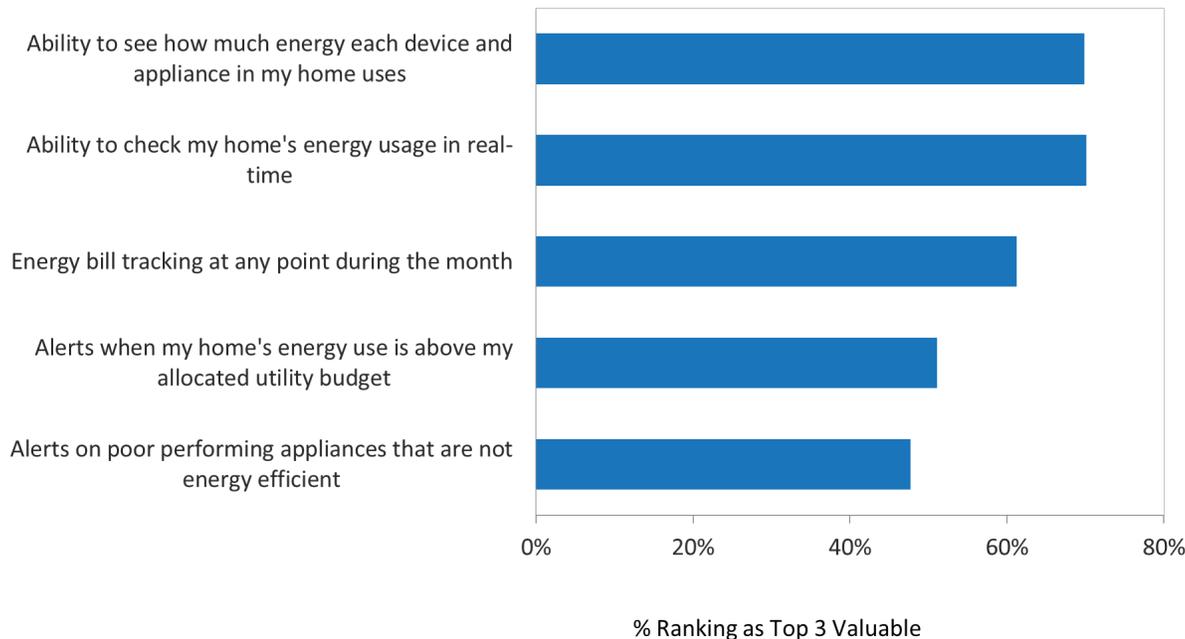


Valuable Tools of Home Energy Consumption Management



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SYNOPSIS

As energy costs rise and outages become more common, consumers seek ways to track their energy consumption, reduce what they use, or generate their own. There is no one-size-fits-all energy solution because habits and trends differ from big families in freestanding homes to singles in apartments. This research examines how customer groups differ in their adoption of devices and programs they use to save energy, money, and avoid blackouts. It includes trending adoption, purchase intention, and shifting consumer perspectives on home solar, energy monitoring solutions, battery storage, and electric vehicles.

ANALYST INSIGHT

“After a strong 2021, metrics around household energy technology industry dipped. The story, though, is more complex than a simple regression following a spike.”

— Chris White, *Research Director*, Parks Associates

Number of Slides: 80

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Energy Management and Services in the Home

SERVICE:
ENERGY
MANAGEMENT

2Q 2023

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Appendix



Energy Management and Services in the Home

SERVICE:
ENERGY
MANAGEMENT

2Q 2023

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