



# The Blog



## 63 Million Home Energy Management System Users by 2020; Could Save Homeowners 18% on Utility Bills

Posted on 14. May, 2012 by [Maryruth Belsey Priebe](#) in [Articles](#)

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Perhaps one of the biggest trends that you're likely to see in the green home market

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in the next decade is the growth of in-home displays for home energy management (HEM). Known by a myriad of names and formats, including web dashboards, home energy displays (HEDs), in-home displays (IHDs), and mobile energy management applications, with these tools consumers will be able to have greater control over their home energy consumption than ever before. Energy savings should follow.

Several factors will collide to increase the demand for IHD devices for consumers:

- Rising fossil fuel energy prices and the threat of higher utility bills.
- The likely spread of smart grid technology as utility companies work to reduce peak energy demand.
- Greater proliferation of technologies (software and hardware) that turn data from smart meters into easy to understand, actionable information.

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Without a doubt, consumers will increasingly find it a near necessity to have energy consumption data at their fingertips to ensure their utility bills don't go through the roof. And IHDs displaying home energy consumption will fill that gap nicely.

Pike Research recently published a report, [Home Energy Management](#), that suggests there will be 63 million users of IHDs by 2020, which is a significant jump if you consider that in 2011 there were only 1 million. Though the current market for in-home display devices is currently relatively fragmented, the competition is stiff, and product offerings are likely to tighten up in years ahead as technologies mature and consumers make their wishes known. In future, as both homes and consumers become increasingly wired, the IHD companies that are likely to succeed will be those that provide a combination of product offerings, including web-based dashboards, mobile energy management apps, and in-home displays.

No doubt the HED market still has much to learn as both smart grids and consumer usage patterns are put to the test. That said, potential energy savings for the consumer, according to [one research firm](#), suggests that the average homeowner could save between 10% and 18% on their utility bills with an HED in their home.

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