

# **New Zealand Air Source Heat Pump Market By Process (Air to Air, Air to Water), By End Use (Residential, Hotels & Resorts, Gym & Spas, Educational Institutes, Food Service, Others), By Distribution Channel (Direct, Indirect), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The New Zealand Air Source Heat Pump Market was valued at USD 9.26 Million in 2024 and is projected to reach USD 13.67 Million by 2030, growing at a CAGR of 6.71% during the forecast period. Market growth is being driven by the country's high humidity levels, particularly in regions like Auckland where the annual average humidity reaches around 82%, creating strong demand for dehumidifying systems. Air Source Heat Pumps (ASHPs), which feature efficient "dry" and cooling modes, are well-suited to address these conditions while also improving indoor air quality. Government-backed housing developments, including the Mangere project aimed at building up to 10,000 new homes, are fueling the need for energy-efficient climate solutions. ASHPs, known for their high performance—producing over five units of heat per unit of electricity—offer a cost-effective and eco-friendly alternative to conventional heating systems. Their compatibility with renewable energy sources such as solar and wind power further aligns with New Zealand's carbon reduction strategies, contributing to broader market adoption across residential and commercial sectors.

### **Key Market Drivers**

#### **High Humidity Level Across the Region**

Elevated humidity levels in many parts of New Zealand, especially in northern and coastal regions like Auckland, are a major factor driving demand for Air Source Heat Pumps. As of 2023, the country has recorded a 1.26°C rise in its annual average temperature, intensifying issues related to moisture and indoor air discomfort. With annual average humidity frequently surpassing 80%, problems such as condensation, mold, and dampness have become common in homes and buildings. Traditional heating systems often fall short in managing these conditions. In contrast, ASHPs offer dual functionality—regulating indoor temperature while operating in dehumidification mode. This makes them especially valuable in maintaining healthier indoor environments and promoting energy efficiency. As public awareness of air quality grows and health-oriented preferences influence consumer choices, ASHPs are increasingly favored for their performance in both comfort control and moisture management.

## Key Market Challenges

### Lack of Standardized Regulation

A significant hurdle for the New Zealand ASHP market is the absence of unified and comprehensive national standards governing the installation, efficiency, and long-term operation of heat pump systems. The current regulatory landscape lacks cohesion, leading to inconsistent installation quality and variable product performance. This creates challenges for consumers trying to differentiate between high-performing and substandard systems, often resulting in poor purchasing decisions and dissatisfaction. Additionally, improperly installed systems may fail to meet expected energy savings or climate control benefits, negatively impacting consumer perception and slowing overall adoption. The establishment of standardized regulations would provide greater clarity and quality assurance, bolstering consumer trust and supporting the broader goals of energy efficiency and sustainability in the national heating sector.

## Key Market Players

Rheem New Zealand Limited

Daikin Air Conditioning New Zealand Limited

Black Diamond Leisure Ltd

Panasonic Asia Pacific Pte., Ltd

Artimus Limited

Barilla Ltd

The Electric Heating Company Ltd

Enula

Cinergi Ltd

G%li%Geothermal Ltd

#### Report Scope:

In this report, the New Zealand Air Source Heat Pump Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### New Zealand Air Source Heat Pump Market, By Process:

Air to Air

Air to Water

#### New Zealand Air Source Heat Pump Market, By End Use:

Residential

Hotels & Resorts

Gym & Spas

Educational Institutes

Food Service

Others

## New Zealand Air Source Heat Pump Market, By Distribution Channel:

Direct

Indirect

## New Zealand Air Source Heat Pump Market, By Region:

North Island

South Island

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the New Zealand Air Source Heat Pump Market.

## Available Customizations:

New Zealand Air Source Heat Pump Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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