Global Smart Meters Market Size, Share, Development, Growth and Demand Forecast to 2020

Description: The increasing smart grid deployment, government policies supporting installation, and energy conservation facilitated by smart meters are the key growth drivers in the global market. Smart meters consist of digital displays for displaying detailed energy usage, and the cost related to the energy usage. With the detailed energy usage and cost displayed on digital display, the consumers are able to understand and act accordingly to conserve the energy. For instance, the consumers adjust their consumption patterns when they discover the amount of power used and the cost of operation of the several appliances. The Department for Energy and Climate Change (DECC) in the U.K. estimated that smart meters can reduce energy bills by an average of $29 per household by 2020.

Smart Meters Market

The major appliances in the home, such as washing machines can be automated with the help of smart meters. This allows such appliances to take various advantages, such as time-of-use tariffs. With the two-way communication offered between intelligent household appliances and meters, the consumers are able to make note of the power being consumed. By two-way communications, energy service provider or utilities are also able to control elements of the consumer's usage for lowering their bill.

The North American smart meters market dominates the regions, due to government initiatives in allocating funds and mandating the installation of smart meters in a number of countries in the region. Southern Company, Oncor, Southern California Edison, and AEP are some of the major utility groups, which have committed for full-scale rollouts to all the consumers. The Asia-Pacific smart meters market is expected to grow with the highest rate in the coming years, due to supportive government initiative towards the implementation across several developing countries of the region. As part of a five year nationwide plan to upgrade grid infrastructure in Asia-Pacific, the utilities in China continue to install large numbers of smart meters in the country. The pilot projects are being introduced in India, which will support the deployment of meters on a large scale in the coming years.

Two of the major factors restraining the growth of the global market are lack of interoperability and lack of awareness among consumers. Although, the awareness about smart meters is growing slowly among the consumers, but understanding the benefits offered by them is still limited among the consumers. This lack of understanding varies according to socio-economic status and age of the consumers. The competitors in smart meters market are using several methods for increasing awareness about the smart meters among the consumers. Paid channels are most effective way of raising awareness and supporting the consumers to understand the significance of using smart meters visually. Interoperability is important for grid modernization, which will allow the end users and service providers to incorporate various technology solutions and capabilities; while supporting reliable operations at the same time. To overcome the lack of interoperability restraint, the industry experts and government are evolving interoperability through standards testing, development, and supporting policies.

The major companies operating in the global market include Itron Inc., Iskraemeco d.d., Landis+Gyr AG, Osaki Electric Co. Ltd., Elster Group GmbH, Siemens AG, General Electric Company, ICSA (India) Limited, Schneider Electric SA, and Holley Metering Ltd.

Contents:

1. Introduction
   1.1 Market Definition
   1.2 Research Scope
   1.2.1 Global Smart Meters Market Breakdown By Type
   1.2.2 Global Smart Meters Market Breakdown By End User
   1.2.3 Global Smart Meters Market Breakdown By Geography
   1.3 Research Methodology & Sources

2. Executive Summary
   2.1 Key Findings
2.2 Research Summary

3. Market Outlook
3.1 Introduction
3.1.1 Value Chain Analysis
3.2 Opportunities In The Market
3.2.1 Grid Operators Managing The Demand For Power
3.3 Factors Driving The Market And Its Impact On Market Forecast
3.3.1 Government Policies Supporting Installation Of Smart Meters
3.3.2 Energy Efficiency And Reduction In Distribution And Transmission Loss
3.3.3 Two-Way Communication Feature Of Smart Meters
3.3.4 Impact Analysis Of Drivers On Market Forecast
3.4 Factors Hindering The Market And Its Impact On Market Forecast
3.4.1 Lack Of Awareness About Smart Meters Among Consumers
3.4.2 Lack Of Interoperability
3.4.3 Impact Analysis Of Restraints On Market Forecast

4.1 Global Smart Meters Market Breakdown By Type
4.1.1 Smart Electric Meter
4.1.2 Smart Water Meter
4.1.3 Smart Gas Meter
4.2 Global Smart Meters Market Breakdown By End User
4.2.1 Residential Smart Meters
4.2.2 Commercial Smart Meters
4.2.3 Industrial Smart Meters
4.3 Global Smart Meters Market Breakdown By Region

5. Global Smart Meters Market Breakdown By Type
5.1 North America Smart Meters Market Breakdown By Type
5.2 Europe Smart Meters Market Breakdown By Type
5.3 Asia-Pacific Smart Meters Market Breakdown By Type
5.4 Rest Of The World Smart Meters Market Breakdown By Type

6. Global Smart Meters Market Breakdown By End User
6.1 North America Smart Meters Market Breakdown By End User
6.2 Europe Smart Meters Market Breakdown By End User
6.3 Asia-Pacific Smart Meters Market Breakdown By End User
6.4 Rest Of The World Smart Meters Market Breakdown By End User

7. Global Smart Meters Market Breakdown By Geography
7.1 North America Smart Meters Market Breakdown By Country
7.1.1 U.S. Smart Meters Market
7.1.2 Canada Smart Meters Market
7.2 Europe Smart Meters Market Breakdown By Country
7.2.1 Germany Smart Meters Market
7.2.2 France Smart Meters Market
7.2.3 Italy Smart Meters Market
7.2.4 U.K. Smart Meters Market
7.2.5 Spain Smart Meters Market
7.3 Asia-Pacific Smart Meters Market Breakdown By Country
7.3.1 China Smart Meters Market
7.3.2 Japan Smart Meters Market
7.4 Rest Of The World Smart Meters Market Breakdown By Country
7.4.1 Brazil Smart Meters Market

8. Competitive Positioning And Market Share Analysis
8.1 Porter's Five Forces Of Competitive Position Analysis
8.1.1 Bargaining Power Of Buyers
8.1.2 Bargaining Power Of Suppliers
8.1.3 Threat Of New Entrants
8.1.4 Intensity Of Rivalry
8.1.5 Threat Of Substitutes
8.2 Competitive Positioning Of Global Smart Meters Market, Based On Type
8.3 Competitive Positioning Of Key Players In The Global Smart Meters Market

9. Company Profiles And Strategic Developments
9.1 Key Company Profiles
9.1.1 Itron Inc.
9.1.1.1 Business Overview
9.1.1.2 Products And Services
9.1.2 Iskraemeco D.D.
9.1.2.1 Business Overview
9.1.2.2 Products And Services
9.1.3 Landis+Gyr Ag
9.1.3.1 Business Overview
9.1.3.2 Products And Services
9.1.4 Osaki Electric Co. Ltd.
9.1.4.1 Business Overview
9.1.4.2 Products And Services
9.1.5 Elster Group Gmbh
9.1.5.1 Business Overview
9.1.5.2 Products And Services
9.1.6 Siemens Ag
9.1.6.1 Business Overview
9.1.6.2 Products And Services
9.1.7 General Electric Company
9.1.7.1 Business Overview
9.1.7.2 Products And Services
9.1.8 Icsa (India) Limited
9.1.8.1 Business Overview
9.1.8.2 Products And Services
9.1.9 Schneider Electric Sa
9.1.9.1 Business Overview
9.1.9.2 Products And Services
9.1.10 Holley Metering Ltd.
9.1.10.1 Business Overview
9.1.10.2 Products And Services

9.2 Recent Strategic Developments In The Smart Meters Market
9.2.1 Product Launch
9.2.2 Client Wins

10. Appendix
10.1 List Of Abbreviations

List Of Tables
Table 1 Specific Primary And Secondary Sources Used For This Publication
Table 2 Global Smart Meters Market Snapshot
Table 3 Drivers For The Market: Impact Analysis
Table 4 Restraints For The Market: Impact Analysis
Table 5 Global Smart Meters Market Breakdown By Type, $M (2011 - 2014)
Table 6 Global Smart Meters Market Breakdown By Type, $M (2015 - 2020)
Table 7 Global Smart Meters Market Breakdown By Type, Million Units (2011 - 2014)
Table 8 Global Smart Meters Market Breakdown By Type, Million Units (2015 - 2020)
Table 9 Global Smart Meters Market Breakdown By End User, $M (2011 - 2014)
Table 10 Global Smart Meters Market Breakdown By End User, $M (2015 - 2020)
Table 11 Global Smart Meters Market Breakdown By End User, Million Units (2011 - 2014)
Table 12 Global Smart Meters Market Breakdown By End User, Million Units (2015 - 2020)
Table 13 Global Residential Smart Meters Market Size By Region, $M (2011 - 2020)
Table 14 Global Commercial Smart Meters Market Size By Region, $M (2011 - 2020)
Table 15 Global Commercial Smart Meters Market Size By Region, Million Units (2011 - 2020)
Table 16 Global Industrial Smart Meters Market Size By Region, $M (2011 - 2020)
Table 17 Global Industrial Smart Meters Market Size By Region, Million Units (2011 - 2020)
Table 18 Global Smart Meters Market Breakdown By Region, $M (2011 - 2014)
Table 19 Global Smart Meters Market Breakdown By Region, $M (2015 - 2020)
Table 20 Global Smart Meters Market Breakdown By Region, Million Units (2011 - 2014)
Table 21 Global Smart Meters Market Breakdown By Region, Million Units (2015 - 2020)
Table 22 North America Smart Meters Market Breakdown By Type, $M (2011 - 2014)
Table 23 North America Smart Meters Market Breakdown By Type, $M (2015 - 2020)
Table 24 North America Smart Meters Market Breakdown By Type, Million Units (2011 - 2014)
Table 25 North America Smart Meters Market Breakdown By Type, Million N Units (2015 - 2020)
Table 26 Europe Smart Meters Market Breakdown By Type, $M (2011 - 2014)
Table 27 Europe Smart Meters Market Breakdown By Type, $M (2015 - 2020)
Table 28 Europe Smart Meters Market Breakdown By Type, Million Units (2011 - 2014)
Table 29 Europe Smart Meters Market Breakdown By Type, Million Units (2015 - 2020)
Table 30 Asia-Pacific Smart Meters Market Breakdown By Type, $M (2011 - 2014)
Table 31 Asia-Pacific Smart Meters Market Breakdown By Type, $M (2015 - 2020)
Table 32 Asia-Pacific Smart Meters Market Breakdown By Type, Million Units (2011 - 2014)
Table 33 Asia-Pacific Smart Meters Market Breakdown By Type, Million Units (2015 - 2020)
Table 34 Rest Of The World Smart Meters Market Breakdown By Type, $M (2011 - 2014)
Table 35 Rest Of The World Smart Meters Market Breakdown By Type, $M (2015 - 2020)
Table 36 Rest Of The World Smart Meters Market Breakdown By Type, Million Units (2011 - 2014)
Table 37 Rest Of The World Smart Meters Market Breakdown By Type, Million Units (2015 - 2020)
Table 38 North America Smart Meters Market Breakdown By End User, $M (2011 - 2014)
Table 39 North America Smart Meters Market Breakdown By End User, $M (2015 - 2020)
Table 40 North America Smart Meters Market Breakdown By End User, Million Units (2011 - 2014)
Table 41 North America Smart Meters Market Breakdown By End User, Million Units (2015 - 2020)
Table 42 Europe Smart Meters Market Breakdown By End User, $M (2011 - 2014)
Table 43 Europe Smart Meters Market Breakdown By End User, $M (2015 - 2020)
Table 44 Europe Smart Meters Market Breakdown By End User, Million Units (2011 - 2014)
Table 45 Europe Smart Meters Market Breakdown By End User, Million Units (2015 - 2020)
Table 46 Asia-Pacific Smart Meters Market Breakdown By End User, $M (2011 - 2014)
Table 47 Asia-Pacific Smart Meters Market Breakdown By End User, $M (2015 - 2020)
Table 48 Asia-Pacific Smart Meters Market Breakdown By End User, Million Units (2011 - 2014)
Table 49 Asia-Pacific Smart Meters Market Breakdown By End User, Million Units (2015 - 2020)
Table 50 Rest Of The World Smart Meters Market Breakdown By End User, $M (2011 - 2014)
Table 51 Rest Of The World Smart Meters Market Breakdown By End User, $M (2015 - 2020)
Table 52 Rest Of The World Smart Meters Market Breakdown By End User, Million Units (2011 - 2014)
Table 53 Rest Of The World Smart Meters Market Breakdown By End User, Million Units (2015 - 2020)
Table 54 North America Smart Meters Market Breakdown By Country, $M (2011 - 2014)
Table 55 North America Smart Meters Market Breakdown By Country, $M (2015 - 2020)
Table 56 North America Smart Meters Market Breakdown By Country, Million Units (2011 - 2014)
Table 57 North America Smart Meters Market Breakdown By Country, Million Units (2015 - 2020)
Table 58 Europe Smart Meters Market Breakdown By Country, $M (2011 - 2014)
Table 59 Europe Smart Meters Market Breakdown By Country, $M (2015 - 2020)
Table 60 Europe Smart Meters Market Breakdown By Country, Million Units (2011 - 2014)
Table 61 Europe Smart Meters Market Breakdown By Country, Million Units (2015 - 2020)
Table 62 Asia-Pacific Smart Meters Market Breakdown By Country, $M (2011 - 2014)
Table 63 Asia-Pacific Smart Meters Market Breakdown By Country, $M (2015 - 2020)
Table 64 Asia-Pacific Smart Meters Market Breakdown By Country, Million Units (2011 - 2014)
Table 65 Asia-Pacific Smart Meters Market Breakdown By Country, Million Units (2015 - 2020)
Table 66 Rest Of The World Smart Meters Market Breakdown By Country, $M (2011 - 2014)
Table 67 Rest Of The World Smart Meters Market Breakdown By Country, $M (2015 - 2020)
Table 68 Rest Of The World Smart Meters Market Breakdown By Country, Million Units (2011 - 2014)
Table 69 Rest Of The World Smart Meters Market Breakdown By Country, Million Units (2015 - 2020)
Table 70 Itron Inc. - Key Facts
Table 71 Products And Services Of Itron Inc.
Table 72 Iskraemeco D.D. - Key Facts
Table 73 Landis+Gyr AG - Key Facts
Table 74 Osaki Electric Co. Ltd. - Key Facts
Table 75 Products And Services Of Osaki Electric Co. Ltd.
Table 76 Elster Group GmbH - Key Facts
Table 77 Siemens AG - Key Facts
Table 78 General Electric Company - Key Facts
Table 79 Icsa (India) Limited - Key Facts
Table 80 Products And Services Of Icsa (India) Limited
Table 81 Schneider Electric Sa - Key Facts
Table 82 Holley Metering Ltd. - Key Facts
List Of Figures
Fig 1 Research Scope Of Smart Meters Market
Fig 2 Research Methodology For Smart Meters Market
Fig 3 Value Chain Analysis Of Smart Meters Market
Fig 4 Global Smart Meters Market Size By Type, $M (2011 - 2020)
Fig 5 Global Smart Electric Meter Market Size By Region, $M (2011 - 2020)
Fig 6 Global Smart Electric Meter Market Size By Region, Million Units (2011 - 2020)
Fig 7 Global Smart Water Meter Market Size By Region, $M (2011 - 2020)
Fig 8 Global Smart Water Meter Market Size By Region, Million Units (2011 - 2020)
Fig 9 Global Smart Gas Meter Market Size By Region, $M (2011 - 2020)
Fig 10 Global Smart Gas Meter Market Size By Region, Million Units (2011 - 2020)
Fig 11 Global Smart Meters Market Size By End User, $M (2011 - 2020)
Fig 12 Global Residential Smart Meters Market Size By Region, Million Units (2011 - 2020)
Fig 13 Global Smart Meters Market Size By Region, $M (2011 - 2020)
Fig 14 Types Of Smart Meters
Fig 15 North America Smart Meters Market Breakdown By Type, $M (2011 - 2020)
Fig 16 Europe Smart Meters Market Breakdown By Type, $M (2011 - 2020)
Fig 17 Asia-Pacific Smart Meters Market Breakdown By Type, $M (2011 - 2020)
Fig 18 Rest Of The World Smart Meters Market Breakdown By Type, $M (2011 - 2020)
Fig 19 End Users Of Smart Meters
Fig 20 North America Smart Meters Market Breakdown By End Users, $M (2011 - 2020)
Fig 21 Europe Smart Meters Market Breakdown By End User, $M (2011 - 2020)
Fig 22 Asia-Pacific Smart Meters Market Breakdown By End User, $M (2011 - 2020)
Fig 23 Rest Of The World Smart Meters Market Breakdown By End Users, $M (2011 - 2020)
Fig 24 Major Countries In Global Smart Meters Market
Fig 25 North America Smart Meters Market Share, By Country (2014 And 2020)
Fig 26 U.S. Export Of Smart Electricity Meters, By Country (2013)
Fig 27 U.S. Import Of Smart Electricity Meters, By Country (2013)
Fig 28 Canada Export Of Smart Electricity Meters, By Country (2013)
Fig 29 Canada Import Of Smart Electricity Meters, By Country (2013)
Fig 30 Europe Smart Meters Market Share, By Country (2014 And 2020)
Fig 31 Asia-Pacific Smart Meters Market Share, By Country (2014 And 2020)
Fig 32 China Export Of Smart Electricity Meters, By Country (2013)
Fig 33 China Imports Of Smart Electricity Meters, By Country (2013)
Fig 34 Japan Export Of Smart Electricity Meters, By Country (2013)
Fig 35 Japan Import Of Smart Electricity Meters, By Country (2013)
Fig 36 Rest Of The World Smart Meters Market Share, By Country (2014 And 2020)
Fig 37 Brazil Import Of Smart Electricity Meters, By Country (2013)
Fig 38 Brazil Export Of Smart Electricity Meters, By Country (2013)
Fig 39 Porter'S Five Forces Of Competitive Position Analysis
Fig 40 Competitive Positioning Of Types Of Smart Meters In The Global Market
Fig 41 Competitive Positioning Of Key Players In The Global Smart Meters Market (2014)
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