Energy Management: Efficiency is Not Enough

Description:

Energy Management: Efficiency is Not Enough analyzes the market for energy-saving products and services. It details energy consumption habits and efforts to reduce energy usage in the households. It tests consumer willingness to purchase energy-saving products offering varying levels of savings.

“Consumer interest in energy efficiency is limited. Greater convenience and control will be the true market driver for energy management products and services. Offering greater efficiency alone will not convince most consumers to buy.” - John Barrett, Director, Consumer Analytics, Parks Associates

Home Energy Management service analyzes consumer engagement, business models and technology trends for energy management solutions.

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