

NEWS RELEASE



ElectroniCast Consultants

USA – LED Lantern Market Forecast

United States consumption of portable LED lanterns reached an estimated \$46.18 million in 2017

Aptos, CA (USA)—July 19, 2018 -- ElectroniCast Consultants, a leading market and technology forecast firm covering photonic and electronic devices, today announced the findings of their market research study of the use of LED-based lanterns in the United States.

According to the study, the consumption value of LED lanterns in the United States reached an estimated \$46.18 million last year. Overall consumption value is forecast to increase with rising volume (quantity) growth partially offset by overall declining average selling prices.

ElectroniCast's definition of LED lanterns: portable, lightweight and easily handled with one-hand, electric-powered LED light source, which provides 360-degree illumination from the base unit. "The primary power source of a lantern is disposable or rechargeable batteries; however, by a lesser extent, power sources also include – ultra-capacitors, solar power panels, and hand-powered dynamos and even saltwater," said Stephen Montgomery, president of ElectroniCast.

In terms of volume (quantity) of LED lanterns is forecasted to increase from less than 180 million units in 2017 to nearly 210 million units in 2027 in the United States alone. Market forecast data in the study refers to consumption for a particular calendar year; therefore, the data is not cumulative data.

The market forecast is segmented by the sales channel of providing the lanterns to the end-user, either from general merchandisers (in store or via the Internet) or from the specialty merchandisers (in store or via the Internet). The fastest growth is expected from specialty merchandisers, such as sporting goods (camping and hiking) and DIY (do-it-yourself) hardware/home improvement stores.

"Since the market opportunity for lanterns continues to evolve, through the marketing push by manufacturers to differentiate from each other to achieve increasing revenue, there is a need to explore technology-driven solutions. The relationship of cost of materials, along with the end-user price-points, are important considerations for lantern manufacturers, in finding ways to differentiate from your competitors," Montgomery added.

Media Contact: Theresa Hosking
thosking@electronicastconsultants.com

www.electronicast.com
Telephone/USA: 831-708-2381

This market forecast report, which is available immediately, is part of a consultant service from ElectroniCast Consultants to our clients. For detailed information on this or other services provided by ElectroniCast, please contact Theresa Hosking, Marketing/Sales; thosking@electronicastconsultants.com (Telephone/USA: 831-708-2381)

ElectroniCast Consultants – www.electronicast.com specializes in forecasting trends in technology forecasting, markets and applications forecasting, strategic planning and consulting. ElectroniCast Consultants, as a technology-based independent forecasting firm, serves industrial companies, trade associations, government agencies, communication and data network companies and the financial community. Reduction of the risk of major investment decisions is the main benefit provided. ElectroniCast Consultants' goal is to understand the challenges and opportunities facing clients and to provide timely, accurate information for strategic planning.

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