

# **Heat Pump Water Heater Market Size, Share & Trends Analysis Report By Technology (Air to Water, Water Source, Geothermal), By Capacity (Upto 10 kW, 10-20 kW), By Application, By Operation Type, By Tank Type, By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 4 Business Days

### **Heat Pump Water Heater Market Growth & Trends**

The global heat pump water heater market size is anticipated to reach USD 25.16 billion by 2030 and is expected to grow at a CAGR of 12.1% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is experiencing robust growth, driven by increasing demand for energy-efficient solutions across residential, commercial, and industrial applications. As consumers become more aware of environmental sustainability and the need to reduce energy consumption, heat pump water heaters are emerging as a preferred alternative to traditional water heating systems. Their ability to transfer heat rather than generate it from scratch makes them significantly more energy-efficient, leading to substantial cost savings overall. This has positioned heat pump water heaters as a key technology in the global push toward reducing carbon footprints and improving energy efficiency.

The growth of the heat pump water heater industry is also being fueled by government policies and incentives aimed at promoting sustainable technologies. Many governments worldwide are offering subsidies, tax credits, and rebates to encourage the adoption of energy-efficient products. These initiatives are making heat pump water heaters more affordable for homeowners and businesses, accelerating their market penetration. Additionally, stricter energy efficiency regulations are driving manufacturers

to innovate and develop advanced models that offer higher performance and better efficiency, further supporting market growth.

Consumer preference for eco-friendly and cost-effective solutions is another major driver behind the market's expansion. Heat pump water heaters, with their lower greenhouse gas emissions and reduced reliance on fossil fuels, are increasingly seen as an attractive option for those looking to contribute to environmental conservation. This shift in consumer behaviour is supported by growing awareness of climate change and the need to transition to renewable energy sources. As a result, the demand for heat pump water heaters is expected to continue rising as more people prioritize sustainability in their purchasing decisions.

Technological advancements are also playing a crucial role in the industry's growth. Manufacturers are continuously improving the efficiency, performance, and affordability of heat pump water heaters by integrating advanced features such as smart controls, compact designs, and improved refrigerants. Innovations in heat pump technology, including the use of alternative refrigerants with lower global warming potential, are making these systems even more efficient and environmentally friendly. As technology evolves, heat pump water heaters are becoming a viable option for a broader range of applications, further accelerating their adoption across different sectors.

## Heat Pump Water Heater Market Report Highlights

Based on technology, air to water segment dominated the market in 2024, accounting for 62.7% of the total revenue share. This system is environmentally friendly, using less electricity compared to traditional water heating methods while reducing energy bills.

A water source heat pump water heater extracts heat from a nearby water source, such as a well, lake, or river, to heat water efficiently. This system offers high performance and is ideal for locations with access to consistent water sources, providing an eco-friendly alternative to traditional water heating methods.

In residential applications, heat pump water heaters provide an energy-efficient solution for heating water, reducing utility bills while minimizing environmental impact. These systems are ideal for homeowners seeking

sustainable and cost-effective alternatives to traditional electric or gas water heaters.

The up to 20 kW heat pump water heater industry is growing as demand increases for efficient, medium-sized systems for residential and small commercial applications. These systems offer high performance with energy savings, making them an attractive solution for users with moderate hot water needs.

An electric heat pump water heater uses electricity to power a compressor that extracts heat from the air and transfers it to water, making it a highly efficient option. It offers significant energy savings compared to traditional electric or gas water heaters, reducing both utility costs and environmental impact.

The up-to-150 L heat pump water heater industry is gaining traction for residential applications, where moderate hot water needs are paired with energy-efficient solutions. These systems provide cost-effective, eco-friendly water heating for small to medium-sized households, offering substantial energy savings.

In November 2024, A. O. Smith introduced the Voltex MAX hybrid electric heat pump water heater to its expanding lineup of sustainable products. The Voltex MAX HPWH features an innovative smart valve that optimizes hot water delivery, while its advanced heat pump technology ensures maximum energy savings, making it a highly efficient solution for residential and commercial applications.

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