

Smart energy market review

Summary of webinar four

Introduction to the review

Improving information across the smart energy market

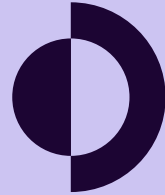
A key finding from CSE's Smart and Fair programme to date has been a lack of clear and consistent information across the smart energy market - both for and about the consumers to whom smart energy products, services and tariffs ('offers') are being marketed. This risks: i) consumers not participating in the market, ii) consumers taking up unsuitable offers, and iii) some consumer groups being left behind by innovation.

CSE's biannual webinar series aims to mitigate these risks through providing a regular heartbeat of key consumer fairness developments across the smart energy market. We will use the four elements below to track trends in relation to consumer access and outcomes and advocate for better marketing, design and regulation of smart offers.



Market overview

Summary of new market offers and tracking of key quantitative metrics



Key themes

Deep dive into recent emerging themes or issues facing smart energy consumers



Data analytics

Analysis from the Smart & Fair data team on consumer outcomes



Horizon scan

Key insights and other relevant work in the Smart & Fair space

This report give a summary of key findings from our fourth webinar using these four elements. Watch out for the next webinar and report, due in Autumn 2026.

Market overview

1. Smart offer overview

We conduct regular monitoring of smart energy offers on the UK market. Since October 2025:

- 39 new branded offers have been made available, bringing the total to 213.
- No new offer types (total still 36). However, **some offer types are currently unavailable**.

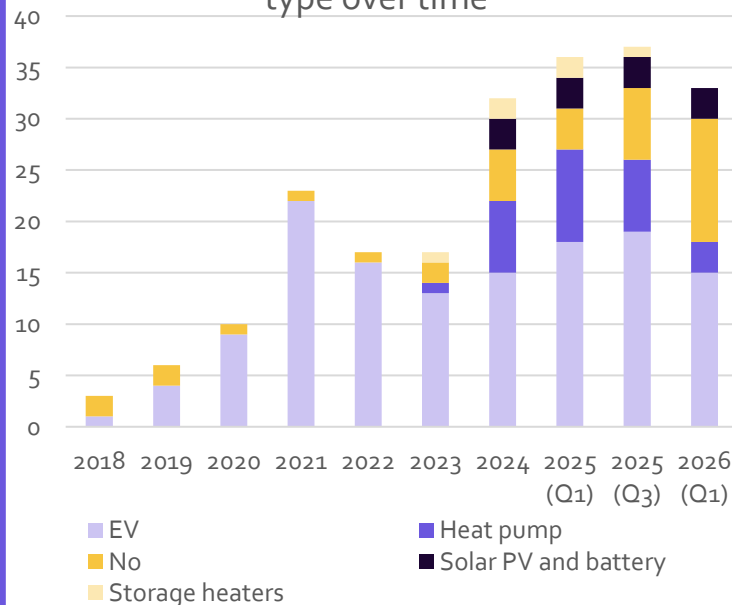
2. Market volatility

- Since 2025, heat pump and solar battery type of use tariffs have been **discontinued**. More individual smart tariffs are also currently **unavailable** due to wholesale energy price rises (below left).
- Unit rates on some leading import tariffs have **increased**, with some export rates decreasing (below r).

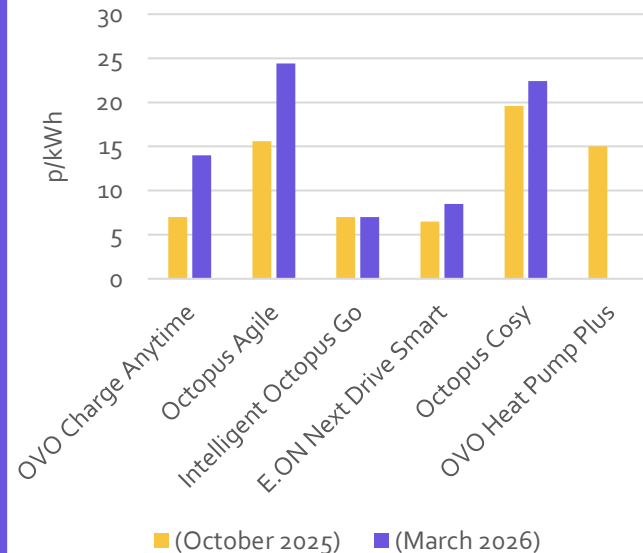
3. What does it mean for consumers?

- No access to heat pump type of use tariffs means owners face less competitive rates and more financial risk.
- Increased EV tariff rates also impacted EV owners.
- Wider availability of static time of use tariffs without tech requirements have slightly boosted options and savings for those without LCTs.

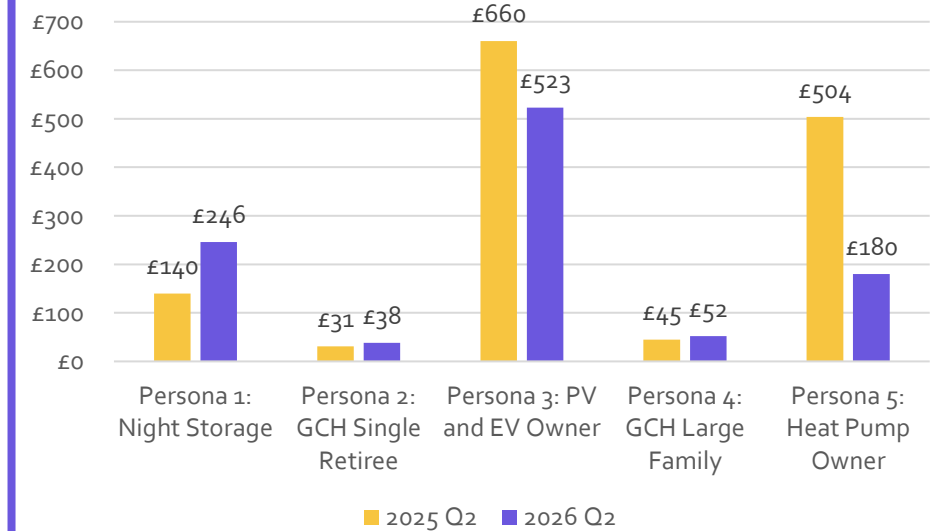
Smart tariff availability by technology type over time



Off-peak rates on some leading smart import tariffs



Annual savings on optimal tariff by persona



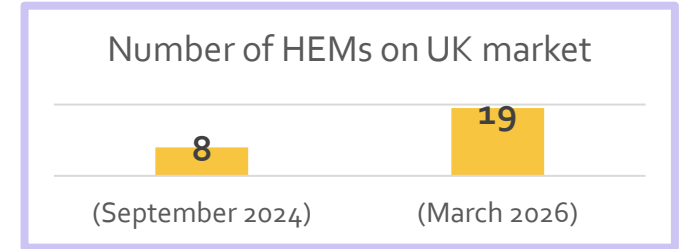
4. Plug-in Solar

Plug-in solar is set to be made available for UK homes. These can be self-installed and **improve access to solar** for e.g. renters, low-income households and those without roofs.

Home Energy Management Systems (HEMS)

1. Home Energy Management Systems (HEMS)

- HEMS = digital systems that monitor, control and optimise energy generation, storage and use within a household.
- It's important to consider them now due to electrification providing a wider customer base, their integration into smart energy policy frameworks and the growth in number and diversity of HEMS on offer (see right).
- But it can be confusing to keep track! Here is a typology showing key types and their evolution:



Typology	Original	Evolution
	<div style="display: flex; justify-content: space-around;"> More brand agnostic Optimisation (often AI-led) over manual control </div>	
Appliance-led	Appliance monitoring and control e.g. Google Home	Appliance monitoring, control and flex services e.g. Equiwatt
Single LCT	LCT monitoring systems e.g. GivEnergy	Native battery/solar optimisation e.g. Powervault Smartstor
Multiple LCT	DIY control systems e.g. Smappee Infinity	LCT ecosystems e.g. Myenergi ecosystem
3 rd party service	Single LCT optimisation service e.g. Loop Optimise	Multiple LCT optimisation service e.g. Ohm My

Less hardware / more software

More technologies integrated

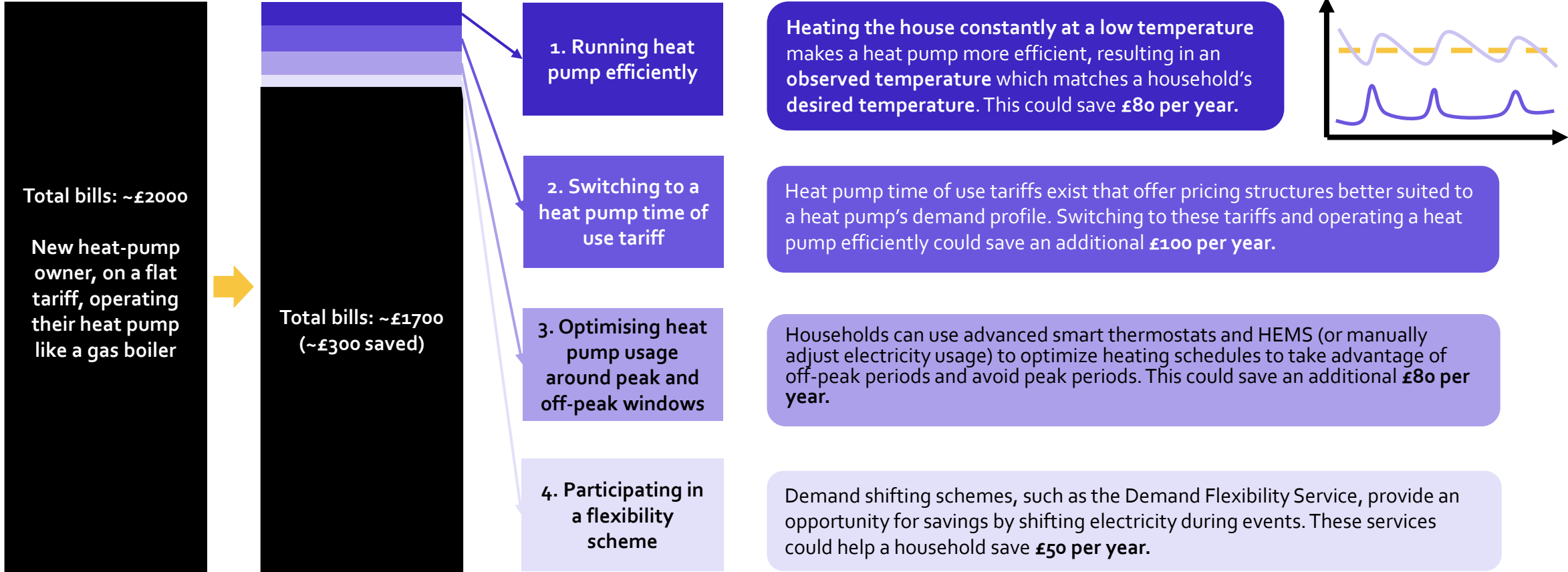
2. Key fairness implications

- ✓ HEMS will help insulate early adopters from price rises in the short-term ~ Optimisation options increase feasibility of 'battery-only' setups, reducing barriers to LCT access ~ Automated 'set and forget' systems should facilitate mainstream uptake, though primarily for those with LCTs.
- ✗ Complexity of understanding different offers ~ More user testing / refinement is required for the mass-market ~ Interoperability with different LCTs is still an issue.

The value of heat pump advice

Problem

We often hear from our smart energy advisors that heat pump users are not provided with enough information on using their system efficiently. How much could the correct advice save them? Our modelling below suggests about **£300 a year**.



Horizon scan

1. Other relevant work

Beyond Tariffs (LCP Delta)

Data from smart energy suppliers show smart is becoming mainstream:

- 2.6 million on time of use tariffs, 2.9 million on type of use or demand shifting.
- EV tariffs users doubled from 2024 to 2025, tripled for heat pumps.

The impact of market volatility on customer numbers is unclear, and moving forward regular data from offer providers and consumer profile insights will be valuable.

CSE Flexibility Explorer

A simple interactive tool to help users understand how energy shifting can save money with time of use tariffs.

Access to Flexibility: Scoping interventions

CSE research for NGED to address unequal participation in flexibility market. 2.3 GW of storage heater flex capacity identified as opportunity amongst viable interventions.

2. Key takeaways



Market volatility

- First major downturn in smart energy market we've seen since 2022.
- This is reducing smart tariff choice and potential savings for customers with LCTs.



Heat pump hardship

- Heat pump users particularly badly hit with removal of competitive type of use options.
- In a difficult political context, this underscores the value of good advice: with this, users can still save.



Continuing innovation is helping mainstream

- Despite downturn, continued growth of options for most consumers – plug-in PV policy will help too.
- Supplier data suggests growth of mass market, but more detail on users and outcomes required to ensure fairness is being delivered.



HEMming things together

- Innovation is helping make HEMS more effective and user-friendly
- But still a lot of work to do – until then, effective advice on optimisation is even more important for most consumers.

3. Next steps

- The next review webinar is scheduled for Autumn 2026.
- This is a summary output. If you would like to know more detail about any of our analysis, or the Smart and Fair programme, please get in touch at nick.stromberg@cse.org.uk.
- Find out about the next review webinar, and CSE's other work, by [signing up to our newsletter](#).