

North America Outdoor LED Lighting - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The North America Outdoor LED Lighting Market size is estimated at 2.80 billion USD in 2024, and is expected to reach 3.50 billion USD by 2030, growing at a CAGR of 3.75% during the forecast period (2024-2030).

The increased use of LED lights in streets and strategic developments by companies will drive the growth of LED lighting in the region

In terms of value and volume, public spaces will account for the largest share in 2023, followed by streets and roadways. Market share is expected to decline slightly in public places and increase in streets and roadways in the next few years. In March 2021, the Canadian city of Laval approved plans to upgrade 37,000 street lights to LED lights with intelligent controls. Switching to LED lighting could save USD 2.75 million annually. These efforts are driving the adoption of LEDs in Canada.

The COVID-19 pandemic caused major disruptions to the lighting industry supply chain, severely impacting the LED lighting market. The LED lighting demand in applications such as highway/street/road building exterior/architecture, car park/parking garages, airport fences, stadiums, and sports arenas mirrors the demand for smart metropolises. This market is expected to grow significantly in the coming years owing to increased connectivity, performance, effectiveness, and performance monitoring in the lighting sector.

In terms of development and innovation, the Acuity brand outdoor lighting manufacturer

Cyclone Lighting announced the debut of the Elencia lamp in 2023. Outdoor pole top lighting looks classy with high-performance optics and an improved modern lantern style. In 2021, LEDVANCE expanded its urban outdoor portfolio with modern highlight LED lights for applications such as streets, parking lots, sports fields, and other venues. These developments reflect the growing demand for LED lighting in the region.

Government initiatives to incorporate energy efficient lights on streets to drive the growth of LED lighting in the region

In terms of value and volume, the United States was expected to have the largest share in 2023, followed by the rest of North America. In the first quarter of 2023, large-scale road infrastructure construction projects began in the United States. The project includes 69 express toll lanes in Overland Park, Kansas, and is expected to be completed in the third quarter of 2026. The Kennedy Expressway Extension extends 12 kilometers from the Edens Expressway to Ohio Street in Chicago. These cases are expected to lead to improved street lighting and contribute to the growth of the LED market in the region.

Additionally, the City of Chicago embarked on a streetlight upgrade project in September 2022, replacing more than 280,000 high-pressure sodium streetlights with high-efficiency LED lights. These developments reflect the growing demand for LED lighting in the region.

From a development and innovation perspective, Signify and Upciti partnered in 2022 to help cities and utilities across North America leverage street lighting infrastructure to improve transportation, public safety, and sustainability. Signify's road and street LED lighting development, Interact IoT connected lighting systems, and Upciti's edge-computing image analytics sensor developments to protect privacy will help cities improve services such as parking. The NYPA (New York Power Authority's Smart Street Lighting Program) selected Signify as part of a competitive procurement process that enabled Albany to upgrade nearly 11,000 streetlights to LED lights. The city uses an Interact IoT system to monitor and control lighting, making it an energy-smart town. These developments reflect the growing demand for LED lighting in the region.

North America Outdoor LED Lighting Market Trends

Upgradation, replacement, and construction of new stadiums to drive the growth of LED

lights

The number of stadiums is expected to witness a growth of 1,260 units in 2030, exhibiting a CAGR of 0.7%. The existence of nations with strong sports cultures, such as the United States, Canada, and Mexico, contributes to the increased demand for various sports events and activities. Additionally, these nations have a history of renovating stadiums. For instance, LED lighting was added to the New Yankee Stadium renovation in 2015. Additionally, the Dodgers Stadium will switch to LED pitch lights in 2023. With LED technology, Dodger Stadium joined over a dozen MLB stadiums, including Wrigley Field and Fenway Park. These elements support the expansion of the LED market in the region.

The interest in sports, particularly cricket, is growing in the region. For instance, in 2023, Boundaries North, a project coordinated by WEIC Sports United, was implemented as a strategic alliance with Cricket Canada. The long-term project with Cricket Canada will concentrate on increasing the number of men and women who play cricket. This entails developing a supporting infrastructure and funding possibilities for all Canadian cricketers. As more stadiums are being built, the Canadian market is anticipated to increase significantly during the forecast period. For instance, Woodbine Entertainment said in 2022 that it would work with private investors to build a stadium close to Toronto specifically for football. The stadium is anticipated to hold 8,000 spectators and a training facility of 38,000 square feet. Moreover, in 2024, Canada Soccer may host the Toyota National Championship in Quinte West, ON, and Cape Breton, NS. These factors will drive the growth of LEDs in the coming years.

Government initiatives to expand EV industry will boost the LED market

North America's birth rate in 2023 is 11.821 births per 1,000 people, a 0.07% increase from 2022. In 2018, there were 156.15 million homes in North America, which is set to reach 255.79 million by 2023. The population of the United States has grown from a record more than 500 million people in 2023. In 2022, more new housing started in the South of the United States than in every other region combined. The West was the second region with the highest number of housing starts, which amounted to roughly 400,800 units in 2021. Northeast was the only region in the US that experienced increased housing starts in 2022.

Further, the United States had 131.2 million households in 2022. There are now more

households in the United States than there were in 2020 (128.45 million). In 2022, there were 3.13 people in the typical American family. The proportion of owner-occupied households in 2022 was 65.9%. In 2020, six or more rooms were present in 19.3% of all occupied dwelling units. The expansion of LEDs will be fueled by an increase in families and the need to accommodate this increase in the typical number of rooms.

The number of automobiles produced in North America in 2022 was 14.54 million; in 2023, that number is predicted to rise to 15.06 million. The automotive industry is one of the largest manufacturing sectors in North America. Government efforts are significantly raising the market for EVs throughout North America. After the Inflation Reduction Act was enacted in August 2022, major EV and battery manufacturers announced expenditures in North American EV supply chains totaling at least USD 52 billion between that time and March 2023. Such measures that benefit consumers and manufacturers will increase the demand for LED lighting in the area.

North America Outdoor LED Lighting Industry Overview

The North America Outdoor LED Lighting Market is moderately consolidated, with the top five companies occupying 59.07%. The major players in this market are ACUIITY BRANDS, INC., Current Lighting Solutions, LLC., Dialight PLC, Panasonic Holdings Corporation and Signify Holding (Philips) (sorted alphabetically).

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