



# The Blog



## \$1 Trillion in Savings and Explosive Growth in Green Home Market = Prime Investment Opportunity

Posted on 28. May, 2012 by [Maryruth Belsey Priebe](#) in [Articles](#)

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As utility prices rise worldwide, the demand for more efficient buildings follows suit, generating a marked increase in interest in green house plans, and signalling an opportunity for sound investments in sustainable housing for the savvy homeowner. According to a new report by Pike Research, [Energy Efficient Homes](#), both new green home construction and residential energy efficiency retrofits are on the rise, and will continue to go up over the next decade.

Of course, a desire for lower energy bills is one of the main drivers for growth in the sustainable residential sector, and the trend is being seen not just in North America, but the world over:

- Worldwide, there will be a compound annual growth rate of 42% for construction of new green homes and retrofitting of existing homes, leading to an annual market value of \$84 billion by 2020.
- In Asia Pacific where economic prosperity continues to rise, homeowners are buying into energy efficient homes, creating a huge boost for the industry.
- The European Union has a strong, mature market for energy efficient homes and will continue to see growth through 2020, with a regional compound annual growth rate of 44% from 2012 to 2020.

And the potential for savings are huge. Consider that a recent McGraw-Hill Construction report, [Green Outlook 2011](#), concluded that though total construction was down by 25% in 2009, the green construction sector grew by 50% during the same time period. Not only that, but energy efficient buildings saved 8.5% on energy bills and provided a 19.2% return on investment. Add to that the fact that a [Rockefeller Foundation/Duetsche Bank report](#) found that there were \$1 trillion in savings in energy efficiency retrofits in the US alone, and it's hard to argue about whether you should go green or not.

Clearly there are opportunities here for homeowners, not only for saving money on their monthly utility bills, but also for making smart investments in sustainable residential properties. The question is, will you be one of those who get into the green home market early to reap the financial benefits, or will you be playing catch-up because you failed to act in time?

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We blog about green building practices to help you create energy efficient homes.

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