

Heat pumps are becoming the preferred choice for heating living space

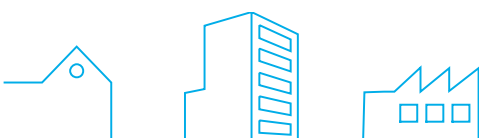
A recent **GfK study** commissioned by Daikin Central Europe reveals the **decision-making and purchasing behavior of homeowners and planners** in the heat pump category across **nine Central and Eastern European countries**: In almost all the markets, fossil gas heating systems are still dominating in the residential segment. However, heat pumps are gaining popularity among both apartment and homeowners who are considering replacing their existing heating systems because of low opportunity costs, energy-savings and the smaller environmental impact. Planners primarily prefer heat pump solutions due to their environmentally friendly technology.

Vienna, September 2023 – The GfK survey¹⁾ was generally open to owners and planners of a house or flat for private residential purposes who (co-)decide on the purchase of technical equipment around the property. The online-based (CAWI) study was conducted in May 2023 among a master sample of N = 1,000 per country in **Austria, Czech Republic, Slovakia, Romania, Poland, Bulgaria, Croatia, Slovenia and Hungary**. The majority of the respondents live in a family with two to four members, have a higher educational status and are in above income ranges.

Eco-friendliness and energy-savings are decisive

Across the markets, owners and planners agree that it is worth investing in high-quality heat pumps as they reduce costs and have a smaller environmental impact. Looking into the details, results slightly differ country by country:

- In **Austria** 45 % of the respondents indicated heat pumps as their preferred heating system because of them being environmental friendly, energy-saving, and inexpensive.
- Among 40 % of the respondents in **Poland** who prefer a heat pump system, the majority listed environmental friendliness as a strong argument for their choice.
- The main reasons why 35 % of the **Czech** respondents would prefer a heat pump are its economy and energy-saving features.



- Similarly, 29% of **Slovakian** respondents share this view, as they would primarily choose a heat pump, expecting energy savings and a low environmental footprint.
- In **Slovenia**, price is a convincing argument among the 59 % of respondents who prefer a heat pump as future-proof heating system.
- In **Croatia**, 33 % would choose a heat pump due a reasonable price and the expectation of it being especially environmentally friendly.
- In contrast, 50 % of the respondents in **Romania** would opt for a gas boiler due to comfort and good price. However, the main reason for them to choose a heat pump is its expected efficiency.
- Preferences are evenly distributed in **Hungary**, with 24% of the respondents favoring a heat pump as a heating solution due to its cost-effectiveness and environmental friendliness, while 23% still prefer gas boilers due to comfort and price.
- In **Bulgaria**, where air conditioning is currently the most popular system for heating and cooling, 51% would again opt for an air conditioner for heating, while 17% prefer a heat pump. The main reason for their choice is the expectation of energy savings from both solutions.

A heat pump is 3 to 4 times more efficient than a gas/oil boiler

An efficiency comparison by Daikin involving the company's latest addition to their extensive heat pump portfolio, the **Daikin Altherma 3 R MT**, indicates that this heat pump is **three to four times more efficient than a gas or oil boiler**, which can lead to a significant reduction in annual heating costs.

	Annual energy consumption (kWh)*			
	Well insulated house/apartment		Poorly insulated house/apartment	
	Up to 100m ²	Up to 200m ²	Up to 100m ²	Up to 200m ²
Daikin Altherma 3 R MT heat pump	2559 kWh	5117 kWh	3712 kWh	7424 kWh
Gas/Oil Boiler	9437 kWh	18874 kWh	13691 kWh	27382 kWh

**Above calculations are based on the seasonal coefficient of performance (SCOP) 3,43 of heat pumps, for an average climate with 55°C water outlet temperature & efficiency of gas/oil boiler 93%. Actual SCOP may vary depending on water and outside temperature. A more precise calculation of annual energy consumption should therefore always be carried out by specialist for example Daikin or one of its partners.*



Intention to switch to heat pumps

Two thirds of the 43,6 million dwellings in single- and multi-family houses in Central and Eastern European (CEE) countries are older than 30 years (built before 1989, according to EU Building Stock Observatory) and are to a great extent inefficient.²⁾ A renovation can be the ideal time to replace an outdated heating and hot water system in residential homes.

In the GfK study, respondents were asked about the **timing of their purchase of their existing heating system**:

- One third in **Czech Republic** (31 %), **Slovakia** (31%) and **Poland** (34 %) mentioned that their heating systems **was already in the flat or house** when they moved in.
- One third in **Croatia** (35 %), **Hungary** (27%) and **Austria** (31%) bought their current heating system **more than 10 years ago** and
- one third of **Bulgarian** (32%) and **Romanian** (31 %) respondents bought it 2-3 years ago.
- Pretty similar percentages as to the time of purchase are to be found in **Slovenia** where wood burning and pellet stoves are the most widespread heating systems.

The **strongest intention** to switch from gas boilers to **heat pumps** is evident for **Austria** compared to Czech Republic and Slovakia. Whereas in **Romania**, **gas boilers** remain the preferred heating system solution. In **Poland**, **heat pumps** prove to be a strong **future substitute for district heating**, while in **Croatia, Bulgaria, Slovenia and Hungary** **heat pumps are on the rise**, however the technology is least popular in Bulgaria.

Home Comfort – Just how you like it

“Daikin has been manufacturing innovative solutions for the HVAC-R industry for almost a century. With 1.2 million **hydronic heat pumps** installed across Europe since 2006 we are in a market-leading position. As a total solutions provider we offer an extensive portfolio to suit all types of homes and aim to be the preferred brand for owners and planners when they consider a heat pump as their future-proof home comfort system” says **Daniel Kobelt, Marketing Manager for the Daikin Central Europe region**. “With our new brand campaign – Just how you like it – we put people’s individual home comfort needs in terms of heating, cooling, healthy indoor air and hot water supply on centerstage.”



Browse through Daikin's broad portfolio:

- Air conditioners for heating and cooling
- Multi systems for heating, cooling and hot water
- Low-temperature, high-temperature, ground-source and hybrid heat pumps for new builds and older homes
- Air purifiers and humidifiers for fresh and clean air
- Ventilation systems

Find out more by visiting the Daikin [Home Solutions hub](#) or learn more about the latest addition to the Daikin Altherma heat pump range – the [Daikin Altherma 3 R MT](#).

References

¹⁾ GfK Study “Daikin Global Brand Tracking in the Area of Heat Pumps”, May 2023

²⁾ https://energy.ec.europa.eu/topics/energy-efficiency/energy-efficient-buildings/eu-building-stock-observatory_en

Photo copyrights: Daikin Central Europe

About**Daikin Airconditioning Central Europe**

Daikin Airconditioning Central Europe was founded in 1999 with headquarters in Vienna, Austria, as a subsidiary of Daikin Europe N.V. The company's portfolio comprises products and solutions for heating, cooling, ventilation, air purification and refrigeration. More than 700 employees and 2,500 partners are responsible for sales and service activities in 16 countries in Central and Eastern Europe (Austria, Albania, Bosnia Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Kosovo, Montenegro, Moldova, North Macedonia, Poland, Romania, Serbia, Slovakia and Slovenia). With Your Daikin World at the Vienna headquarters, the HVAC-R industry and the construction sector have access to a modern experience center for co-creating tailor-made solutions for hotels, retail, offices, and large commercial applications. It also includes one out of nine training centers in the region of Daikin Central Europe.

Media contact**Doris Passler****Manager Corporate Communications Central Europe**

Daikin Airconditioning Central Europe HandelsgmbH

Lemböckgasse 59/1/1, 1230 Vienna, Austria

T: +43 (0) 664 24 56 444

M: passler.d@daikin.at

