



IC Market Tracking®
Heat Pumps in Europe

2024

What Do You Get - Your Benefits at a Glance

Why Should You Choose Interconnection?

KYC – Know Your Competition

Get the market shares on the total market of your biggest competitors!

Interactive Market Intelligence Tool

Forget these old PDF reports - We are living in the 21th century!

Quarterly Reports

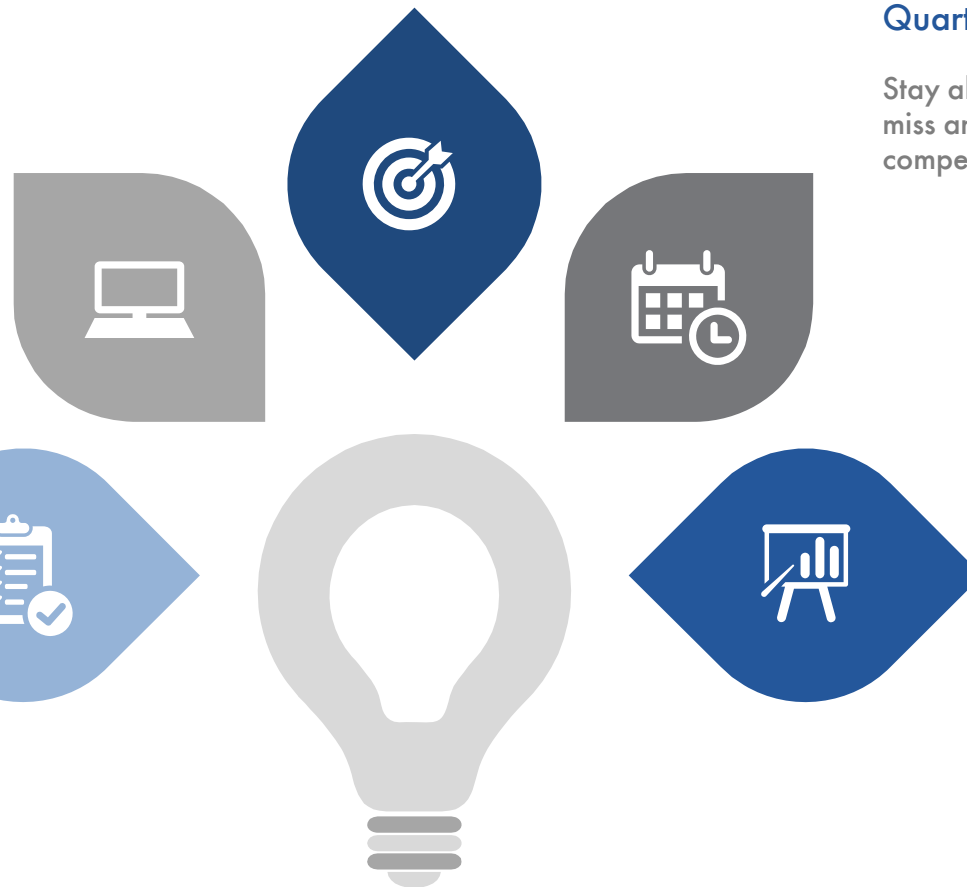
Stay always up to date and never miss any development in this highly competitive market!

Well Known IC Research Methods

Solid, unique and industry proven techniques of aggregating and visualizing data

Most Important Market Drivers

Profit from IC's expertise on the building sector and construction statistics





- 

- Ranking**

2018

Segment	Market Share
All Others	34.1%
Health	24.9%
Mission	16.6%
Income	5.2%
Midmer	3.4%
Environ	2.8%
Therapeutic	2.3%
Dysmetabol	1.6%
Diab	0.9%
Typh	0.5%
HIST	0.4%

Region

Multiple values

Segments

Multiple values

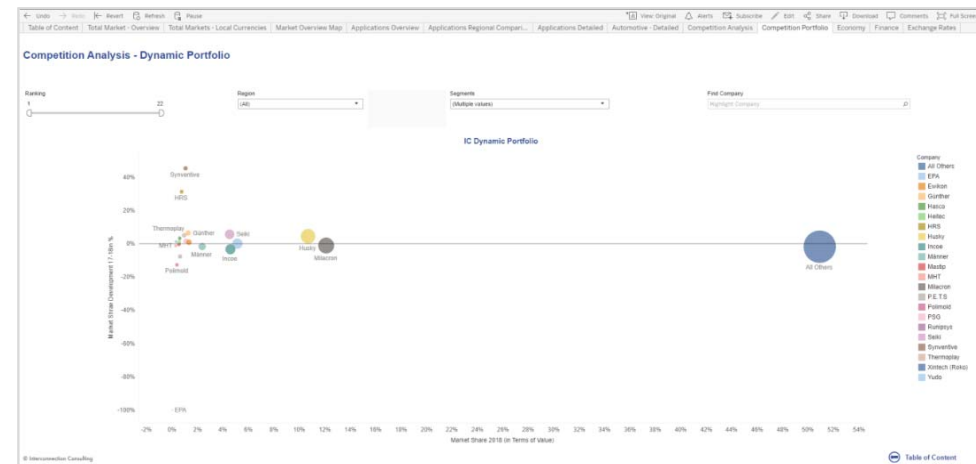
 - All
 - Autism
 - Diabetes
 - Environ
 - Health
 - Others
 - Pharm
 - Personal Care
 - Transportation Systems

Field Company

Multiple values

Change in %

Segment	Change in %
All Others	-3.6%
Health	5.7%
Mission	-2.2%
Income	-5.2%
Midmer	-0.5%
Environ	1.2%
Therapeutic	4.8%
Dysmetabol	11.2%
Diab	2.1%
Typh	-0.5%
HIST	73.9%



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What Do You Get - Your Benefits at a Glance

Presentation of the Data and Deliverables

Interactive Market Intelligence Tool

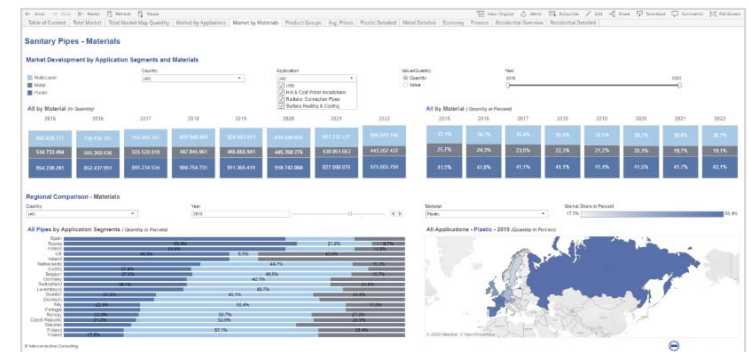


ONLINE-COCKPITS

- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS

- Executive summary dashboards including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts



Market Intelligence Tool

The Unique Mix of Methods and Approaches for Reliable Market Analysis

Well Known IC Research Methods



- The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account
- Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturer as well as interviews with industry experts

Most Important Market Drivers



- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data
- Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.



Quarterly Survey with Manufacturer & Experts

The strong focus on interviews within the industry is clearly our **USP**
“Only who talks with the industry knows what’s going on!”

Market Drivers & Research Methods

IC Market-Tracking® Heat Pumps in Europe 2024

Germany

Austria

Switzerland

Nordics

Italy

Poland



Data for every quarter 2023/2024e (including market shares of Top Players)

Data for every year from 2021 to 2027f

Product Groups

Customer Segment

Distribution

Business Segment

Ground Source

Air-Water Heat Pump

Water-Water
Heat Pump

Residential

Direct (2-Step)

First-Time Installment

Non-Residential

Indirect (3+-Step)

Replacement Installation

Vertical Bore Holes

Split

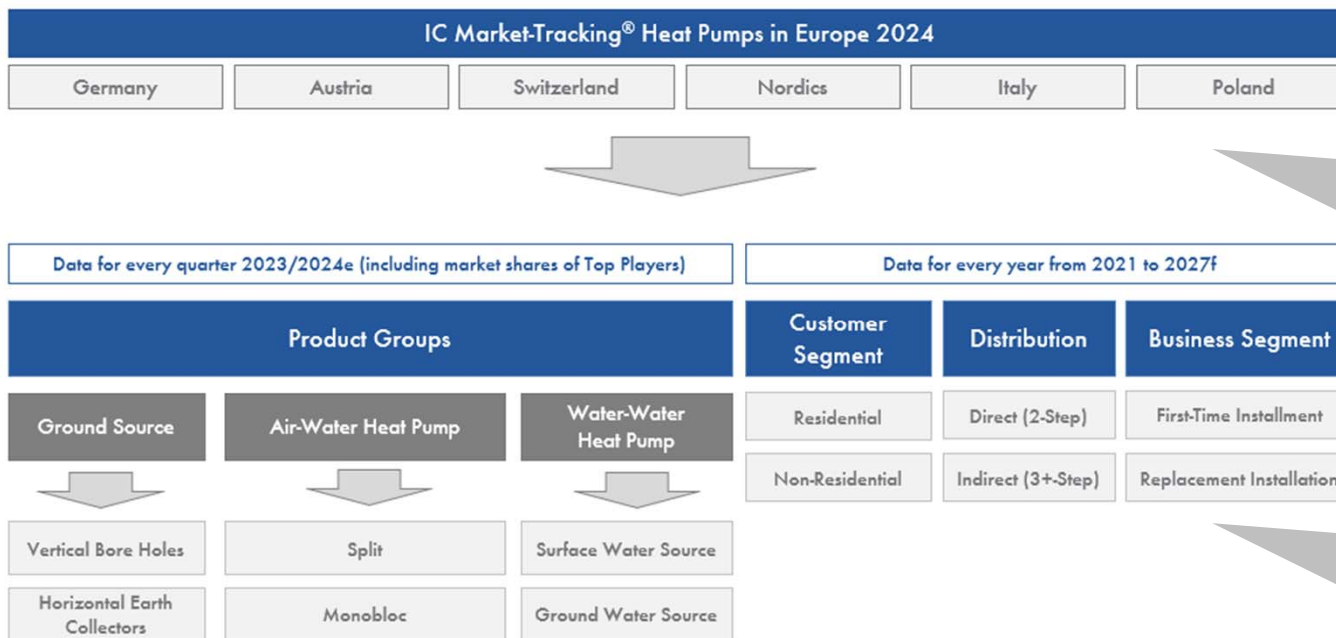
Surface Water Source

Horizontal Earth
Collectors

Monobloc

Ground Water Source

Market Structure - Interpretation



- Market data is available separately for each country and is aggregated for the purchased country package.
- Each country report contains data for product groups, business segments, sales channels and customer segments separately, as well as aggregated data for the overall heat pump market in terms of value and volume.
- The product groups are further subdivided into subcategories – Vertical Bore Holes, Horizontal Earth Collectors, Split- and Monobloc air-water heat pumps and water-to-water heat pump with surface or ground water sources.

Product Groups

Ground Source

Vertical Bore Hole

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.

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.

Product Groups

Air-Water Heat Pump

Split

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.

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.

Monobloc

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.

Water-Water Heat Pump

Surface Water Source

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 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.

The Market Intelligence Tool

Dashboards - The Best Way to Work with Data

A picture says more
than 1000 words

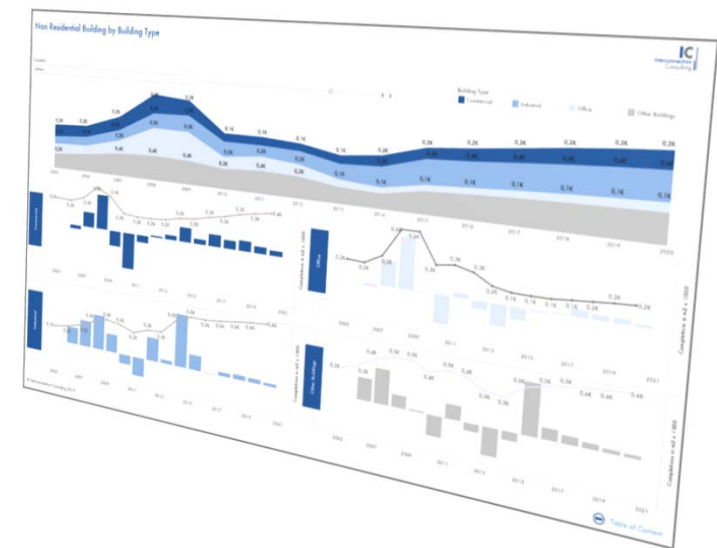
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

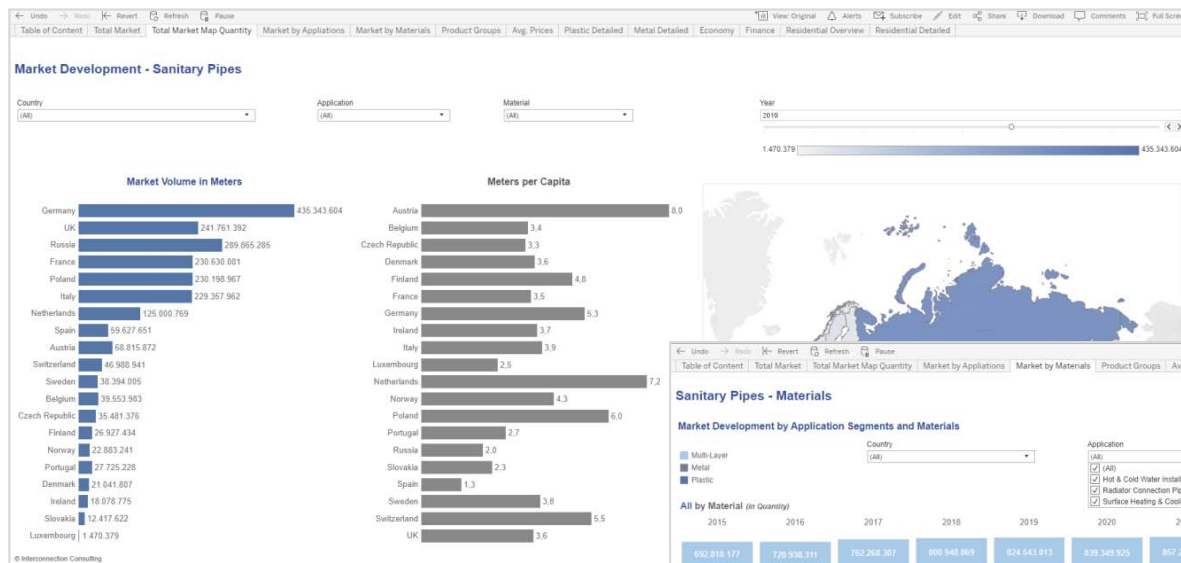
- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online
accessability

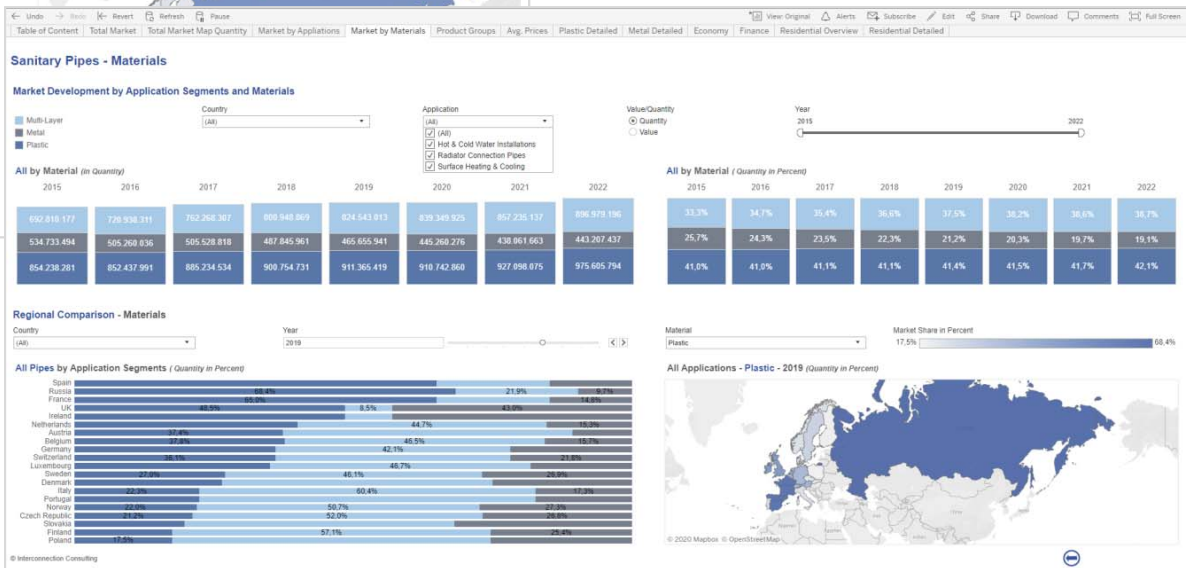
- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



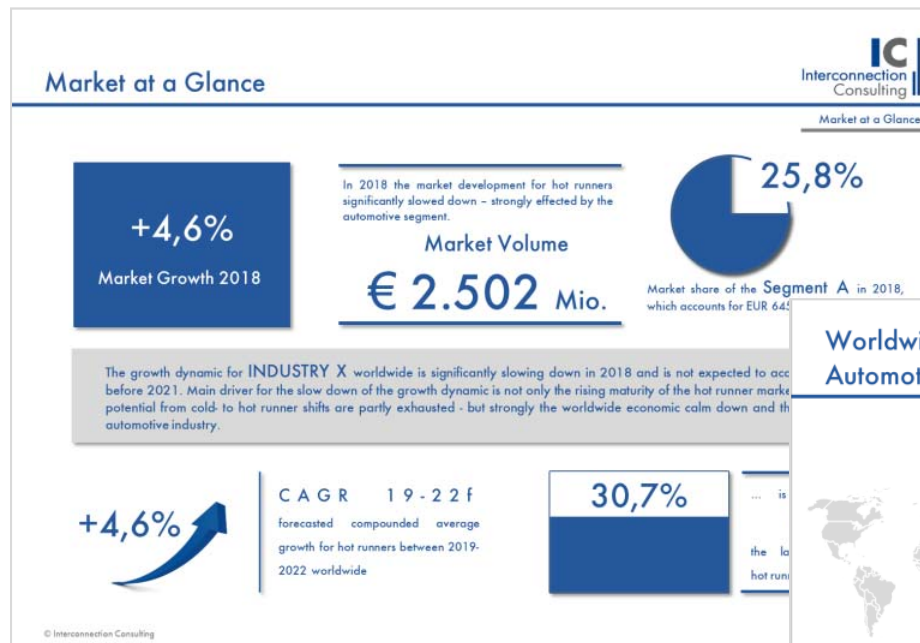
Sample Cockpits for Market Analysis Data



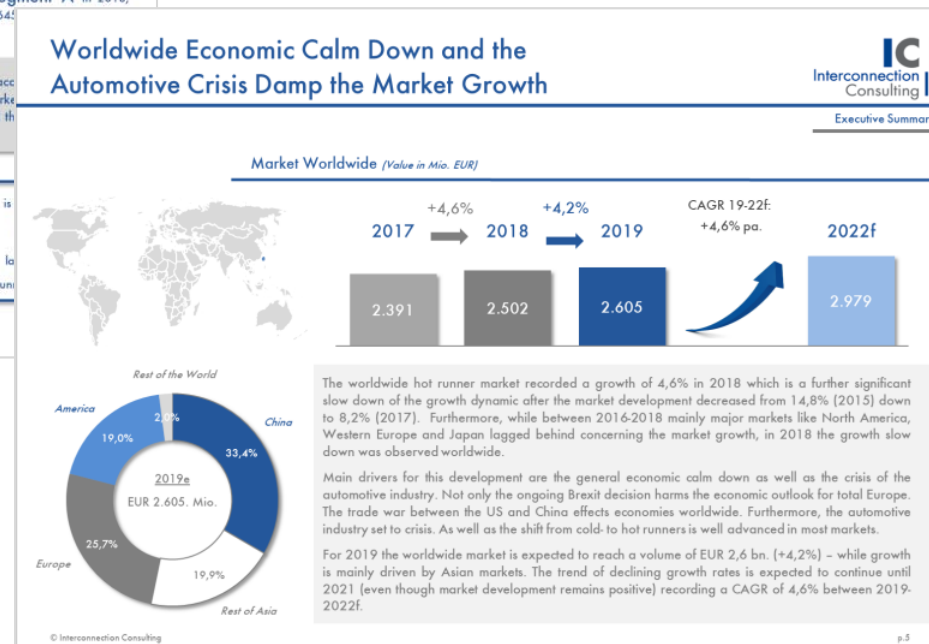
This chart contains fictive data



Additional Deliverables - Executive Summary



Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

Investment Plan for Your Market Research

IC Market Tracking® Heat Pumps in Europe 2024

Prices & Conditions

	Subscription **	Single Issue *	Available Countries	
Single Country	€ 3,999.-	+25% for Single Issues	Germany	Austria
3-Country-Package	€ 9,500.-		Switzerland	Nordics
5-Country-Package	€ 15,000.-		Italy	Poland
All Countries ***	€ 18,000.-			

* **Single Issue:** includes four quarterly reports (e.g. Heat Pumps In Europe Q1, Q2, Q3, Q4 2024)

** **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 automatically extended by one more year. The price is the individual price for each year (each year includes four quarterly reports). Price changes must be announced by Interconnection at least six weeks before 31st December.

*** **Package price** already discounted. All prices excl. VAT

In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 500,-/license.

„IC is a constant tutor in the evaluation of markets and offers a helpful decision basis.“

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



drexel und weiss
vordenker der energiewende



BOSCH
Thermotechnik



zehnder
group



What Do You Get - Your Benefits at a Glance

Important news of this years' edition

Company Profiles



Interactive Dashboards



Market Drivers



automatically updated

GET A FREE QUARTERLY REPORT!

You only need to fill out our electronic questionnaires!

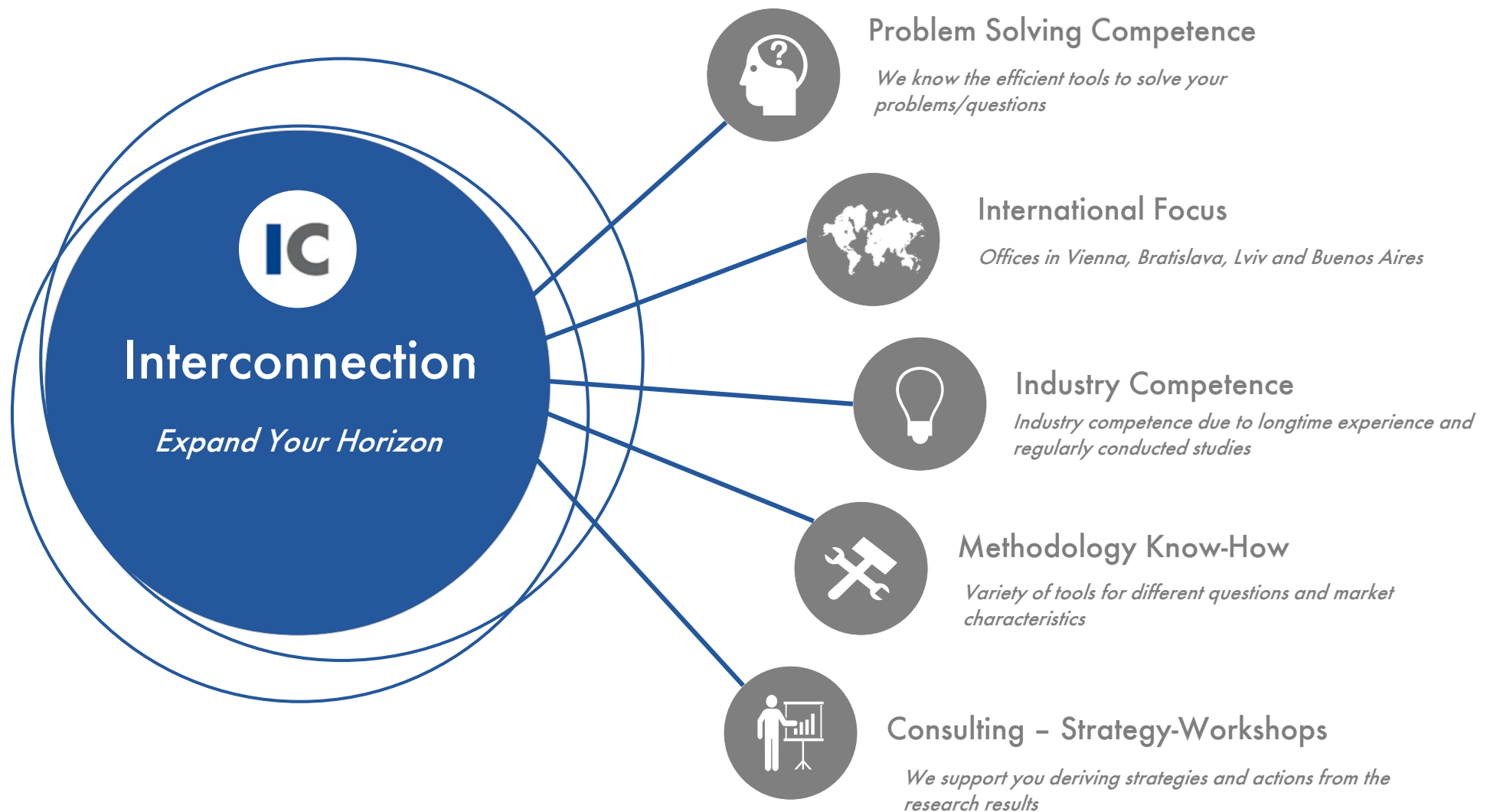


Get full access to one of our quarterly reports (you can choose the quarter you want) including Competition Analysis, Market insights and Macroeconomic Data



To get your free report, you have to fill out our electronic surveys every quarter or participate in the presales

Interconnection Provides Data for Corporate Decisions



Our Market-Intelligence Tools



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

Interconnection Consulting
Getreidemarkt 1, A-1060 Wien

Andreas Kuballa – Market Analyst
Tel: +43 1 585 46 23 68
Fax: +43 1 585 46 23 30
kuballa@interconnectionconsulting.com

Dr. Frederik Lehner – Managing Director
Tel: +43 1 585 46 23 11
Fax: +43 1 585 46 23 30
lehner@interconnectionconsulting.com

Interconnection Consulting | Vienna • Oberstdorf • Lviv • Bratislava
www.interconnectionconsulting.com



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(Please, print out the order form and mark your desired products)

Please choose from the available regions and package selection

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- ☐ Subscription, 5-Country-Package* EUR 15.000,-
- ☐ Total Report, All Countries* EUR 18.000,-

	Single Issue	Subscription*
25% Discount		✓
IC Cockpits – Online Dashboard Solution	✓	✓
Full flexibility - Within the price of the annual subscription, available regions can be exchanged without additional costs		✓
Free web conference with the analyst		✓

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Date	Name	Signature

If you are interested in a single issue, please contact the analyst in charge.

Terms of payment

Payable after receipt of the invoice without deduction. Austrian law applies with jurisdiction in Vienna. The study was written on the basis of a specific methodology, the description of which will be made available to the customer at any time. The fulfillment of this methodology is subject matter of the contract. We claim copyright protection for the work. Passing on to third parties, duplication, publication or processing is not permitted, not even in extracts. In the event of infringement, the ordering company or persons undertakes to pay a contractual penalty of one hundred thousand euros in each individual case. For delivery within Austria plus 20% sales tax.

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The price is the single price for one issue (contains four quarterly reports), for at least two orders of the study (order year and following year). Price changes for the next issue must be announced by Interconnection Consulting at least six weeks before December 31. The subscription can be cancelled after the study has been purchased twice, but no later than December 31 of the year in which the last study was purchased. If the subscription is not cancelled, it will be renewed for another year at a time.

In the case of a single issue (no subscription price advantage), the contract is valid for 12 months.

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