.

GE Lighting is reinventing the light bulb and exploring new business models, such as lighting as a service.



Once socket saturation with LEDs is reached, lighting will become a feature as new outcomes and revenue streams are discovered for the traditional lighting socket.



GE tested multiple shapes, and the Bright Stik™ provided the most affordability and flexibility.

### Reasons shoppers purchase LEDs:

In the past, a burnt-out bulb drove most purchases, but today, more bulb purchases are driven by the desire for more energy-efficient lighting.

 **40%** Replace with energy-efficient lighting

 **25%** Bulb burnt out  
*vs. 54% for traditional bulb shoppers*

 **17%** Try new type

 **7%** New fixture

 **6%** Replace stock



Similar to other consumer electronic purchases, energy-conscious shoppers seek information before purchasing.

- Research online before purchasing
- Spend 3 minutes more in aisle vs. average shopper

### Why GE Bright Stik™ LED Now?

 More affordable than ever

 Rated life of **14 years\***

 **5-year warranty**

Redesigned shape to fit in more fixtures compared to CFL



 More environmentally friendly—saves \$82 on energy per bulb

**2 color options:**  
● soft white  
● daylight

\*Based on 3 hours of operation per day at 11 cents per kWh.

Available this summer at [TheHomeDepot.com](http://TheHomeDepot.com) and in stores.

