

NEWS RELEASE



ElectroniCast Consultants

LED Track Lighting Heads Used Inside Retail Stores Global Market Forecast (2017-2027)

LED Track Lighting Fixtures used inside retail stores reached 172.4 million units in 2017...

Aptos, CA (USA) – September 25, 2018 -- ElectroniCast Consultants, a leading market and technology research consultancy addressing the LED Lighting industry sector, today announced the release of their market research study covering LED track lighting heads (fixtures) used inside of retail stores.

The worldwide consumption volume of LED track lighting heads, which were installed in retail stores reached an estimated 172.4 million units in 2017.

Track lighting is a method of lighting where light fixtures are attached anywhere on a continuous track device, which is a surface mounted channel that holds the lighting units (or 'heads') in place and brings power to them. The track is usually mounted to the ceiling but it can be mounted to a wall, a beam or dropped from the ceiling on stems or cables.

For the purposes of this market study, ElectroniCast segmented the product by the following sizes, which is measured at the area where the light is emitted, typically the width (shown in centimeters):

- Mini - 6cm or less ($\leq 6\text{cm}$)
- Standard - more than 6cm to 30cm ($>6\text{cm}$ to 30cm)
- Large - more than 30cm ($>30\text{cm}$)

According to the new report, the use of the standard-size units, dominate the track lighting market in retail store applications. The standard (size) units reached an impressive worldwide value of \$1.551 billion in 2017; and set to increase through the year 2027.

Some of the advantages of LED lighting in retail stores include: extending the shelf life of perishable products; LEDs enables colors to appear truer and more vibrant; the lights provide a positive well-lit and safe and inviting shopping environment; LEDs reduce the heat in display cases; LED lights enable Smart Lighting, which helps customers find products, via a phone apps, plus several other advantages.

This market forecast report is available immediately from ElectroniCast Consultants. 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.