

# **Outdoor LED Lighting Market by Installation (New, Retrofit), Offering, Sales Channel, Communication, Wattage (Below 50W, 50-150W, Above 150W), Application (Streets and Roads, Architecture, Sports, Tunnels) and Geography - Global Forecast to 2027**

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## **Abstracts**

The outdoor LED lighting market size is estimated to be USD 25.7 billion in 2022 and is projected to reach USD 51.5 billion by 2027, at a CAGR of 14.9% during the forecast period. The booming lighting industry contributes most to the rising demand for energy-efficient products and modifications in the existing lighting products using LED technology. Technological innovations and rising environmental concerns have further accelerated the growth of the outdoor LED lighting market. Competitive manufacturing costs, high economic growth rates, and large-scale industrial constructions in commercial segments are some of the other major factors driving the growth of the outdoor LED lighting market.

New installation type to register the largest market share in the forecast period.

With the ongoing developments across the globe, the increasing technological investments towards infrastructure will evidently tend to the new installations in the outdoor LED lighting market. Increased infrastructure and construction projects for various applications, like highways, stadiums, tunnels, etc., will require new installations for new projects. Hence, the new installations segment will hold a larger market share throughout the forecast period.

The streets and roads application segment is likely to dominate the outdoor LED lighting market from 2022 to 2027.

According to market estimates, the streets and roads segment is expected to account for the largest market share throughout the forecast period due to rapid urbanization and government efforts to reduce energy consumption by adopting LED lighting solutions. Streets and roadways are continuously illuminated; hence, there is a high requirement for energy. Therefore, switching to LED lighting is a better choice. Streets and roadways are expected to provide lucrative opportunities to outdoor LED lighting market players.

Europe is projected to account for the second largest market share in the outdoor LED lighting market.

The outdoor LED lighting market in Europe considers Germany, France, Italy, UK, and Rest of Europe for the study. These countries are expected to drive the LED lighting market growth in Europe in the future. The LED lighting market in Europe is highly fragmented, with the presence of several large and medium-sized companies offering products for various applications considered in this study. Germany has more than 50 medium-sized companies that manufacture LED lighting products.

The sustainable policies of the government in this region drive the demand for the outdoor LED lighting market. Two recent policy measures - updated Ecodesign regulations and RoHS Directive regulations governing hazardous substances in electrical equipment - will shift the EU market away from conventional mercury-containing fluorescent lighting to advanced LED lighting technology. In 2023, all general-purpose fluorescent lamps are expected to be phased out. Norway, Switzerland, and UK have already adopted the EU-27 Ecodesign regulation, and the RoHS directive regulations are expected to be followed in the coming years.

Signify Holding (Netherlands), Acuity Brands Lighting, Inc. (US), Cree Lighting (US), Dialight (UK), Panasonic Corporation (Japan), GE Current (US), Eaton (US), OSRAM (Germany), Zumtobel Group AG (Austria) are the key players in the outdoor LED lighting market. These top players have strong portfolios of products and services and a presence in both mature and emerging markets.

The study includes an in-depth competitive analysis of these key players in the outdoor LED lighting market, with their company profiles, recent developments, and key market strategies.

## Research Coverage

The report defines, describes, and forecasts the outdoor LED lighting market based on offering, installation, sales channel, application, wattage type, interfacing standard, communication, and geography. It provides detailed information regarding factors such as drivers, restraints, opportunities, and challenges influencing the growth of the outdoor LED lighting market. It also analyzes competitive developments such as product launches, acquisitions, expansions, contracts, partnerships, and developments carried out by the key players to grow in the market.

### Key Benefits of Buying the Report

The report would help market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall outdoor LED lighting market and the subsegments. This report would help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

## Contents

### 1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

##### 1.2.1 INCLUSIONS AND EXCLUSIONS

#### 1.3 STUDY SCOPE

##### 1.3.1 MARKETS COVERED

#### FIGURE 1 OUTDOOR LED LIGHTING MARKET: MARKET SEGMENTATION

##### 1.3.2 REGIONAL SEGMENTATION

##### 1.3.3 YEARS CONSIDERED

#### 1.4 CURRENCY CONSIDERED

#### 1.5 PACKAGE SIZE

#### 1.6 STUDY LIMITATIONS

#### 1.7 STAKEHOLDERS

#### 1.8 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

#### FIGURE 2 OUTDOOR LED LIGHTING MARKET: RESEARCH METHODOLOGY

#### FIGURE 3 OUTDOOR LED LIGHTING MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY AND PRIMARY RESEARCH

##### 2.1.2 SECONDARY DATA

###### 2.1.2.1 Key data from secondary sources

###### 2.1.2.2 List of major secondary sources

##### 2.1.3 PRIMARY DATA

###### 2.1.3.1 Primary interviews with experts

###### 2.1.3.2 Key data from primary sources

###### 2.1.3.3 Key industry insights

###### 2.1.3.4 Breakdown of primaries

#### 2.2 MARKET SIZE ESTIMATION

##### 2.2.1 BOTTOM-UP APPROACH

###### 2.2.1.1 Capturing market share of application by bottom-up analysis (demand side)

#### FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

##### 2.2.2 TOP-DOWN APPROACH

###### 2.2.2.1 Capturing market share of application by top-down analysis (supply side)

#### FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

## 2.3 FACTOR ANALYSIS

### 2.3.1 SUPPLY SIDE ANALYSIS

### 2.3.2 DEMAND SIDE ANALYSIS

## 2.4 MARKET BREAKDOWN AND DATA TRIANGULATION

### FIGURE 8 DATA TRIANGULATION

## 2.5 RISK ASSESSMENT

### TABLE 1 RISK ASSESSMENT: OUTDOOR LED LIGHTING MARKET

#### 2.5.1 GROWTH FORECAST ASSUMPTIONS

### TABLE 2 MARKET GROWTH ASSUMPTIONS

## 2.6 RESEARCH ASSUMPTIONS

### FIGURE 9 KEY RESEARCH ASSUMPTIONS

## 3 EXECUTIVE SUMMARY

### FIGURE 10 GLOBAL OUTDOOR LED LIGHTING MARKET

### FIGURE 11 HARDWARE OFFERING TO DOMINATE MARKET DURING FORECAST PERIOD

### FIGURE 12 SPORTS AND LARGE AREAS SEGMENT TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

### FIGURE 13 NEW INSTALLATION TYPE TO HOLD LARGER MARKET DURING FORECAST PERIOD

### FIGURE 14 WIRED COMMUNICATION TYPE TO POSSESS LARGER MARKET SHARE DURING FORECAST PERIOD

### FIGURE 15 E-COMMERCE TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

### FIGURE 16 50-150 W TYPE TO HOLD LARGEST MARKET SHARE DURING FORECAST PERIOD

### FIGURE 17 ASIA PACIFIC TO WITNESS FASTEST GROWTH RATE DURING FORECAST PERIOD

## 4 PREMIUM INSIGHTS

### 4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN OUTDOOR LED LIGHTING MARKET

### FIGURE 18 SIGNIFICANT ADOPTION OF LED LIGHTING IN OUTDOOR APPLICATIONS TO DRIVE MARKET

### 4.2 OUTDOOR LED LIGHTING MARKET, BY APPLICATION

### FIGURE 19 SPORTS AND LARGE AREAS APPLICATION SEGMENT TO POSSESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

4.3 OUTDOOR LED LIGHTING MARKET, BY OFFERING  
FIGURE 20 HARDWARE SEGMENT TO HOLD LARGEST SHARE IN MARKET  
DURING FORECAST PERIOD

4.4 OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL  
FIGURE 21 E-COMMERCE SALES CHANNEL TO WITNESS FASTEST GROWTH IN  
DURING FORECAST PERIOD

4.5 OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE  
FIGURE 22 RETROFIT SEGMENT TO POSSESS SIGNIFICANT GROWTH IN  
MARKET BETWEEN 2022 AND 2027

4.6 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY OFFERING AND  
COUNTRY  
FIGURE 23 SOFTWARE TO HAVE HIGHEST GROWTH IN ASIA PACIFIC MARKET  
DURING FORECAST PERIOD

## **5 MARKET OVERVIEW**

### **5.1 INTRODUCTION**

### **5.2 MARKET DYNAMICS**

#### **5.2.1 DRIVERS**

- 5.2.1.1 Need for improvement in visibility and safety
- 5.2.1.2 High demand for LED lighting for infrastructural developments
- 5.2.1.3 Need for energy-efficient lighting systems for highways
- 5.2.1.4 Demand for smart controls in street lighting systems
- 5.2.1.5 Adoption of LED bulbs and luminaires for net-zero emissions by 2050

TABLE 3 LIGHTING TYPES, INSTALLED UNITS, AND ENERGY SAVINGS IN US  
(2018)

FIGURE 25 OUTDOOR LED LIGHTING MARKET DRIVERS AND THEIR IMPACT

#### **5.2.2 RESTRAINTS**

- 5.2.2.1 Lack of awareness regarding installation costs for smart lighting and payback periods
- 5.2.2.2 Functional problems associated with LED technology
- 5.2.2.3 Short-to-medium-term impact due to US-China trade conflict and Russia–Ukraine war

FIGURE 26 OUTDOOR LED LIGHTING MARKET RESTRAINTS AND THEIR IMPACT

#### **5.2.3 OPPORTUNITIES**

- 5.2.3.1 Adoption of wireless LED lighting systems for outdoor applications
- 5.2.3.2 Need for energy-efficient light sources in emerging economies
- 5.2.3.3 IoT technology in smart street lighting and smart city projects
- 5.2.3.4 Government initiatives toward adoption of efficient LED lighting

5.2.3.5 Continuous decline in prices of LED chips and other components of lighting systems

FIGURE 27 OUTDOOR LED LIGHTING MARKET OPPORTUNITIES AND THEIR IMPACT

#### 5.2.4 CHALLENGES

5.2.4.1 Lack of common open standards for LED lights

5.2.4.2 Slow rate of adoption of LED technology in emerging countries

FIGURE 28 OUTDOOR LED LIGHTING MARKET CHALLENGES AND THEIR IMPACT

#### 5.3 VALUE CHAIN ANALYSIS

FIGURE 29 VALUE CHAIN ANALYSIS: OUTDOOR LED LIGHTING MARKET

#### 5.4 PORTER'S FIVE FORCE ANALYSIS

TABLE 4 IMPACT SCORE AND INTENSITY OF PORTER'S FIVE FORCES

FIGURE 30 IMPACT OF PORTER'S FIVE FORCES ON OUTDOOR LED LIGHTING MARKET

5.4.1 INTENSITY OF COMPETITIVE RIVALRY

5.4.2 THREAT OF NEW ENTRANTS

5.4.3 THREAT OF SUBSTITUTES

5.4.4 BARGAINING POWER OF BUYERS

5.4.5 BARGAINING POWER OF SUPPLIERS

#### 5.5 AVERAGE SELLING PRICE ANALYSIS

FIGURE 31 OUTDOOR LED LIGHTING MARKET: MID AND LOW-POWER LED PACKAGE PRICING TREND

FIGURE 32 OUTDOOR LED LIGHTING MARKET: HIGH-POWER LED PACKAGE PRICING TREND

FIGURE 33 OUTDOOR LED LIGHTING MARKET: LED LAMP (60 W EQUIVALENT) PRICING TREND

#### 5.6 TRADE ANALYSIS

5.6.1 TRADE ANALYSIS FOR OUTDOOR LED LIGHTING

TABLE 5 IMPORT DATA FOR LAMPS AND LIGHTING FITTINGS, HS CODE: 9405 (USD MILLION)

FIGURE 34 IMPORT VALUES OF LAMPS AND LIGHTING FIXTURES, BY COUNTRY, 2017–2021

TABLE 6 EXPORT DATA FOR LAMPS AND LIGHTING FIXTURES, HS CODE: 9405 (USD MILLION)

FIGURE 35 EXPORT VALUES OF LAMPS AND LIGHTING FIXTURES, BY COUNTRY, 2017–2021

#### 5.7 ECOSYSTEM ANALYSIS

FIGURE 36 OUTDOOR LED LIGHTING MARKET: ECOSYSTEM ANALYSIS

TABLE 7 OUTDOOR LED LIGHTING MARKET: ECOSYSTEM ANALYSIS



## 5.8 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

### FIGURE 37 REVENUE SHIFT AND NEW REVENUE POCKET FOR OUTDOOR LED LIGHTING

## 5.9 CASE STUDY ANALYSIS

### 5.9.1 ABB ATLANTA INTERNATIONAL AIRPORT (ATL) TO HAVE COMPLETE MAKEOVER WITH LED LIGHTING

#### 5.9.2 LIGHTING OF NORDHAVNSVEI TUNNEL

#### 5.9.3 SMART LIGHTING FOR THE STATE OF NEW YORK

## 5.10 PATENT ANALYSIS

### TABLE 8 KEY PATENT REGISTRATIONS, 2018–2021

### FIGURE 38 PATENT GRANTED WORLDWIDE, 2011-2021

### TABLE 9 TOP 20 PATENT OWNERS, 2011-2021

### FIGURE 39 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2011–2021

## 5.11 TECHNOLOGY ANALYSIS

### 5.11.1 LI-FI

### 5.11.2 HUMAN-CENTRIC LIGHTING

### 5.11.3 IOT LIGHTING

## 5.12 GOVERNMENT REGULATIONS AND STANDARDS

### 5.12.1 GOVERNMENT REGULATIONS

### 5.12.2 STANDARDS

#### 5.12.2.1 IEEE 1789-2015 modulation frequencies for light-emitting diodes (LEDs)

#### 5.12.2.2 Energy Star - developed by US Department of Energy (DOE) and US Environmental Protection Agency (EPA)

#### 5.12.2.3 NEMA - ANSI C78.51 - electric lamps - LED (light-emitting diode) lamps - method of designation

## 5.13 KEY REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### TABLE 10 LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

## 5.14 KEY CONFERENCES AND EVENTS, 2022–2023

### TABLE 11 OUTDOOR LED LIGHTING MARKET: DETAILED LIST OF CONFERENCES AND EVENTS

## 5.15 KEY STAKEHOLDERS IN BUYING PROCESS

### TABLE 12 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR TOP 3 APPLICATIONS (%)

#### 5.15.1 BUYING CRITERIA

## 6 OUTDOOR LED LIGHTING MARKET, BY APPLICATION



## 6.1 INTRODUCTION

FIGURE 40 OUTDOOR LED LIGHTING MARKET, BY APPLICATION

TABLE 13 OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2018–2021 (USD BILLION)

FIGURE 41 STREETS AND ROADS SEGMENT TO ACCOUNT FOR LARGEST SHARE OF MARKET BETWEEN 2022 AND 2027

TABLE 14 OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2022–2027 (USD BILLION)

## 6.2 STREETS AND ROADS

6.2.1 INCREASING NUMBER OF ROAD AND STREET DEVELOPMENT PROJECTS IN EMERGING ECONOMIES TO DRIVE MARKET

TABLE 15 STREETS AND ROADS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 16 STREETS AND ROADS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

## 6.3 ARCHITECTURAL AND URBAN LANDSCAPES

6.3.1 OUTDOOR LED LIGHTING TO WITNESS INCREASED DEMAND FROM ARCHITECTURAL LANDMARKS AND SKYSCRAPERS

TABLE 17 ARCHITECTURAL AND URBAN LANDSCAPES: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 18 ARCHITECTURAL AND URBAN LANDSCAPES: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

## 6.4 SPORTS AND LARGE AREAS

6.4.1 EXISTING STADIUMS AND SPORTS COMPLEXES SWITCHING TO LED LIGHTING FROM CONVENTIONAL LIGHTS

TABLE 19 SPORTS AND LARGE AREAS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 20 SPORTS AND LARGE AREAS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

## 6.5 TUNNELS

6.5.1 UPCOMING TUNNEL CONSTRUCTION PROJECTS TO PROVIDE OPPORTUNITIES TO LED LIGHTING SYSTEM PROVIDERS

TABLE 21 TUNNELS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 22 TUNNELS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

## 6.6 OTHERS

TABLE 23 OTHERS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021

(USD BILLION)

TABLE 24 OTHERS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027  
(USD BILLION)

## **7 OUTDOOR LED LIGHTING MARKET, BY OFFERING**

### **7.1 INTRODUCTION**

FIGURE 42 OUTDOOR LED LIGHTING MARKET, BY OFFERING

TABLE 25 OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2018–2021 (USD BILLION)

FIGURE 43 HARDWARE TO ACCOUNT LARGEST MARKET SHARE DURING FORECAST PERIOD

TABLE 26 OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2022–2027 (USD BILLION)

### **7.2 HARDWARE**

#### **7.2.1 LAMPS**

7.2.1.1 Long life and durability of lamps to augment growth

#### **7.2.2 LUMINAIRES**

7.2.2.1 Availability in different varieties for various requirements to drive market

#### **7.2.3 CONTROL SYSTEMS**

7.2.3.1 Increased adoption of intelligent lighting systems to propel market

TABLE 27 HARDWARE: OUTDOOR LED LIGHTING MARKET, BY TYPE, 2018–2021 (USD BILLION)

FIGURE 44 LUMINAIRES TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 28 HARDWARE: OUTDOOR LED LIGHTING MARKET, BY TYPE, 2022–2027 (USD BILLION)

TABLE 29 HARDWARE: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 30 HARDWARE: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

### **7.3 SOFTWARE**

7.3.1 INCREASED ACCESS TO CONTROL LIGHTING SYSTEMS TO AID MARKET

TABLE 31 SOFTWARE: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 32 SOFTWARE: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

### **7.4 SERVICES**

7.4.1 SERVICES HOLD SIGNIFICANT MARKET SHARE DUE TO USER-SPECIFIC

## NEEDS

### 7.4.2 PRE-INSTALLATION SERVICES

#### 7.4.2.1 Design and installation

### 7.4.3 POST-INSTALLATION SERVICES

#### 7.4.3.1 Maintenance and support

TABLE 33 SERVICES: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021  
(USD BILLION)

TABLE 34 SERVICES: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027  
(USD BILLION)

## 8 OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION

### 8.1 INTRODUCTION

FIGURE 45 OUTDOOR LIGHTING MARKET, BY COMMUNICATION

TABLE 35 OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2018–2021  
(USD BILLION)

TABLE 36 OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2022–2027  
(USD BILLION)

### 8.2 WIRED

#### 8.2.1 WIDER ADOPTION DUE TO GREATER RELIABILITY TO BOOST MARKET

TABLE 37 WIRED: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021  
(USD BILLION)

TABLE 38 WIRED: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027  
(USD BILLION)

### 8.3 WIRELESS

#### 8.3.1 COST AND ENERGY SAVINGS TO DRIVE MARKET

TABLE 39 WIRELESS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021  
(USD BILLION)

TABLE 40 WIRELESS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027  
(USD BILLION)

## 9 OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE

### 9.1 INTRODUCTION

FIGURE 47 OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE

TABLE 41 OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE,  
2018–2021 (USD BILLION)

FIGURE 48 NEW INSTALLATION TO HOLD LARGER MARKET BETWEEN 2022 AND  
2027

TABLE 42 OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE,  
2022–2027 (USD BILLION)

#### 9.2 NEW

9.2.1 NEW INSTALLATIONS TO HOLD LARGER MARKET SHARE OWING TO  
INCREASED INFRASTRUCTURE DEVELOPMENTS

TABLE 43 NEW: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD  
BILLION)

TABLE 44 NEW: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD  
BILLION)

#### 9.3 RETROFIT

9.3.1 INCREASED NEED TO MODIFY EXISTING LIGHT FIXTURES TO DRIVE  
MARKET

TABLE 45 RETROFIT: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021  
(USD BILLION)

TABLE 46 RETROFIT: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027  
(USD BILLION)

### **10 OUTDOOR LED LIGHTING MARKET, BY WATTAGE TYPE**

#### 10.1 INTRODUCTION

FIGURE 49 OUTDOOR LED LIGHTING MARKET, BY WATTAGE TYPE

TABLE 47 OUTDOOR LED LIGHTING MARKET, BY WATTAGE TYPE, 2018–2021  
(USD BILLION)

FIGURE 50 WATTAGE RANGE OF 50-150 W TO HOLD LARGEST MARKET SHARE  
DURING FORECAST PERIOD

TABLE 48 OUTDOOR LED LIGHTING MARKET, BY WATTAGE TYPE, 2022–2027  
(USD BILLION)

#### 10.2 LESS THAN 50 W

10.2.1 LESSER ADOPTION OF LOW WATTAGE CAPACITY LIGHTING SYSTEMS  
TO RESTRAIN MARKET

#### 10.3 50–150 W

10.3.1 WIDER ADOPTION IN HIGHWAYS AND ROADWAYS TO DRIVE MARKET

#### 10.4 MORE THAN 150 W

10.4.1 INCREASED USAGE IN TUNNELS AND FLOODLIGHTING TO PROPEL  
MARKET

### **11 OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL**

#### 11.1 INTRODUCTION

TABLE 49 OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2018–2021  
(USD BILLION)

FIGURE 51 E-COMMERCE SEGMENT TO RECORD HIGHEST CAGR BETWEEN  
2022 AND 2027

TABLE 50 OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2022–2027  
(USD BILLION)

## 11.2 RETAIL/WHOLESALE

11.2.1 RETAIL/WHOLESALE CHANNEL TO ACCOUNT FOR MAJOR MARKET  
SHARE

TABLE 51 RETAIL/WHOLESALE: OUTDOOR LED LIGHTING MARKET, BY REGION,  
2018–2021 (USD BILLION)

TABLE 52 RETAIL/WHOLESALE: OUTDOOR LED LIGHTING MARKET, BY REGION,  
2022–2027 (USD BILLION)

## 11.3 DIRECT SALES/CONTRACT-BASED

11.3.1 LESSER INTERFERENCE FROM THIRD PARTIES IN DIRECT SALES TO  
RESULT IN PROCUREMENT COST REDUCTION

TABLE 53 DIRECT SALES/CONTRACT-BASED: OUTDOOR LED LIGHTING  
MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 54 DIRECT SALES/CONTRACT-BASED: OUTDOOR LED LIGHTING  
MARKET, BY REGION, 2022–2027 (USD BILLION)

## 11.4 E-COMMERCE

11.4.1 E-COMMERCE-BASED LED LIGHTING SALES TO INCREASE  
SIGNIFICANTLY UNTIL 2027

TABLE 55 E-COMMERCE: OUTDOOR LED LIGHTING MARKET, BY REGION,  
2018–2021 (USD BILLION)

TABLE 56 E-COMMERCE: OUTDOOR LED LIGHTING MARKET, BY REGION,  
2022–2027 (USD BILLION)

# 12 OUTDOOR LED LIGHTING MARKET, BY INTERFACING STANDARD

## 12.1 INTRODUCTION

### 12.2 NEMA

12.2.1 NEMA STANDARDIZATION TO BE MAJORLY USED IN AMERICAS

### 12.3 ZHAGA

12.3.1 ZHAGA STANDARDIZATION TO BE WIDELY USED IN EUROPE

TABLE 57 POPULAR INTERFACING STANDARDS IN DIFFERENT REGIONS

# 13 OUTDOOR LED LIGHTING MARKET, BY REGION

### 13.1 INTRODUCTION

FIGURE 52 OUTDOOR LED LIGHTING MARKET SEGMENTATION: BY REGION

FIGURE 53 OUTDOOR LED LIGHTING MARKET: GEOGRAPHIC SNAPSHOT

TABLE 58 OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 59 OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

### 13.2 AMERICAS

FIGURE 54 MERICAS: OUTDOOR LED LIGHTING MARKET SNAPSHOT

TABLE 60 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 61 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

TABLE 62 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2018–2021 (USD BILLION)

TABLE 63 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2022–2027 (USD BILLION)

TABLE 64 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2018–2021 (USD BILLION)

TABLE 65 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2022–2027 (USD BILLION)

TABLE 66 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2018–2021 (USD BILLION)

TABLE 67 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2022–2027 (USD BILLION)

TABLE 68 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE, 2018–2021 (USD BILLION)

TABLE 69 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE, 2022–2027 (USD BILLION)

TABLE 70 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2018–2021 (USD BILLION)

TABLE 71 AMERICAS: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2022–2027 (USD BILLION)

#### 13.2.1 NORTH AMERICA

TABLE 72 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY COUNTRY, 2018–2021 (USD BILLION)

TABLE 73 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY COUNTRY, 2022–2027 (USD BILLION)

TABLE 74 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY

APPLICATION, 2018–2021 (USD BILLION)

TABLE 75 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2022–2027 (USD BILLION)

TABLE 76 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2018–2021 (USD BILLION)

TABLE 77 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2022–2027 (USD BILLION)

TABLE 78 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2018–2021 (USD BILLION)

TABLE 79 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2022–2027 (USD BILLION)

TABLE 80 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE, 2018–2021 (USD BILLION)

TABLE 81 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE, 2022–2027 (USD BILLION)

TABLE 82 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2018–2021 (USD BILLION)

TABLE 83 NORTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2022–2027 (USD BILLION)

#### 13.2.1.1 US

13.2.1.1.1 Advancements in LED technology due to ideal environment for innovation to propel market

#### 13.2.1.2 Canada

13.2.1.2.1 Government energy efficiency regulations to drive adoption of outdoor LED

#### 13.2.1.3 MEXICO

13.2.1.3.1 Government policies and initiatives to boost market

#### 13.2.2 SOUTH AMERICA

TABLE 84 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY COUNTRY, 2018–2021 (USD BILLION)

TABLE 85 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY COUNTRY, 2022–2027 (USD BILLION)

TABLE 86 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2018–2021 (USD BILLION)

TABLE 87 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2022–2027 (USD BILLION)

TABLE 88 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2018–2021 (USD BILLION)

TABLE 89 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY OFFERING,



2022–2027 (USD BILLION)

TABLE 90 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2018–2021 (USD BILLION)

TABLE 91 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2022–2027 (USD BILLION)

TABLE 92 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE, 2018–2021 (USD BILLION)

TABLE 93 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE, 2022–2027 (USD BILLION)

TABLE 94 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2018–2021 (USD BILLION)

TABLE 95 SOUTH AMERICA: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2022–2027 (USD BILLION)

#### 13.2.2.1 Brazil

13.2.2.1.1 International collaboration to aid adoption of outdoor LED lighting products

#### 13.2.2.2 Argentina

13.2.2.2.1 New government resolution for adoption of LED lighting products to foster growth

#### 13.2.2.3 Rest of South America

### 13.3 EUROPE

FIGURE 55 EUROPE: OUTDOOR LED LIGHTING MARKET SNAPSHOT

TABLE 96 EUROPE: OUTDOOR LED LIGHTING MARKET, BY COUNTRY, 2018–2021 (USD BILLION)

TABLE 97 EUROPE: OUTDOOR LED LIGHTING MARKET, BY COUNTRY, 2022–2027 (USD BILLION)

TABLE 98 EUROPE: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2018–2021 (USD BILLION)

TABLE 99 EUROPE: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2022–2027 (USD BILLION)

TABLE 100 EUROPE: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2018–2021 (USD BILLION)

TABLE 101 EUROPE: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2022–2027 (USD BILLION)

TABLE 102 EUROPE: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2018–2021 (USD BILLION)

TABLE 103 EUROPE: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2022–2027 (USD BILLION)

TABLE 104 EUROPE: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION

TYPE, 2018–2021 (USD BILLION)

TABLE 105 EUROPE: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION

TYPE, 2022–2027 (USD BILLION)

TABLE 106 EUROPE: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL,  
2018–2021 (USD BILLION)

TABLE 107 EUROPE: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL,  
2022–2027 (USD BILLION)

### 13.3.1 GERMANY

13.3.1.1 Sustainability and momentum to reduce dependency on energy imports and stimulate market

### 13.3.2 UK

13.3.2.1 Government policies and collaborations for adoption of LED lighting to boost market

### 13.3.3 FRANCE

13.3.3.1 Government steps for environmental balance to accelerate adoption of LED lighting

### 13.3.4 ITALY

13.3.4.1 Reviving infrastructure and construction sectors to aid adoption of outdoor LED lighting

### 13.3.5 REST OF EUROPE

## 13.4 ASIA PACIFIC

FIGURE 56 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET SNAPSHOT

TABLE 108 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY COUNTRY,  
2018–2021 (USD BILLION)

TABLE 109 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY COUNTRY,  
2022–2027 (USD BILLION)

TABLE 110 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY APPLICATION,  
2018–2021 (USD BILLION)

TABLE 111 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY APPLICATION,  
2022–2027 (USD BILLION)

TABLE 112 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY OFFERING,  
2018–2021 (USD BILLION)

TABLE 113 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY OFFERING,  
2022–2027 (USD BILLION)

TABLE 114 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY  
COMMUNICATION, 2018–2021 (USD BILLION)

TABLE 115 OUTDOOR LED LIGHTING MARKET FOR ASIA PACIFIC, BY  
COMMUNICATION, 2022–2027 (USD BILLION)

TABLE 116 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION

TYPE, 2018–2021 (USD BILLION)

TABLE 117 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY INSTALLATION TYPE, 2022–2027 (USD BILLION)

TABLE 118 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2018–2021 (USD BILLION)

TABLE 119 ASIA PACIFIC: OUTDOOR LED LIGHTING MARKET, BY SALES CHANNEL, 2022–2027 (USD BILLION)

#### 13.4.1 CHINA

13.4.1.1 Government support and presence of LED lighting manufacturers to drive market

#### 13.4.2 JAPAN

13.4.2.1 New building energy conservation law to reduce energy consumption and aid market

#### 13.4.3 INDIA

13.4.3.1 Government-run smart city projects to boost demand for LED lighting and control solutions

#### 13.4.4 AUSTRALIA

13.4.4.1 High penetration rate of LED lighting systems to foster market

#### 13.4.5 SOUTH KOREA

13.4.5.1 Presence of major LED lighting manufacturers to propel market

#### 13.4.6 REST OF ASIA PACIFIC

### 13.5 REST OF THE WORLD

TABLE 120 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY REGION, 2018–2021 (USD BILLION)

TABLE 121 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY REGION, 2022–2027 (USD BILLION)

TABLE 122 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2018–2021 (USD BILLION)

TABLE 123 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY APPLICATION, 2022–2027 (USD BILLION)

TABLE 124 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2018–2021 (USD BILLION)

TABLE 125 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY OFFERING, 2022–2027 (USD BILLION)

TABLE 126 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2018–2021 (USD BILLION)

TABLE 127 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY COMMUNICATION, 2022–2027 (USD BILLION)

TABLE 128 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY

INSTALLATION TYPE, 2018–2021 (USD BILLION)

TABLE 129 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY  
INSTALLATION TYPE, 2022–2027 (USD BILLION)

TABLE 130 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY SALES  
CHANNEL, 2018–2021 (USD BILLION)

TABLE 131 REST OF THE WORLD: OUTDOOR LED LIGHTING MARKET, BY SALES  
CHANNEL, 2022–2027 (USD BILLION)

#### 13.5.1 MIDDLE EAST

13.5.1.1 Eco-friendly green building regulations and streetlight retrofitting programs to  
drive market

#### 13.5.2 AFRICA

13.5.2.1 Ongoing urbanization in African regions to significantly boost market

## 14 COMPETITIVE LANDSCAPE

### 14.1 INTRODUCTION

### 14.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 132 OVERVIEW OF STRATEGIES DEPLOYED BY KEY PLAYERS

#### 14.2.1 PRODUCT PORTFOLIO

#### 14.2.2 REGIONAL FOCUS

#### 14.2.3 MANUFACTURING FOOTPRINT

#### 14.2.4 ORGANIC/INORGANIC GROWTH STRATEGIES

### 14.3 MARKET SHARE ANALYSIS, 2021

TABLE 133 OUTDOOR LED LIGHTING MARKET: DEGREE OF COMPETITION

14.4 REVENUE ANALYSIS OF TOP PLAYERS IN OUTDOOR LED LIGHTING  
MARKET

FIGURE 57 FIVE-YEAR REVENUE ANALYSIS OF TOP PLAYERS IN OUTDOOR LED  
LIGHTING MARKET

### 14.5 COMPANY EVALUATION QUADRANT

#### 14.5.1 STARS

#### 14.5.2 PERVASIVE PLAYERS

#### 14.5.3 EMERGING LEADERS

#### 14.5.4 PARTICIPANTS

FIGURE 58 OUTDOOR LED LIGHTING MARKET (GLOBAL): COMPANY  
EVALUATION QUADRANT

### 14.6 COMPANY FOOTPRINT

TABLE 134 OVERALL COMPANY FOOTPRINT

TABLE 135 COMPANY FOOTPRINT, BY OFFERING

TABLE 136 COMPANY FOOTPRINT, BY REGION

**TABLE 137 COMPANY FOOTPRINT, BY APPLICATION****14.7 COMPETITIVE BENCHMARKING****TABLE 138 OUTDOOR LED LIGHTING MARKET: DETAILED LIST OF SMES****TABLE 139 OUTDOOR LED LIGHTING MARKET: COMPETITIVE BENCHMARKING OF KEY PLAYERS****14.8 SME EVALUATION QUADRANT****14.8.1 PROGRESSIVE COMPANIES****14.8.2 RESPONSIVE COMPANIES****14.8.3 DYNAMIC COMPANIES****14.8.4 STARTING BLOCKS****FIGURE 59 OUTDOOR LED LIGHTING MARKET (GLOBAL): START-UPS/SME EVALUATION QUADRANT, 2021****14.9 COMPETITIVE SITUATION AND TRENDS****14.9.1 PRODUCT LAUNCHES AND DEVELOPMENTS****TABLE 140 OUTDOOR LED LIGHTING MARKET: PRODUCT LAUNCHES AND DEVELOPMENTS, JANUARY 2019–SEPTEMBER 2022****14.9.2 DEALS****TABLE 141 OUTDOOR LED LIGHTING MARKET: DEALS, JANUARY 2019–SEPTEMBER 2022****14.9.3 OTHERS****TABLE 142 OUTDOOR LED LIGHTING MARKET: OTHERS, JANUARY 2019–SEPTEMBER 2022****15 COMPANY PROFILES**

(Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)\*)

**15.1 KEY PLAYERS****15.1.1 SIGNIFY N.V.****TABLE 143 SIGNIFY N.V.: COMPANY OVERVIEW****FIGURE 60 SIGNIFY N.V.: COMPANY SNAPSHOT****15.1.2 ACUITY BRANDS, INC.****TABLE 144 ACUITY BRANDS, INC.: COMPANY OVERVIEW****FIGURE 61 ACUITY BRANDS, INC.: COMPANY SNAPSHOT****15.1.3 CREE LIGHTING (PART OF IDEAL INDUSTRIES, INC.)****TABLE 145 CREE LIGHTING: COMPANY OVERVIEW****FIGURE 62 CREE LIGHTING: COMPANY SNAPSHOT****15.1.4 DIALIGHT PLC**

TABLE 146 DIALIGHT PLC: COMPANY OVERVIEW

FIGURE 63 DIALIGHT PLC: COMPANY SNAPSHOT

15.1.5 PANASONIC CORPORATION

TABLE 147 PANASONIC CORPORATION: COMPANY OVERVIEW

FIGURE 64 PANASONIC CORPORATION: COMPANY SNAPSHOT

15.1.6 CURRENT™ (FORMERLY GE CURRENT, A DAINTREE COMPANY)

TABLE 148 CURRENT™ (FORMERLY GE CURRENT, A DAINTREE COMPANY):  
COMPANY OVERVIEW

15.1.7 EATON CORPORATION

TABLE 149 EATON CORPORATION: COMPANY OVERVIEW

FIGURE 65 EATON CORPORATION: COMPANY SNAPSHOT

15.1.8 FAGERHULTS BELYSNING AB

TABLE 150 FAGERHULTS BELYSNING AB: COMPANY OVERVIEW

15.1.9 ZUMTOBEL GROUP

TABLE 151 ZUMTOBEL GROUP: COMPANY OVERVIEW

FIGURE 66 ZUMTOBEL GROUP: COMPANY SNAPSHOT

15.1.10 SCHRÖDER

TABLE 152 SCHRÖDER: COMPANY OVERVIEW

15.2 OTHER COMPANIES

15.2.1 HENGDIAN GROUP TOSPO LIGHTING CO., LTD.

15.2.2 SAMSUNG

15.2.3 SHARP CORPORATION

15.2.4 OSRAM LIGHT AG (GE)

15.2.5 SYSKA LED

15.2.6 DIGITAL LUMENS INC.

15.2.7 NEPTUN LIGHT, INC.

15.2.8 ENVISION LIGHTING

15.2.9 GO GREEN LED

15.2.10 FOREST LIGHTING

15.2.11 LIGHTING SCIENCE GROUP CORPORATION

15.2.12 WIPRO LIGHTING (UNDER WIPRO LIMITED)

15.2.13 OPPLER LIGHTING CO., LIMITED

15.2.14 NVC LIGHTING TECHNOLOGY CORPORATION

15.2.15 TANKO LIGHTING INC.

\*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)\* might not be captured in case of unlisted companies.

## 16 APPENDIX

16.1 DISCUSSION GUIDE

16.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

16.3 AVAILABLE CUSTOMIZATIONS

16.4 RELATED REPORTS

16.5 AUTHOR DETAILS



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