

Press release

UK: winter figures see halogen and LED lightbulbs constitute 63 percent of volume sales

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Latest research from GfK shows that halogen and LED lightbulbs have experienced increased share of total volume sales of 63 percent this winter (October 2012 - January 2013). This is compared to the same period in 2011, where they contributed to a 38 percent volume share of total sales.

September 2012 saw the final phase of the ban of incandescent lightbulbs (a measure introduced to reduce the high energy use inherent in this type of lighting). Halogen and LED bulbs have seen increased volume sales, being perceived as the eco-friendly replacement for traditional bulbs.

This sales growth can also be explained by the introduction of additional bulb shapes and fittings within halogen and LED, which fill the voids that were left by the discontinued and lesser available incandescent lightbulbs.

Overall, the light bulb market experienced 3 percent value sales growth in 2012, whilst volume sales declined 19 percent, when compared to 2011. Looking at traditional incandescent lightbulbs, higher volume sales were recorded before the ban (due to its short product lifetime and lower price). Halogen and LED lightbulbs however, warrant less of a replacement cycle and are comparatively more costly. As a result of this trend, value sales have increased despite the volume decline.

Jatin Kuckreja, GfK Account Manager comments, "Both halogen and LED lightbulbs enjoyed a massive sales boost in 2012, supported by the final phase-out of incandescent technology in September 2012. The result was a 3 percent overall value growth for lightbulbs comparing 2012 and 2011, despite a 19 percent volume drop comparing the same periods. This was predominantly caused due to the shifts in buying patterns from the more frequently replaceable, cheaper and traditional incandescent bulbs to the longer lasting, smarter and eco-friendly technologies such as halogen and LED."

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