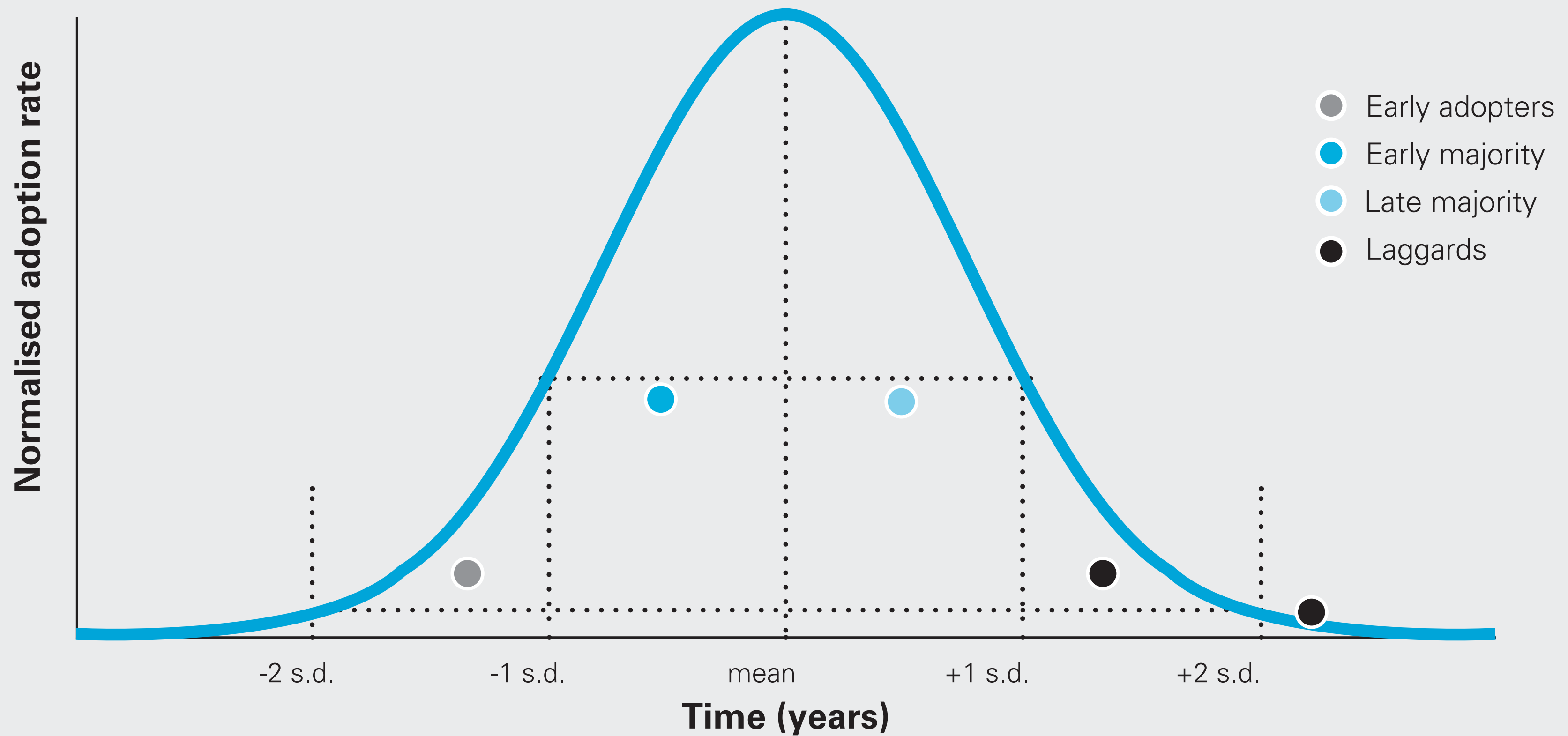


Mainstream consumer segments



Source: *Energy Technologies Institute; Baringa*