



European Heat Pump Monitor 2024

Navigating the Future of Sustainable Heating
based on Heat pump installers' and homeowners' insight

Product brochure, March 2024

European Heat Pump Monitor: Navigating the Future of Sustainable Heating

As the world moves towards greener, more sustainable energy solutions, the heat pump (HP) market in Europe stands at the forefront of innovation and growth. While ambitious environmental targets set by the EU and a growing awareness of the need to reduce energy costs skyrocketed the demand for heat pumps in the past few years, the energy crisis and different high-level market factors across Europe disrupted the trend during 2023.

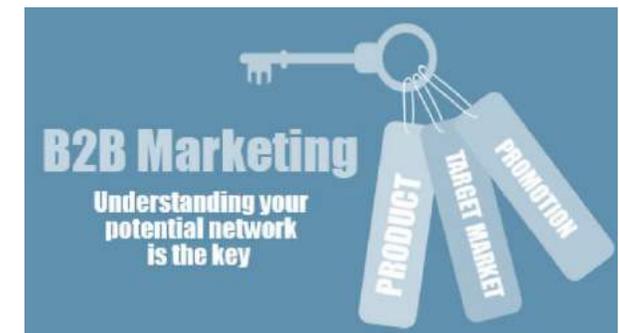
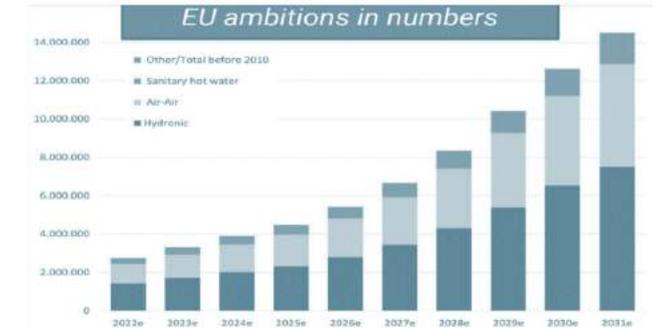
While the market still offers immense growth potential, expanding production capacity without understanding „the market’s pulse” will not suffice. As dynamic political and economic conditions influence the market development of renewable systems, it is imperative to understand the sentiments, behaviours, concerns, and evolving needs of the key target groups: heat pump installers and homeowners.

Recognising this crucial need, we embarked on a journey to create the European Heat Pump Monitor with a clear mission: to provide **comprehensive insights to empower heat pump manufacturers, wholesalers and other experts in the value chain to make informed decisions and thrive in this dynamic landscape.**

Covering both heat pump installers and homeowners and encompassing the key European markets such as Belgium, France, Germany, Italy, the Netherlands, Poland, Spain, and the UK, we ensure a holistic understanding of the market dynamics. From identifying untapped installation opportunities to pinpointing the most effective branding and sales channels, we provide actionable intelligence that drives results.

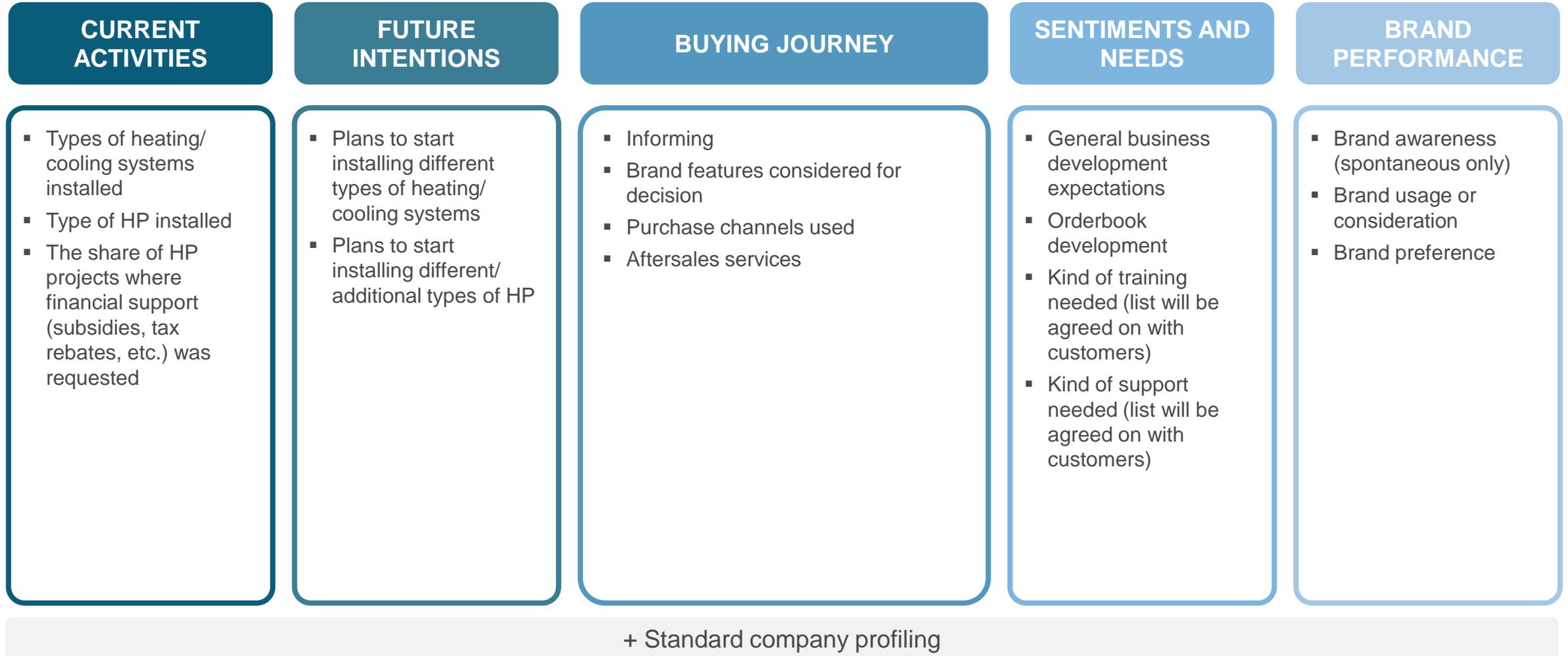
The European Heat Pump Monitor is more than just a research project. It is **a strategic tool designed to fuel growth and innovation.** Whether you are a seasoned player in the industry or a newcomer looking to make your mark, our insights will guide you every step of the way. With our commitment to conducting this study annually, you will have access to valuable trend data to support your long-term strategy.

Join us on this exciting journey as we unlock the potential of the heat pump market together and ensure your company’s easier navigation of the future of sustainable heating.





The key topics covered among **Heat pump installers***



* A random sample of qualified heat pump installers → The base of qualified heat pump installers generated from relevant local online sources (associations, ministries, etc.)



The key topics covered among **Residential users/Homeowners*** (the current and potential HP users)

CURRENT USAGE

- Types of heating/cooling systems installed at home
- Type of HP installed at home
- Was financial support (subsidies, tax rebates, etc.) applied for HP installation

FUTURE INTENTIONS

- Plans to install different types of heating/cooling systems at home
- Plans to install HP and if so, which type
- Plan to apply for financial support for HP installation (subsidies, tax rebates, etc.)

BUYING JOURNEY

- Need detection/inspiration
- Informing
- Brand features considered for decision
- Purchase channels used
- Installation service:
 - how they find an installer
 - what do they look for/require from the installer
 - in which aspects did the installer help them when deciding about HP
- What parts of the home did/do they need to renovate/replace to install HP
- Buying journey duration
- Aftersales services

SENTIMENTS AND NEEDS

- Attitudes towards sustainability, energy saving and smart home features
- General home-budget development expectations
- Barriers and potential stimuli to start considering HP (among homeowners not considering HP)
- Type of support needed when deciding about HP (list will be agreed on with customers)

BRAND PERFORMANCE

- Brand awareness (spontaneous only)
- Brand usage or consideration
- Brand preference

+ Standard homeowner's profiling

* A random/representative online sample of home-owners aged 20-65 years old, regardless of current heating/cooling systems used

EUROPEAN HEATPUMP MONITOR 2024



GOAL

The European Heat Pump Monitor provides key insights that help manufacturers and merchants understand the business and behaviour of heat pump installers and homeowners needed to capitalise on growth opportunities in this fast-growing market.



RESEARCH TOPICS

- Current activities
- Future intentions
- Buying journey
- Sentiments and needs
- Brand position
- Profiling



TIMELINE

Research set-up

Market input, alignment with customers and, questionnaire design

Fieldwork

By native-speaking call agents and quality check

Analysis & reporting

Including personal presentation

RELEASE

April/May

June

July

August

September



METHODOLOGY

Phone interviews

Online

Country	Heat pump installers	Home owners
BE	100	500
FR	120	500
GE	120	500
IT	120	500
NL	100	500
PL	120	500
SP	120	500
UK	120	500
Total	920	4.000



INVESTMENT:

European heat pump monitor 2024: Heat pump installers' insight

* 8 country specific insights and cross-country comparison

9.800 €

European heat pump monitor 2024: Homeowners' insight

* 8 country specific insights and cross-country comparison

5.900 €

European heat pump monitor 2024: Installers and Homeowners

* 8 country-specific insights and cross-country comparisons per each target group

14.800 €

Each customer can provide input on the concept questionnaire.

A black and white photograph of a construction site. In the foreground, there are several buildings under construction, some covered in scaffolding. In the background, a large crane is visible against a cloudy sky. The image is partially obscured by a semi-transparent teal banner.

USP Marketing Consultancy corporate presentation

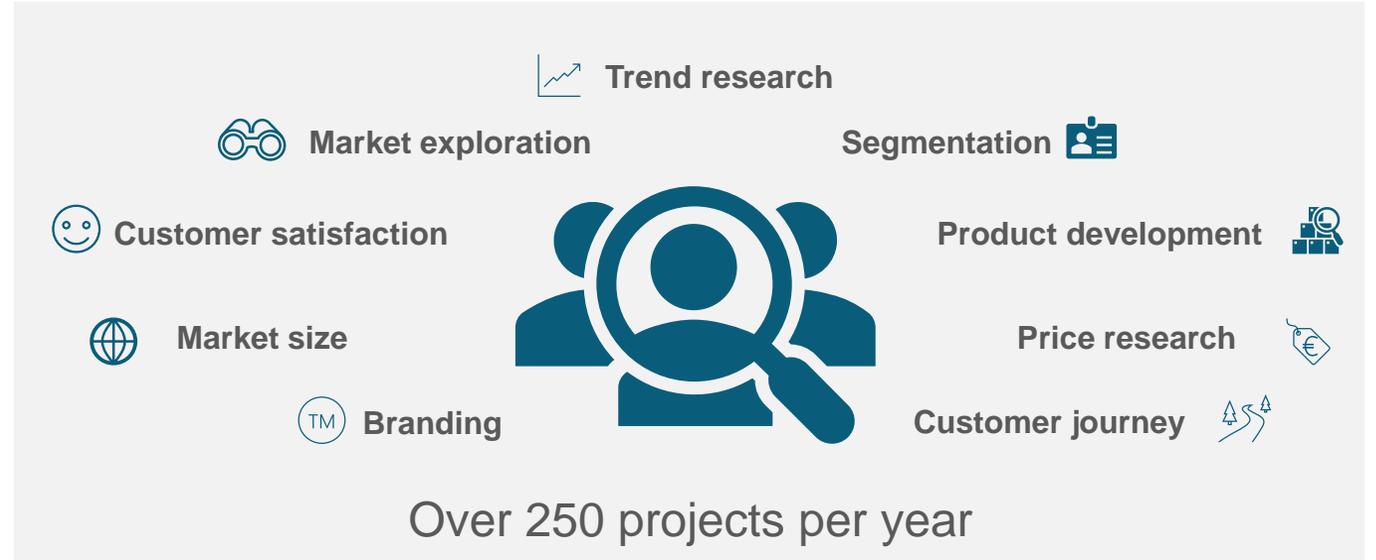
About USP Marketing Consultancy

USP Marketing Consultancy

 Over 30 years internationally operating market research and consultancy agency specialising in the construction, DIY, installation and real estate market.

 Multi-client and dedicated research.

 Active in about 40 countries per year.



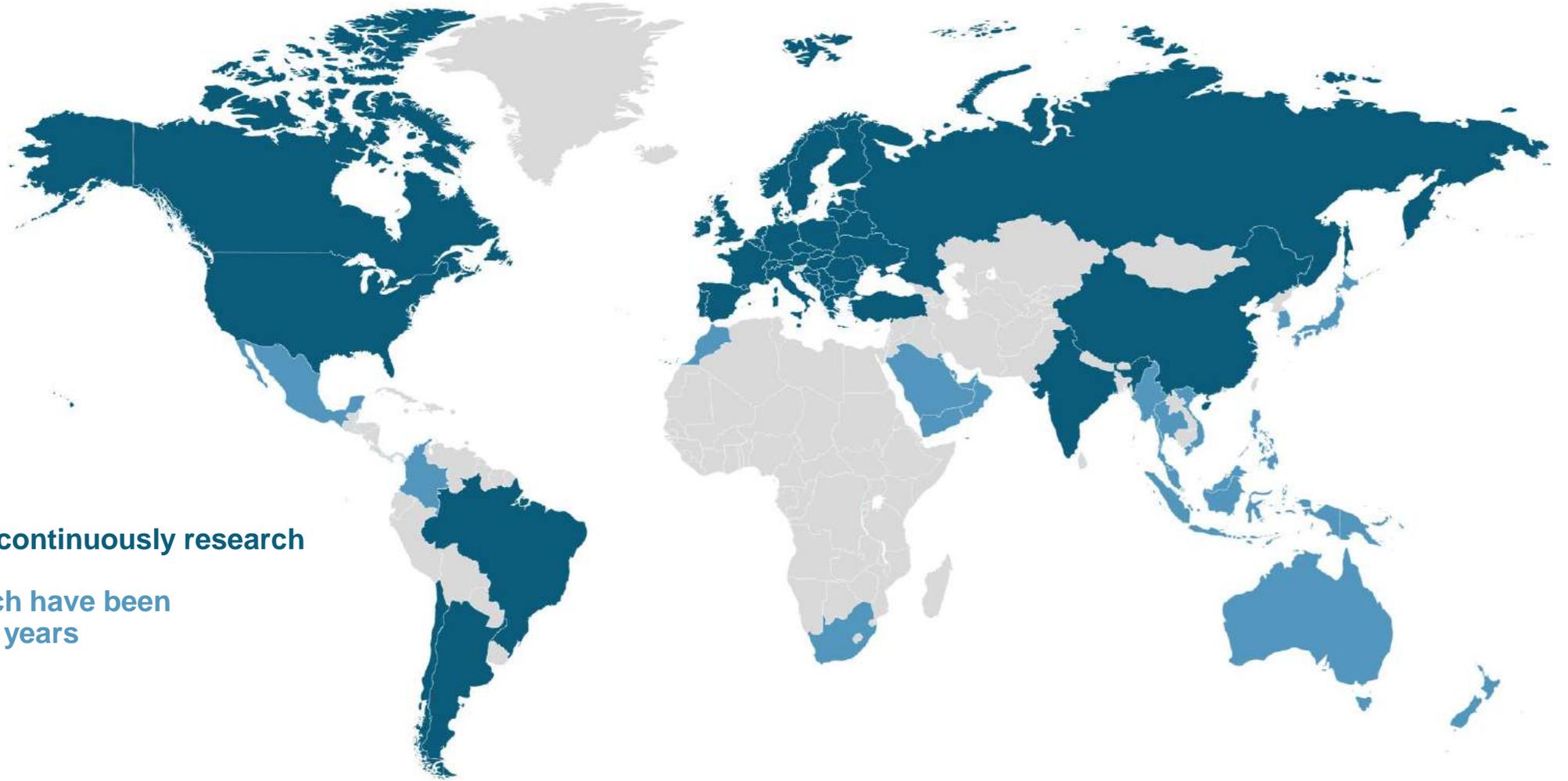
Multi-client monitors of USP Marketing Consultancy

	European Architectural Barometer	European Contractor Monitor	European Mechanical installation monitor	European Electrical Installation Monitor	European Painter insight Monitor	European Home Improvement Monitor
Target group	Architects	Contractors	HVAC installers	Electrical installers	Professional painters	Consumers
Methodology	Phone interviews	Phone interviews	Phone interviews	Phone interviews	Phone interviews	Online interviews
Interviews per measurement	100-125 per country	100-125 per country	100-125 per country	100-125 per country	150-250 per country	600 per country
Countries	<ul style="list-style-type: none"> • Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy 	<ul style="list-style-type: none"> • Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy 	<ul style="list-style-type: none"> • Germany • United Kingdom • France • Netherlands • Belgium • Poland 	<ul style="list-style-type: none"> • Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain 	<ul style="list-style-type: none"> • Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy • Denmark • Sweden 	<ul style="list-style-type: none"> • Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy • Denmark • Sweden • Austria
Frequency	Quarterly	Bi-annually	Quarterly	Quarterly	Annually	Quarterly
2024 Theme topics	<ul style="list-style-type: none"> • Q1: Future of construction • Q2: Trends in material usage • Q3: DMU • Q4: Smart materials and buildings 	<ul style="list-style-type: none"> • H1: Prefab • H2: BIM 	<ul style="list-style-type: none"> • Q1: BIM • Q2: Prefab • Q3: Smart and connected products • Q4: Media orientation 	<ul style="list-style-type: none"> • Q1: Sustainability • Q2: Smart and connected products • Q3: Services in the installation market • Q4: Prefab 	<ul style="list-style-type: none"> • Trend tracking • Brand funnels • Sustainability 	<ul style="list-style-type: none"> • Q1: Orientation; sustainability • Q2: Purchase Channels; smart homes and products • Q3: Branding; private labels • Q4: DIY vs DIFM; plans for 2024

Multi-client monitors of USP Marketing Consultancy

	European Handyman Monitor	European Garden Monitor	KeukenMonitor	BouwMonitor	European Heat pump monitor	
Target group	Handyman	Consumers	Consumers	Construction, installation, real estate	HVAC installers	Consumers
Methodology	Phone interviews	Online interviews	Online interviews	Online interviews	Phone interviews	Online interviews
Interviews per measurement	200 per country	800 per country	3.600	600	100-120 per country	500 per country
Countries	<ul style="list-style-type: none"> • Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy 	<ul style="list-style-type: none"> • Germany • United Kingdom • France • The Netherlands • Belgium • Poland • Sweden • Austria 	<ul style="list-style-type: none"> • The Netherlands 	<ul style="list-style-type: none"> • The Netherlands 	<ul style="list-style-type: none"> • Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy 	
Frequency	Quarterly	Annually	Annually	Quarterly	Annually	
2024 Theme topics	<ul style="list-style-type: none"> • Trends in material usage • Branding 	Smart Garden Sustainable Garden City Gardening Health Gardening Outdoor living	Sustainability Smart Kitchens	Trend tracking	Trend tracking Customer journey Sentiments and needs Brands	

Worldwide coverage



Countries which we continuously research

Other countries which have been researched in past 2 years

A selection of USP Marketing Consultancy's clients

Construction	Installation	DIY	Living & Real Estate
  	  	  	  
  	  	  	  
  	  	  	  
  	  	  	  
  	  	  	  
  	  	  	  
  	  	  	  
  	  	  	  

USP Marketing Consultancy

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