

New Zealand Air Source Heat Pump Market By Process (Air to Air (Ducts Vs. Ductless), Air to Water (Split Vs. Integrated)), By End Use (Residential, Hotels & Resorts, Gym & Spas, Education, Food Service, and Others (Healthcare, Offices, etc.)), By Sales Channel (Plumbers, Dealers & Contractors, Retail, Direct Sales, Online, and Others (Distributors, Builders, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/N8949055900EEN.html>

Date: May 2023

Pages: 78

Price: US\$ 4,400.00 (Single User License)

ID: N8949055900EEN

Abstracts

The New Zealand air source heat pump market size is anticipated to register an impressive CAGR during the forecast period. Heat pumps have evolved into the most energy-efficient electric heating/cooling systems available in New Zealand. The air source heat pump market is anticipated to project robust growth during the forecast period on account of factors such as the country's high humidity levels, low carbon emissions, and low running costs. New product launches by various companies are a prominent trend that is expected to affect new product launches throughout the forecast period.

Heat pumps heat home by absorbing heat from the outside and transferring it inside. When it's hot outdoors, it reverses direction and functions as an air conditioner, eliminating heat from the home. Heat pumps are an effective technique to heat a room in the winter. They typically take 10-20 minutes to bring a room to the ideal temperature and easily maintain it. Air source heat pumps are presently used by more than 25% of all New Zealand houses, making them the third most common heating system in the country.

Due to the high demand for air-source heat pumps in the country, heat pump manufacturers are prompted to offer new products. For instance, Mitsubishi Electric utilizes HyperCore Technology' in their new air source heat pumps. When the temperature drops below 7 degrees, most standard heat pumps provide less heat. HyperCore Technology assures full effectiveness down to -15 degrees, making it an excellent performer in New Zealand's colder temperatures. In contrast to other heat pumps, which are designed for functioning only in more temperate settings - and normally recommend having a backup option for when things become too rough - the HyperCore Technology is specifically engineered to deal with more extreme cold.

Increasing the Energy Efficiency of Air Source Heat Pump Will Fuel The Market Growth

Air source heat pumps are a particularly cost-effective alternative to standard electric heating alternatives since they transport heat rather than generate heat. The Energy Star rating assists in demonstrating the efficiency of the heat pump. For instance, the most energy-efficient heat pumps available in New Zealand are 250% efficient (they produce USD 1.55 of heat for every dollar of electricity consumed). The most efficient models available in the market are more than 500% efficient. They utilize external heat and cold to efficiently adjust the temperature of the house. As a result, they are 50% more cost-effective than gas heaters and consume 50% less energy than other electric heating and cooling systems. This is one of the major factors which is driving the market growth during the forecast period.

Increasing Humidity in New Zealand Will Boost the Market Growth

Heating, insulation, and ventilation are the three most important components which help maintain good indoor air quality. Unflued gas heaters emit carbon dioxide and fill the air with hazardous amounts of moisture. Without sufficient ventilation, this can be hazardous to customers' health. Rainfall in New Zealand is rather significant, contributing to the country's high humidity, which is concentrated primarily in North Island. For instance, the average annual humidity in Auckland is 82%. Air source heat pumps can dehumidify in cooling or 'dry' modes, allowing them to combat excess moisture such as condensation and humidity. Thus, this acts as a driving factor for the air source heat pump market.

New Housing Projects By Government Will Fuel Market Growth

The growing preference for new homes in New Zealand, along with a growth in the

number of construction projects, is boosting demand for air-source heat pumps across the country. In 2022 the government-initiated Mangere, which is a major housing project for Auckland, with the goal of replacing approximately 2,700 state housing units with up to 10,000 new healthy houses. Over the next 10-15 years, approximately 3,000 new state houses, as well as 3,500 affordable and 3,500 market homes, will be developed. These new homes and building projects are regarded as key market drivers since they promote the product throughout the country. The increasing demand for air-source heat pumps from builders is anticipated to further fuel the market growth during the forecast period.

Market Segmentation

New Zealand air source heat pump market is segmented based on process, end use, sales channel, region, and competitive landscape. Based on the process, the market is further fragmented into the air to air (ducts vs. ductless) and air-to-water (split vs. integrated). Based on end-use, the market is segmented into residential, hotels & resorts, gyms & spas, education, food service, and others (healthcare, offices, etc.). Based on sales channels, the market is segmented into plumbers, dealers & contractors, retail, direct sales, online, and others (distributors, builders, etc.). The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North Island and South Island.

Market Players

Rheem New Zealand Ltd., Daikin Air Conditioning New Zealand Ltd., Black Diamond Technologies Limited (Mitsubishi), Panasonic New Zealand Limited, Toshiba (Australia) Pty Limited, Hot Water Heat Pumps Ltd., Johnson Controls International Plc. (Hitachi), Stiebel Eltron NZ Limited, Energy Alternatives NZ, and The Alternative Energy Company Ltd. are the major market players in the New Zealand Air Source Heat Pump market.

Report Scope:

In this report, 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

Education

Food Service

Others

New Zealand Air Source Heat Pump Market, By Sales Channel:

Plumbers

Dealers & Contractors

Retail

Direct Sales

Online

Others

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 New Zealand air source heat pump market.

Available Customizations:

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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
 - 4.2.1. By Gender
 - 4.2.2. By Age
 - 4.2.3. By Occupation
- 4.3. Preferred Way for Heating Water
- 4.4. Brand Awareness
- 4.5. Sources of Awareness
- 4.6. Factors Influencing Purchase Decision
- 4.7. Challenges Faced Post Purchase

5. NEW ZEALAND AIR SOURCE HEAT PUMP MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.1.2. By Volume

5.2. Market Share & Forecast

5.2.1. By Process Market Share Analysis (Air to Air, Air to Water)

5.2.2. By End Use Market Share Analysis (Residential, Hotels & Resorts, Gym & Spas, Education, Food Service, and Others (Healthcare, Offices, etc.))

5.2.3. By Sales Channel Market Share Analysis (Plumbers, Dealers & Contractors, Retail, Direct Sales, Online, and Others (Distributors, Builders, etc.))

5.2.4. By Regional Market Share Analysis

5.2.4.1. North Island Market Share Analysis

5.2.4.2. South Island Market Share Analysis

5.2.5. By Company Market Share Analysis

5.3. New Zealand Air Source Heat Pump Market Mapping & Opportunity Assessment

5.3.1. By Process Market Mapping & Opportunity Assessment

5.3.2. By End Use Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NEW ZEALAND AIR TO AIR HEAT PUMP MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. Market Share & Forecast

6.2.1. By Type Market Share Analysis (Ducts, Ductless)

6.2.2. By End Use Market Share Analysis

6.2.3. By Sales Channel Market Share Analysis

6.3. Product Benchmarking (Best Selling SKU's)

7. NEW ZEALAND AIR TO WATER HEAT PUMP OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.1.2. By Volume

7.2. Market Share & Forecast

- 7.2.1. By Type Market Share Analysis (Split, Integrated)
- 7.2.2. By Tank Capacity Market Share Analysis (Less than 200L, 200L to 300L, More than 300L)
- 7.2.3. By End Use Market Share Analysis
- 7.2.4. By Sales Channel Market Share Analysis
- 7.3. Product Benchmarking (Best Selling SKU's)

8. MARKET DYNAMICS

8.1. Drivers

- 8.1.1. Energy Efficiency
- 8.1.2. High Humidity
- 8.1.3. New Housing Projects by Government

8.2. Challenges

- 8.2.1. High Up-front Cost
- 8.2.2. Stiff Competition Among Market Players

9. IMPACT OF COVID-19 ON NEW ZEALAND AIR SOURCE HEAT PUMP MARKET

9.1. Impact Assessment Model

- 9.1.1. Key Segments Impacted
- 9.1.2. Key Regions Impacted

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Minimal amount of noise
- 10.2. High Durability
- 10.3. Adoption of new technologies
- 10.4. Online Presence Optimization
- 10.5. Increasing affordability

11. PORTER'S FIVE FORCES MODEL

- 11.1. Competitive Landscape
- 11.2. Bargaining Power of Buyers
- 11.3. Bargaining Power of Suppliers
- 11.4. Threat of New Entrants
- 11.5. Threat of Substitutes

12. SWOT ANALYSIS

- 12.1. Strengths
- 12.2. Weaknesses
- 12.3. Opportunity
- 12.4. Threat

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Rheem New Zealand Ltd.

- 13.1.1.1. Company Details
- 13.1.1.2. Products & Services
- 13.1.1.3. Financials (As Reported)
- 13.1.1.4. Key Market Focus & Geographical Presence
- 13.1.1.5. Recent Developments
- 13.1.1.6. Key Management Personnel

13.1.2. Daikin Air Conditioning New Zealand Ltd.

- 13.1.2.1. Company Details
- 13.1.2.2. Products & Services
- 13.1.2.3. Financials (As Reported)
- 13.1.2.4. Key Market Focus & Geographical Presence
- 13.1.2.5. Recent Developments
- 13.1.2.6. Key Management Personnel

13.1.3. Black Diamond Technologies Limited (Mitsubishi)

- 13.1.3.1. Company Details
- 13.1.3.2. Products & Services
- 13.1.3.3. Financials (As Reported)
- 13.1.3.4. Key Market Focus & Geographical Presence
- 13.1.3.5. Recent Developments
- 13.1.3.6. Key Management Personnel

13.1.4. Panasonic New Zealand Limited

- 13.1.4.1. Company Details
- 13.1.4.2. Products & Services
- 13.1.4.3. Financials (As Reported)
- 13.1.4.4. Key Market Focus & Geographical Presence
- 13.1.4.5. Recent Developments
- 13.1.4.6. Key Management Personnel

13.1.5. Toshiba (Australia) Pty Limited

- 13.1.5.1. Company Details
- 13.1.5.2. Products & Services
- 13.1.5.3. Financials (As Reported)
- 13.1.5.4. Key Market Focus & Geographical Presence
- 13.1.5.5. Recent Developments
- 13.1.5.6. Key Management Personnel
- 13.1.6. Hot Water Heat Pumps Ltd.,
 - 13.1.6.1. Company Details
 - 13.1.6.2. Products & Services
 - 13.1.6.3. Financials (As Reported)
 - 13.1.6.4. Key Market Focus & Geographical Presence
 - 13.1.6.5. Recent Developments
 - 13.1.6.6. Key Management Personnel
- 13.1.7. Johnson Controls International Plc. (Hitachi)
 - 13.1.7.1. Company Details
 - 13.1.7.2. Products & Services
 - 13.1.7.3. Financials (As Reported)
 - 13.1.7.4. Key Market Focus & Geographical Presence
 - 13.1.7.5. Recent Developments
 - 13.1.7.6. Key Management Personnel
- 13.1.8. Stiebel Eltron NZ Limited
 - 13.1.8.1. Company Details
 - 13.1.8.2. Products & Services
 - 13.1.8.3. Financials (As Reported)
 - 13.1.8.4. Key Market Focus & Geographical Presence
 - 13.1.8.5. Recent Developments
 - 13.1.8.6. Key Management Personnel
- 13.1.9. Energy Alternatives NZ
 - 13.1.9.1. Company Details
 - 13.1.9.2. Products & Services
 - 13.1.9.3. Financials (As Reported)
 - 13.1.9.4. Key Market Focus & Geographical Presence
 - 13.1.9.5. Recent Developments
 - 13.1.9.6. Key Management Personnel
- 13.1.10. The Alternative Energy Company Ltd.
 - 13.1.10.1. Company Details
 - 13.1.10.2. Products & Services
 - 13.1.10.3. Financials (As Reported)
 - 13.1.10.4. Key Market Focus & Geographical Presence

13.1.10.5. Recent Developments

13.1.10.6. Key Management Personnel

14. STRATEGIC RECOMMENDATIONS/ACTION PLAN

14.1. Key Focus Areas

14.2. Target Regions

14.3. Target Sales Channel

15. ABOUT US & DISCLAIMER

I would like to order

Product name: New Zealand Air Source Heat Pump Market By Process (Air to Air (Ducts Vs. Ductless), Air to Water (Split Vs. Integrated)), By End Use (Residential, Hotels & Resorts, Gym & Spas, Education, Food Service, and Others (Healthcare, Offices, etc.)), By Sales Channel (Plumbers, Dealers & Contractors, Retail, Direct Sales, Online, and Others (Distributors, Builders, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/N8949055900EEN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N8949055900EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970