PRESS RELEASE

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Outlook 2012 takes the pulse on the European heat pump market

Outlook 2012, the annual statistics report of the European Heat Pump Association gives you the most comprehensive compilation of information on the European heat pump market with in-depth analyses of 20 European countries plus Canada, Japan, Russia and the USA. It also provides a great overview on the legislative framework for heat pumps in the European Union, on technology trends and on market evolution.

With more than 4.5 million heat pumps sold since 2005, of which some 770,000 units in 2011, we can confidently say that heat pumps are established in the European heating markets. Industry is successfully facing a challenging economic environment, focusing on providing consumer comfort with ever more efficient and effective products. And, after a somewhat low point in 2011, 2012 is showing clear signs of market recovery.

This occurs against the backdrop of improved political boundary conditions, which will serve to further encourage the adoption of heat pump technology by consumers. In many Member States, heat pumps have become a preferred solution to fulfill the demands of tightening building regulations, minimum efficiency requirements and the demand for Renewable Energy Sources (RES) integration in the energy mix. This is true for new-build, but a strong trend identified this year is an increasing focus on the renovation market. However, benefits from legislation have yet to unfold, as the Ecodesign and Energy Efficiency Directives have yet to unfold.

New, 'smarter' heat pumps with improved control sets will enable their integration into smart grids and smart cities, and will additionally provide consumers with meaningful, transparent, real time information on the functioning and benefits of their installation. Heat pumps will be at the heart of a building’s energy system.

The industry is rising to the challenge of making more affordable, efficient, renewable and environmentally friendly heating a reality. This shown with products available in the market today, likewise the future is prepared in a number of research projects jointly executed by the European Heat Pump Association and its members.


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Note to the editor
The Brussels based European Heat Pump Association EEIG (EHPA) represents the majority of the European heat pump industry. It has currently 97 members from all parts of the industry's value chain: heat pump and component manufacturers, research institutes, universities, testing labs and energy agencies. Its key goal is to promote awareness and proper deployment of heat pump technology in the European market place for residential, commercial and industrial application. EHPA coordinates the European Quality label for heat pumps and the EUCERT education and training scheme for heat pump installers. It compiles the annual sales statistics and market outlook. For more information, please visit: www.ehpa.org.