

IC Market-Tracking
Heat Pumps in Germany
2018

Quarterly Analysis

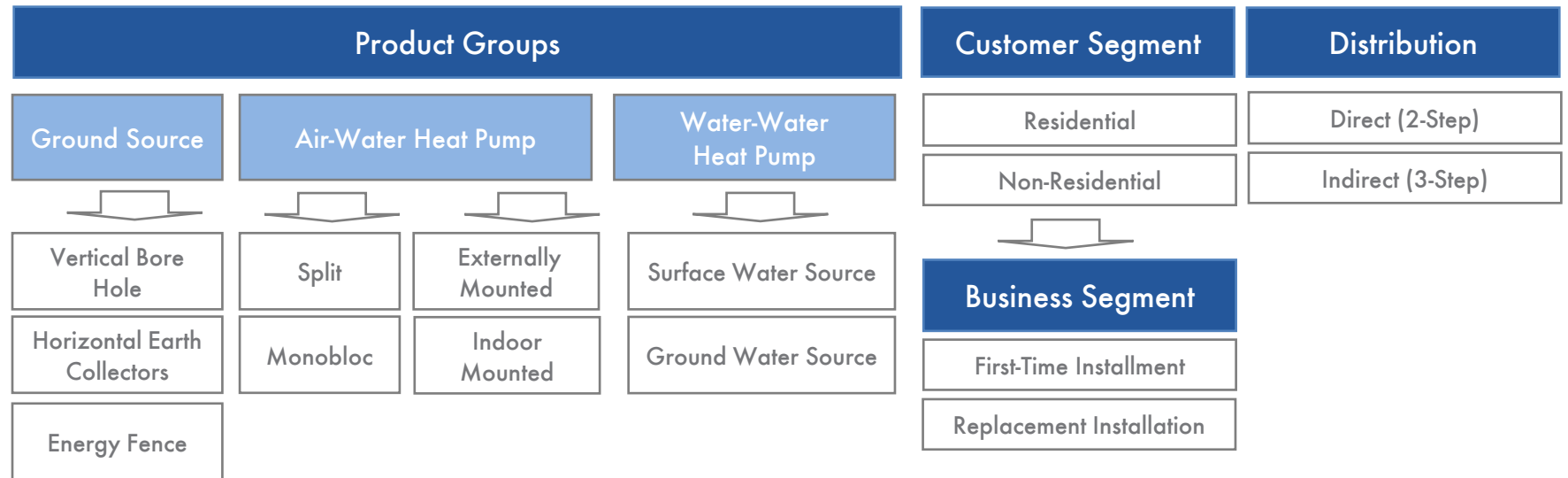
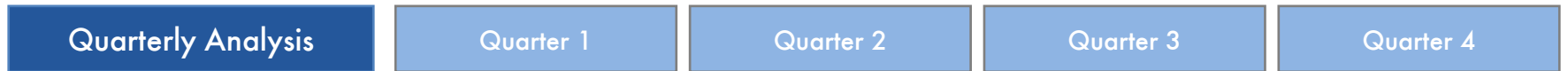
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Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three years, based on our econometric models.
- ✓ **Quarterly data** about the recent market development and competitive landscape as well as and updated forecasts
- ✓ Awareness of **Market Position** and development during the last two years, in comparison with major competitors and with respect to:
 - Total Market & Regional Markets
 - Product Groups (Ground Source, Air-Water and Water-Water Heat Pumps)
 - Customer Segment (residential, non-residential)
 - Business Segment (1st-time Installation, replacement installation)
 - Distribution Channels (Direct, Indirect)
- ✓ Graphic representation, interactive charts and tables which allow for rapid application and utilization of the provided data.



Heat Pumps 2018 in Germany



For each segment the total market for the last two years 2015 - 2016 and forecasts for the next three years are available as well as market shares of the top 10 players for the last two years.

Product Groups

Ground Source

Central heating and/or cooling system that pumps heat to or from the ground. It uses the earth as a heat source or a heat sink.

Vertical Bore Hole

Boreholes are drilled to a pre-determined depth (Geothermal boreholes are typically 50 to 100 meters deep and approximately 150mm in diameter) and a pipe is installed into the borehole, normally being either 32mm or 40mm pipe. The pipe is a loop that is connected at both ends to a manifold that in turn connects to the heat pump.

Horizontal Earth Collectors

The pipework is buried at a depth of approximately 1.2m and spaced 0.75m apart. The collector fluid then transfers this energy to the refrigerant in the heat pump's evaporator heat exchanger.

Energy Fence

The Energy Fence works like a solar collector. It absorbs the energy of the sun and feeds it to a brine water heat pump. A ground collector stores the solar energy. The heat pump gains brine from the ground collector at a high, above-average temperature. It then converts the warm brine into heat for the home's heating and hot water systems.

Product Groups

Air-Water Heat Pump

An air-water heat pump transfers heat by absorbing heat from outside air and releases it inside the building for domestic hot water supply with the use of heat exchangers.

Split vs. Monobloc

A split system has two sections. The indoor 'boiler' section contains the water, heat exchanger, pump and controls, while the outdoor unit contains most of the mechanical parts that collect the heat and transfer it to the indoor unit.

A Monobloc system has all of the components of a split system but contained in one box outdoors without the requirement for on site refrigeration pipe work. It has a remote controller mounted inside the building.

Indoor vs. Externally Mounted

Heat Pumps can be installed externally in the garden or other house surroundings or in an indoor provided space.

Water - Water Heat Pump

Heat is transferred by absorbing heat from a water source and releases it inside the building for domestic hot water supply with the use of heat exchangers.

Surface Water Source

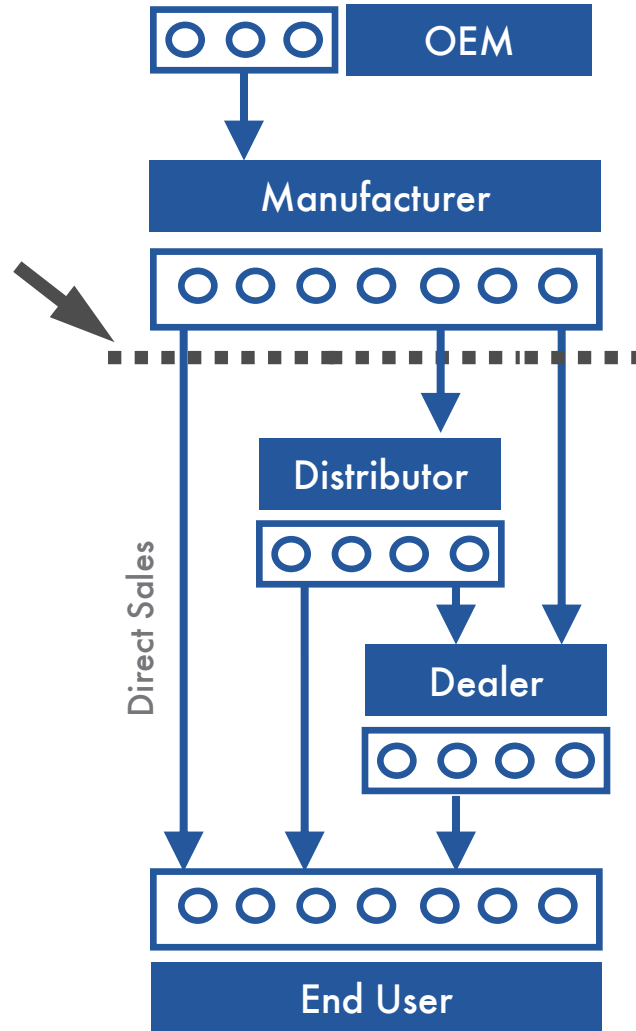
Surface water heat pumps transfer heat to or from a surface water body and use it for heating or cooling buildings using open and closed loop systems.

Ground Water Source

A version of geothermal heat pump using ground water as a heat source.

Analysis of Sell-In Data based in Primary Survey with Manufacturer

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

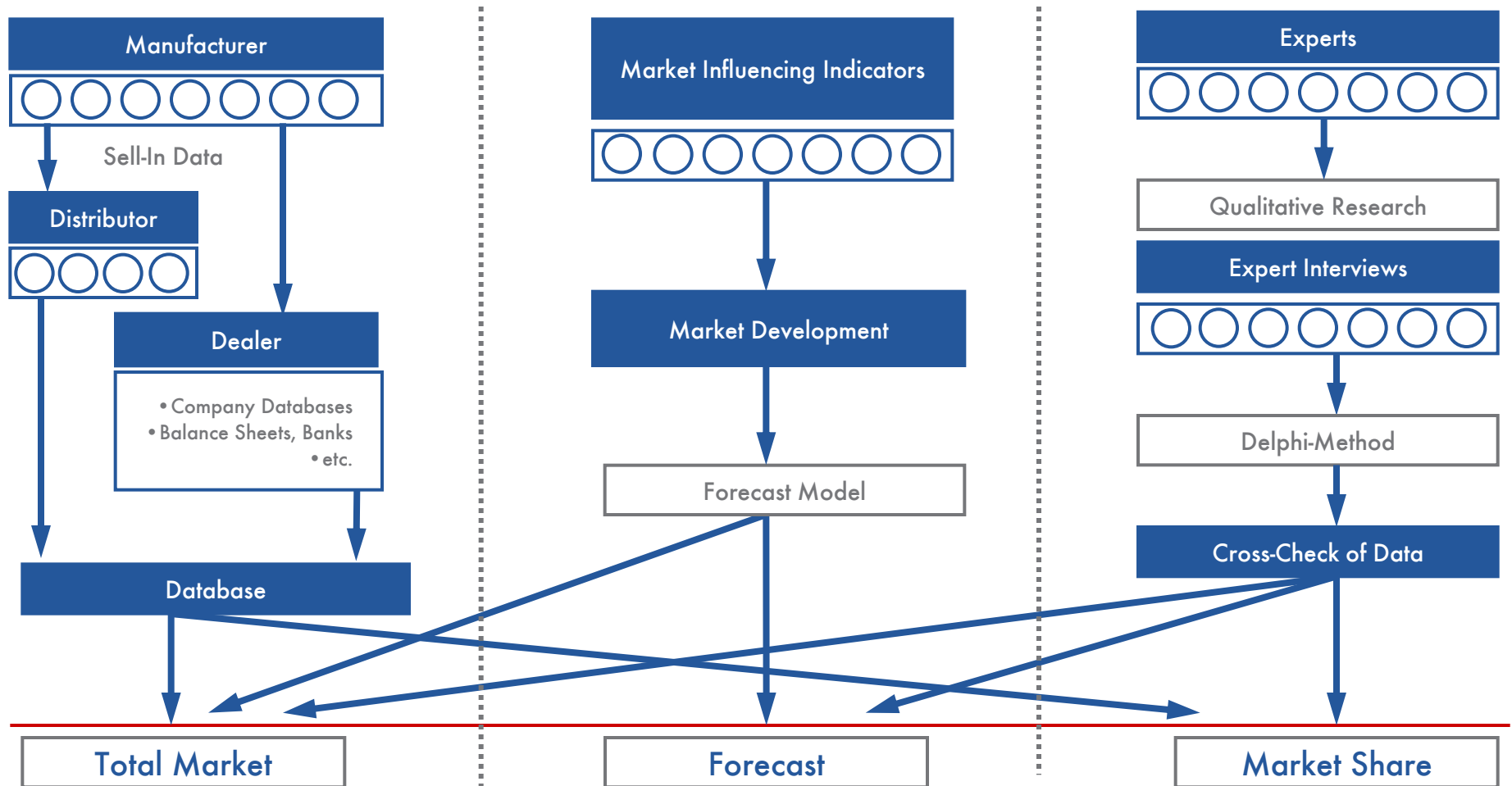


Sales are segmented by the first distribution partner.

The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

Three Approaches to Collect and Analyze Data



Your Advantages of a Quarterly Market Analysis

- You receive four quarterly updated market reports
- Updates are based on a quarterly conducted primary survey within the industry

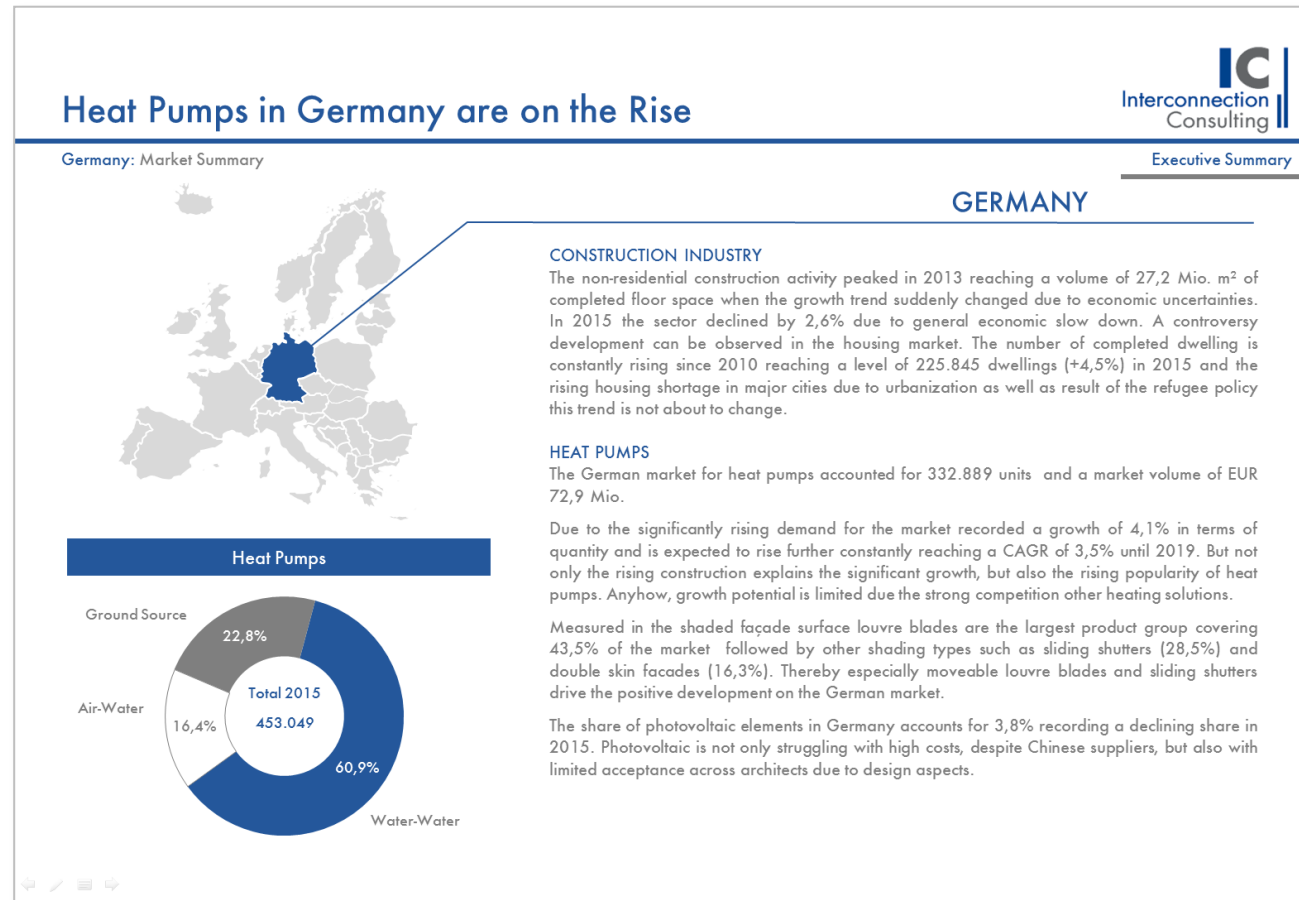


Content of the Report

The IC Market Tracking® is modularly built and consists of the following sections:

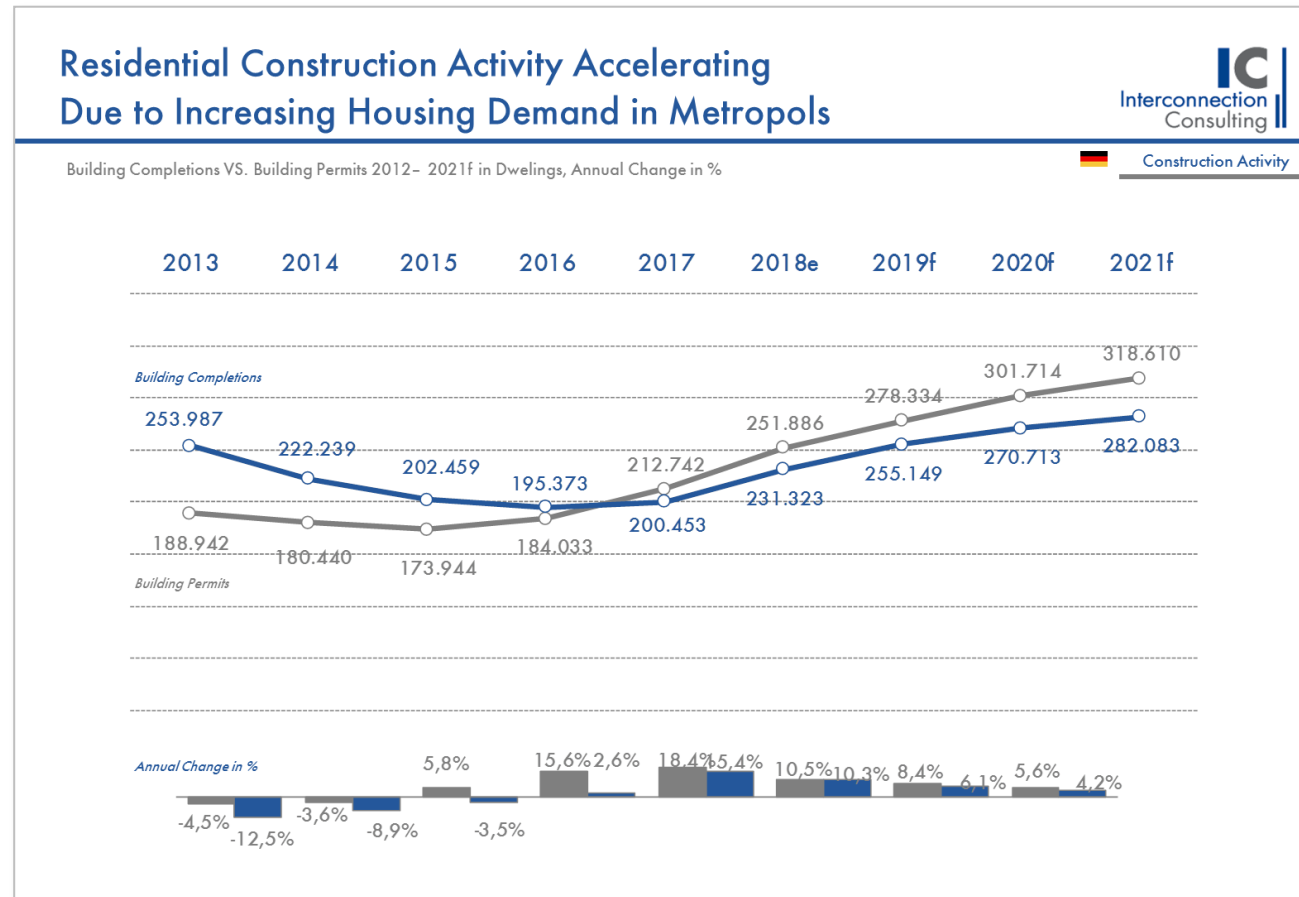
- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.

- The Executive Summary comprises all relevant information of the report in precise manner. Forecast and competition situation is highlighted.
- *The chart shows dummy figures.*



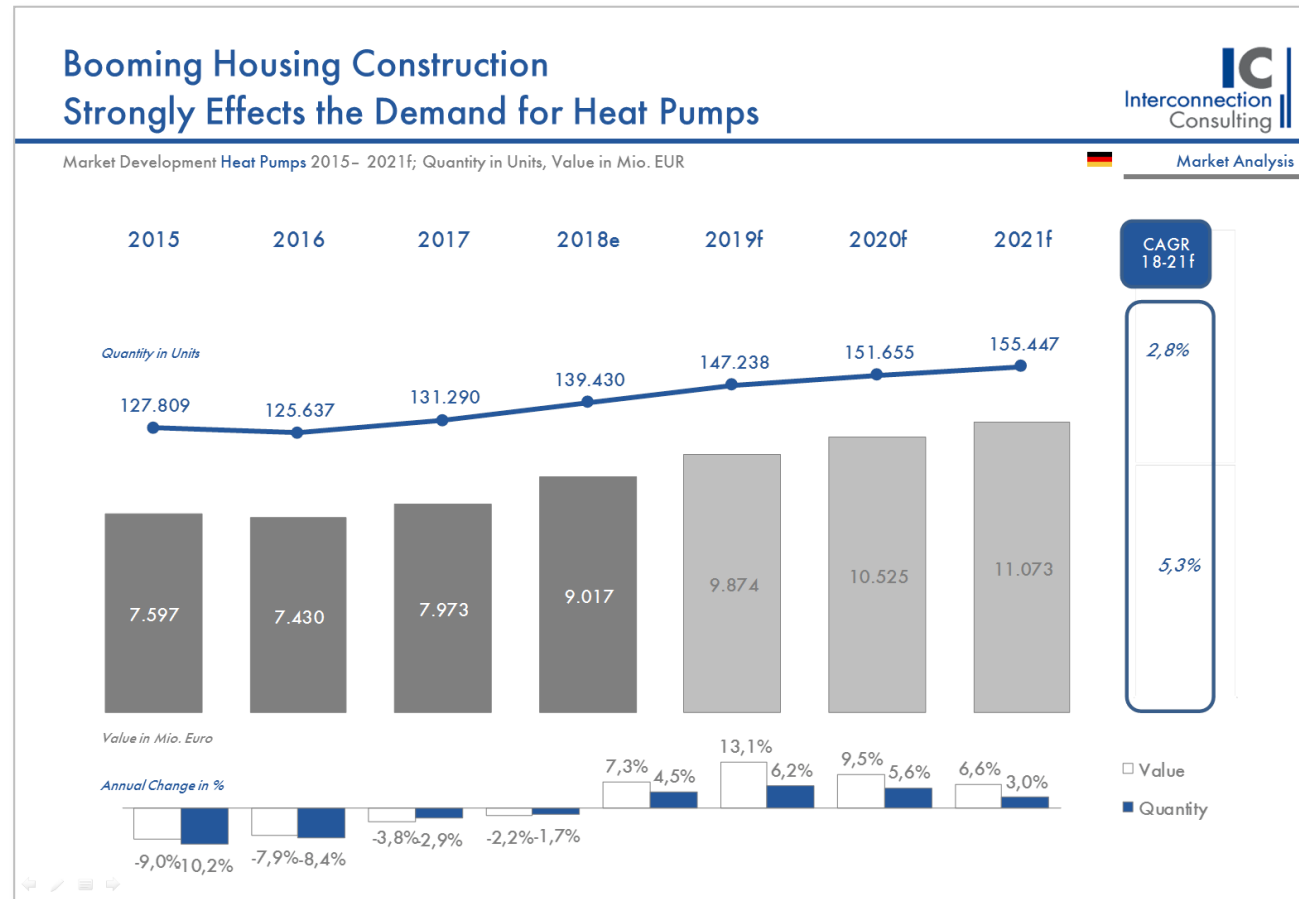
Market Environment Data of Our Forecasting Model

- The data for the market environment consists of main factors such as general economy data, demography, construction environment etc. ...
- *This chart shows dummy figures*



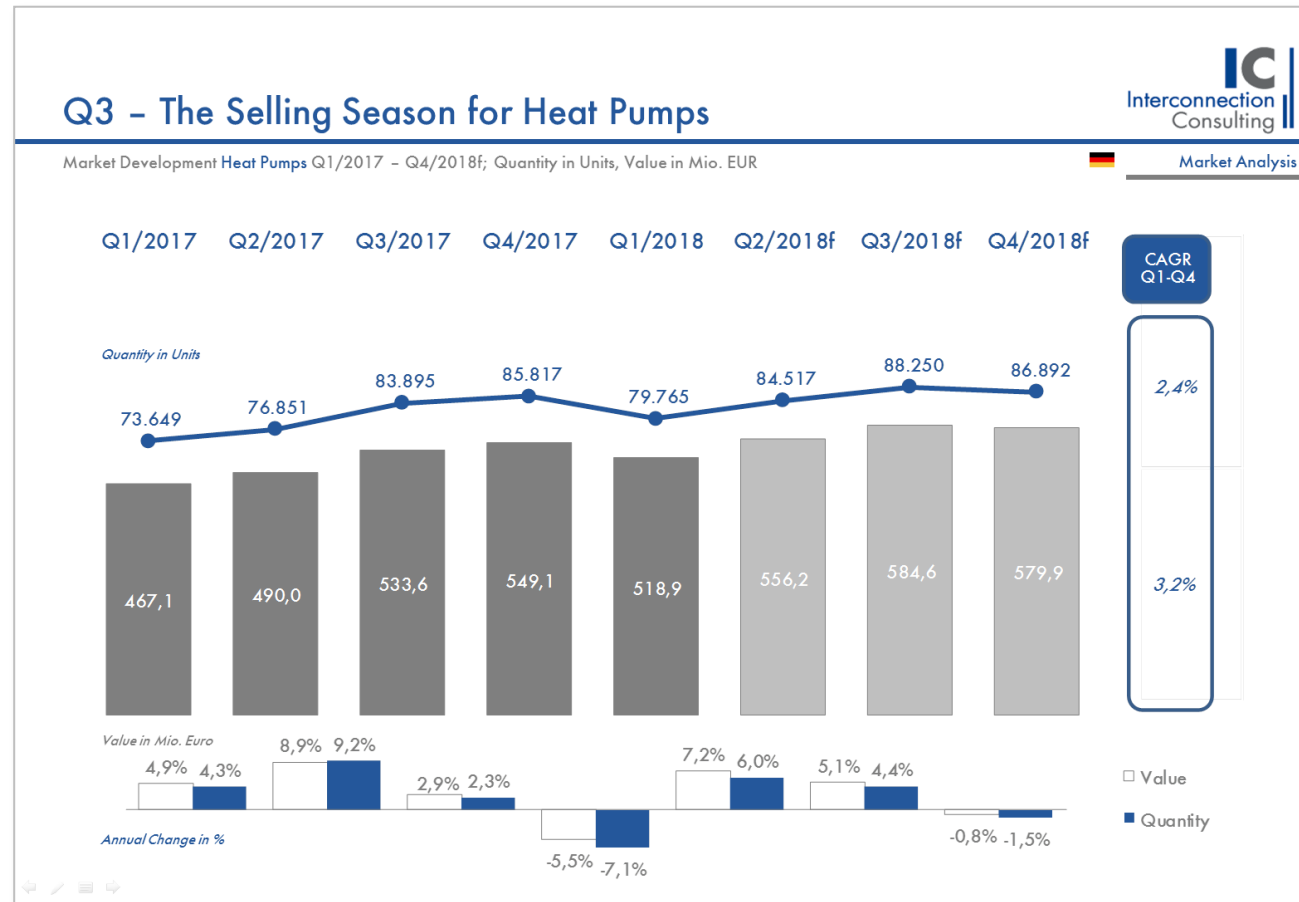
Total Market Development and Forecast

- Overview of the total Market in terms of quantity and value including forecasts for the upcoming three years
- *This chart shows dummy figures.*



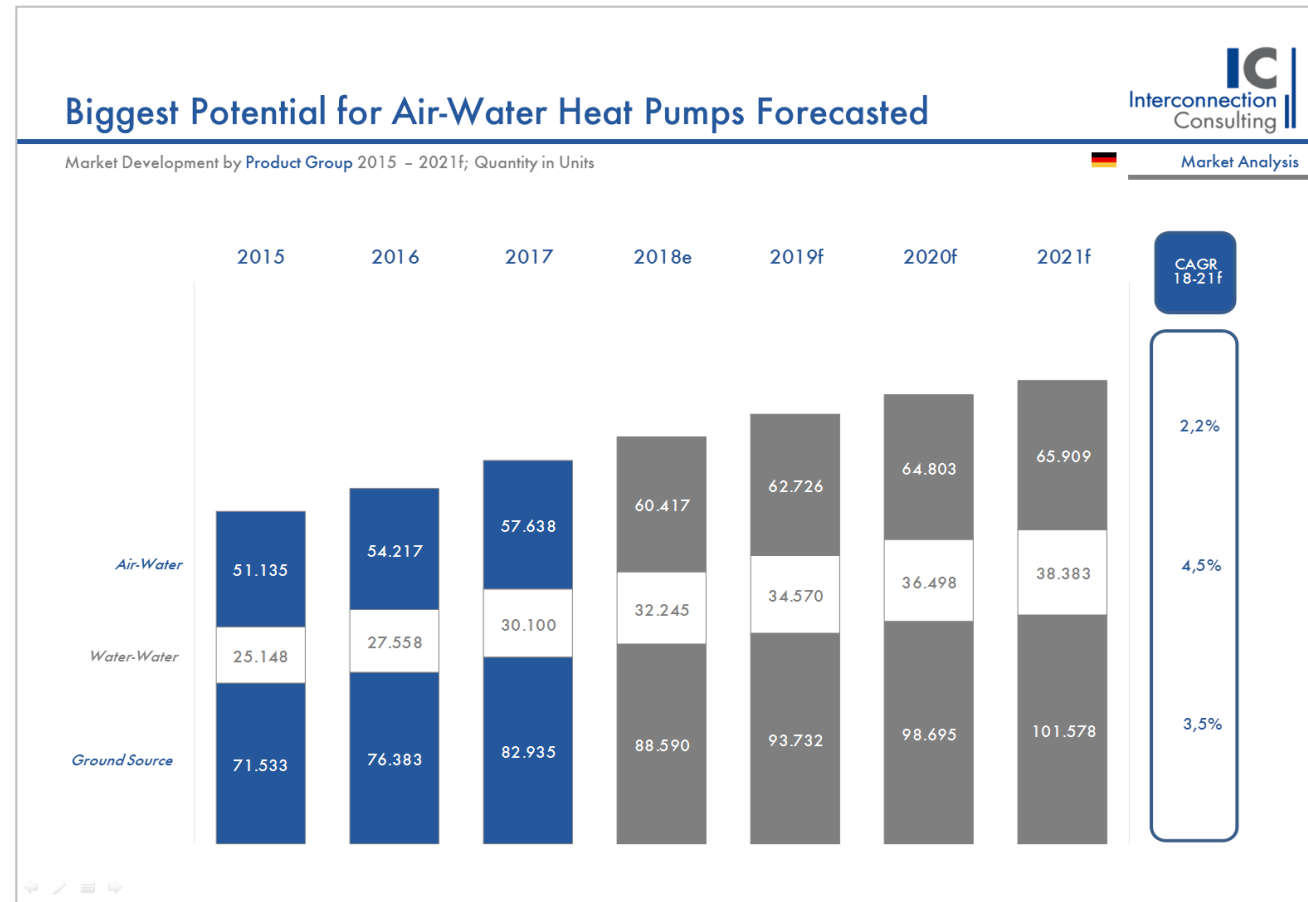
Quarterly Analysis of the Market and It's Segments

- Quarterly analysis of the total market development as well as for specific product groups and business segments.
- *This chart shows dummy figures.*



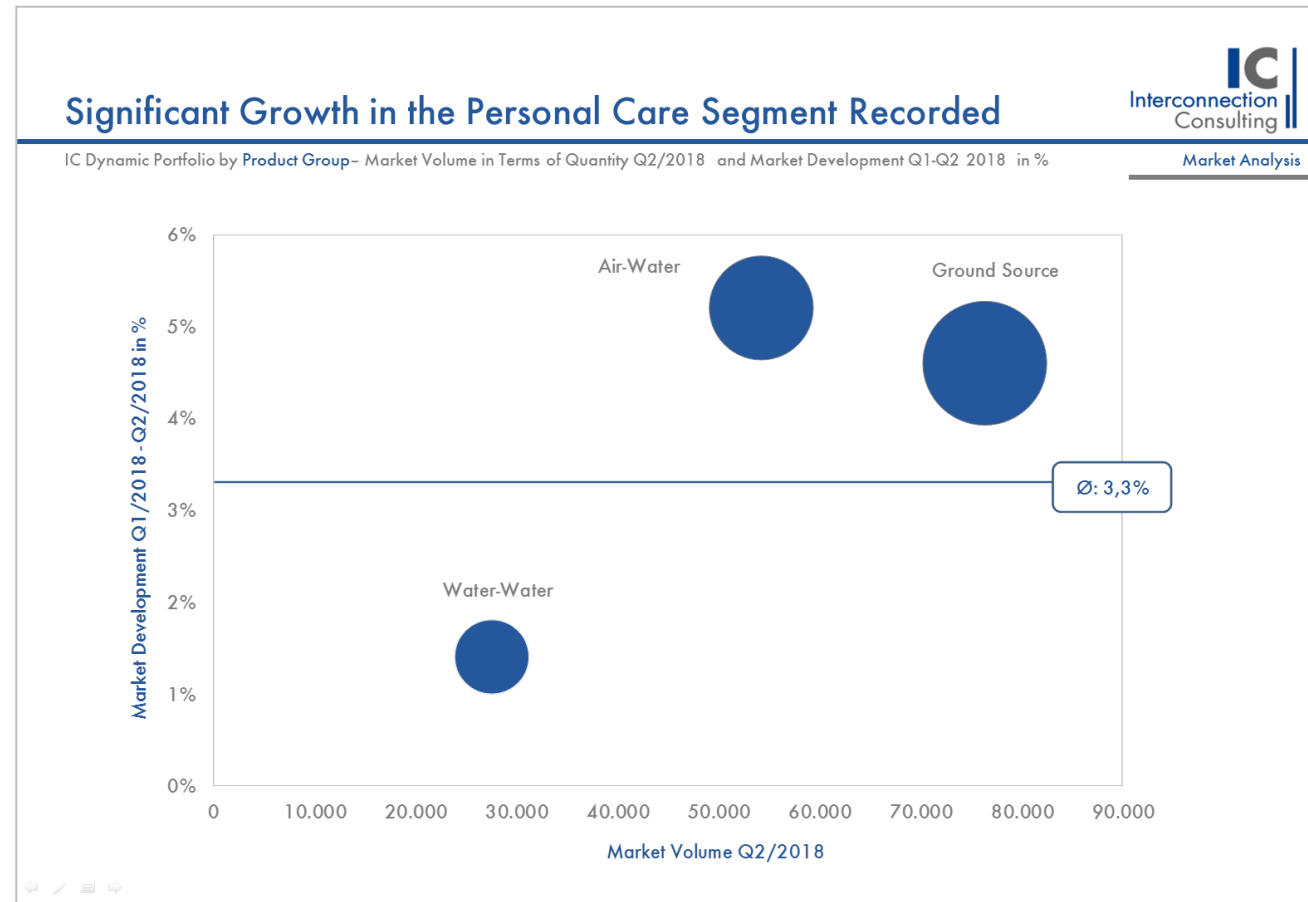
Details about the Development by Product Groups and Business Segments

- Detailed analysis of product groups and business segments including quarterly analysis and forecasts.
- *This chart shows dummy figures.*

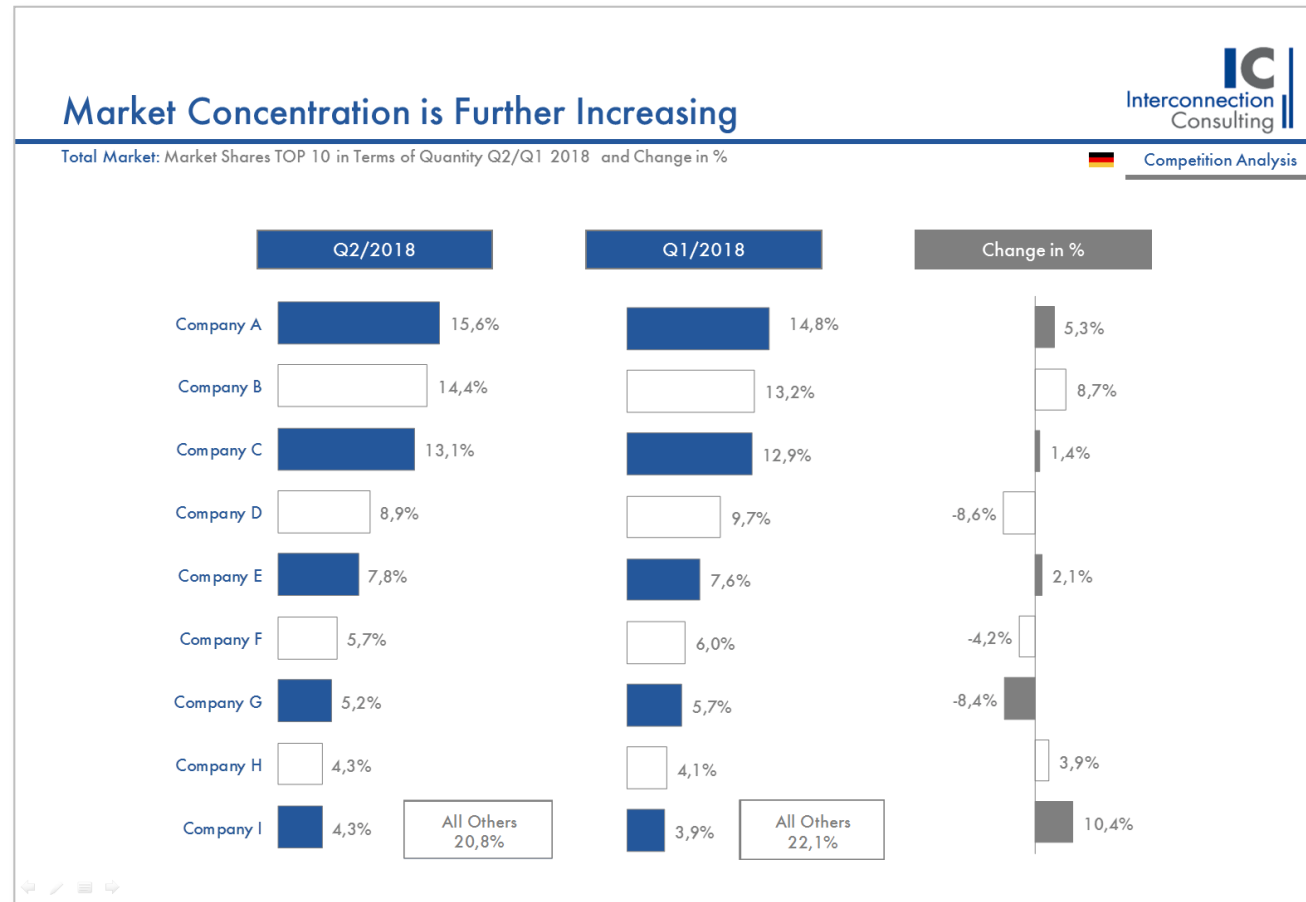


Strategic Quarterly Analysis of Product Groups and Business Segments

- Detailed description of the most important Companies in the examined market by reference to market shares, changes, BCG-Portfolios, etc.
- *This chart shows dummy figures.*



- Market Shares of the Top 10 market leaders of the Heat Pumps Market
- *This chart shows dummy figures.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modelling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
Segment A	18.592
Segment B	8.434
Segment C	5.310
Segment D	3.290
Segment E	1.332
Total	36.958

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology		
Segments	A	B	C
Segment A	3.290	5.452	7
Segment B	5.310	8.925	21
Segment C	8.434	10.794	
Segment D	18.592	14.624	13
Segment E	1.332	2.229	6
Total	36.958	42.025	47

Investment Plan for Your Market Research

	IC Subscription *	Single Issue
IC Market-Tracking® Heat Pumps in Germany - <i>Annual Report</i>	€ 3.950,-	+25% for Single Issues
IC Market-Tracking® Heat Pumps in Germany - <i>Quarterly Report</i>	€ 9.950,-	-

* **IC Subscription:** 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.



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We know the efficient tools to solve your problems/questions

International Focus

Offices in Vienna, Bratislava, Lviv and Buenos Aires

Industry Competence

Industry competence due to longtime experience and regularly conducted studies

Methodology Know-How

Variety of tools for different questions and market characteristics

Consulting – Strategy-Workshops

We support you deriving strategies and actions from the research results

Our Market-Intelligence Tools



"IC is a permanent partner of ours and provides helpful data for decisions."

Herr Bernd Blümmers
General Manager, Saint-Gobain Solar Systems Central Europe

Customers of our Reports



If there are any questions please
do not hesitate to contact us!

Interconnection Consulting

Getreidemarkt 1, A-1060 Wien

Neva Rukonic- Market Analyst

Tel: +43 1 5854623 -77

Fax: +43 1 5854623 -30

rukonic@interconnectionconsulting.com

Dr. Frederik Lehner - Managing Director

Tel: +43 1 5854623 -11

Fax: +43 1 5854623 -30

lehner@interconnectionconsulting.com

Interconnection Consulting | Vienna • Oberstdorf • Lviv • Bratislava

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