

BPA Energy Efficiency Weekly Announcements November 13, 2025

New

Momentum Savings and Market Research: New 2024 Northwest Nonresidential Lighting Sales Data and Report Available

BPA's Market Research team published the 2024 Northwest Lighting Distributor Sales Data [Report](#) and [Spreadsheet](#). This work is a long-running, annual collaboration between BPA and Northwest Energy Efficiency Alliance (NEEA) collecting data to track changes in the Northwest nonresidential lighting market.

Key findings include:

- Light emitting diode (LED) sales as a percentage of total unit sales continue to increase, making up 68 percent of all unit sales in 2024. Screw-in lamps and downlights have the highest presence of LEDs at 91 percent and 78 percent respectively.
- Total unit sales decreased by 12 percent from 2023 to 2024, with LED unit sales declining by 10 percent. This marks the lowest total sales volumes observed since sales data collection began in 2013, which may reflect the growing saturation of LED products and their lower replacement needs.
- Tubular LEDs (TLEDs) continued to steadily gain market share, reaching 44 percent of all LED sales in 2024, up from 41 percent in 2023. While LED unit and indoor fixture sales declined, TLED unit sales remained relatively flat, indicating sustained interest in simple, affordable alternatives to linear fluorescents.

These sales trends aligned with what BPA's Market Research team heard from lighting manufacturers at the 2025 LightFair trade show. Insights from conversations with 17 lighting manufacturers can be accessed [here](#).

Looking ahead, BPA and NEEA will continue their joint efforts to collect and analyze 2025 sales data.

Events



BPA Webinar: Daily Demand Voltage Reduction Pilot Refresh

Join BPA's Daily Demand Voltage Reduction (DDVR) webinar on Nov. 13 from 10-11 a.m. (PST). BPA has refreshed the fiscal year (FY) 2024 DDVR pilot, introducing new solutions to address previously identified barriers, including a new tool for load-following utilities that calculates the financial benefits of implementing DDVR. This webinar is intended for utility conservation staff and distribution engineers interested in learning about the DDVR pilot refresh, the implementation process, and potential financial benefits...[More](#)

BPA Webinar: Non-Industrial Custom Evaluation

Join BPA's program evaluation webinar on Nov. 20 from 10-11 a.m. (PST) to hear about the results of a recently completed impact evaluation of the commercial and agricultural custom portfolio and Energy Smart Reserve Power (ESRP). This webinar is intended for utilities and other stakeholders interested in learning about BPA's custom and ESRP programs and evaluation results. The study that will be discussed includes site-specific data collection for 32 sites from fiscal year 2023, with results on first-year evaluated savings and cost-effectiveness compared to claimed savings...[More](#)
