

Energy Efficient Homes Market

Client Background

Client needed to understand the opportunity to enter the energy efficient homes market including market potential, consumer needs, competitors, and potential barriers.

10EQS Approach

Focused on a number aspects of market analysis including:

- Market structure, value chain, revenue/profit pools, growth opportunity by segments
- Consumption and adoption patterns by segments and geographies
- Competitive analysis including both established players and new entrants
- Disruptive technologies as well as political and regulatory issues

Key Engagement Stats

Project Type: New opportunity assessment

Delivery: 4 weeks

Delivery Team: 1 Engagement Manager, 8 Senior Experts, 1 Business Analyst and 20 Researchers



Summary of Results

10EQS provided the client with the following information and insights:

- Detailed market sizing for each segment including competitive analysis
- Market analysis for energy and water efficient technologies used in residential products including existing and emerging technologies
- Insights on consumer behavior and growth of market potential for each product
- Evaluation of other factors including cost of energy and water saving technology, figures on current residential housing stock, consumer education tactics of companies producing energy efficient technologies, regulatory and political issues

How to Get Started Today

To find out more about how 10EQS can benefit your business, please contact us at clients@10EQS.com