



Author Correction: Matching consumer segments to innovative utility business models

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Correction to: *Nature Energy* <https://doi.org/10.1038/s41560-021-00781-1>, published online 1 March 2021.

In the version of this Article originally published, in Fig. 2 the final bar, labelled ‘3PC’, was missing, as was the corresponding data in the Supplementary Data file. The figure has been corrected in all versions of the Article and the Supplementary Data file replaced.

Published online: 12 March 2021

<https://doi.org/10.1038/s41560-021-00809-6>

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