



The growth of heat pumps in France, 2003-2007

Introduction

This study is part of a series of multi-client reports on the world's market for renewables. These newly updated reports are available on a country by country basis and **in-depth format**. This new suite of the Heat Pump reports, to be published in October 2008, provides you with independent analysis of significant markets for these increasingly popular products.

The report covers key markets in **Europe, Asia** and the **USA**. Countries analysed in the study include *Austria, Belgium, China, Czech Republic, Denmark, Finland, France, Germany, Ireland, Japan, Netherlands, Norway, Poland, Slovenia, Sweden, Switzerland, UK* and *the USA*.

Study Overview

After a strong period of growth in 2006 sales of electric heat pumps for hydronic solutions (excluding air to air), have continued to attract the attention of consumers throughout 2007 and the first half of 2008. Financial incentives and legislation, which promote renewable energy, have contributed towards consumer awareness in opting for renewable energy solutions. The year 2007 was a turning point for the heating market particularly in Western Europe. Changes in German taxation laws led to a sharp drop in house building projects, which in

heating equipment. The market for domestic gas/ oil boilers declined by as much as 32%.

However, despite this market slump, sales of electric heat pumps seem to have sustained this adverse market condition, as sales were almost unchanged compared to 2006. In France, on the other hand, electric heat pumps sales increased by as much as 30%, with air to water accounting for the largest share of the market while the residential boiler segment decreased by around 16%.

As fossil prices are expected to remain at record levels in the course of 2008 and beyond, an increasing number of countries around the world are showing strong interest in electricity power generation projects deriving from a mix of renewables sources. While wind turbines projects are attracting the most funding together with solar thermal, and biomass CHP plants, the desire to upgrade or install new nuclear power stations is seen by many governments as a way to safeguard energy resources in the future.

In the light of the above, energy-efficiency systems are improving all the time, electric heat pumps, and air to water type in particular, are set to challenge the boilers industry in the residential hydronic heating market in

This report will help you to:

- Identify market opportunities
- Understand market trends
- Keep up to date with market developments, the players and routes to market
- Develop sales, marketing and distribution strategies

several countries, particularly in Japan, France, Switzerland, Germany and Scandinavian countries. While boilers can provide heating only, an increasing number of heat pumps suppliers are promoting systems where heat pumps provide both water heating and comfort cooling functions. Nowadays, some suppliers offer a heat pump system that can be integrated with existing solar thermal collectors to minimise the energy cost to consumers while promoting a complete boiler replacement system.

BSRIA Worldwide Market Intelligence

BSRIA's Worldwide Market Intelligence division (WMI) has been providing specialist market intelligence to the building services for over 25 years. Its multinational staff works with a wide network of industry contacts to source detailed, reliable data across a number of product areas.

BSRIA's global Heat Pump study has been produced using a variety of research techniques including; desk research, face-to-face and telephone interviews with manufacturers, suppliers and distributors WMI's unrivalled mix of technical and market knowledge equates to confidence in decision-making and dependable results.

Excel Overview is available for the study.

For further details of this or any other WMI study please contact Tim Page at BSRIA:

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