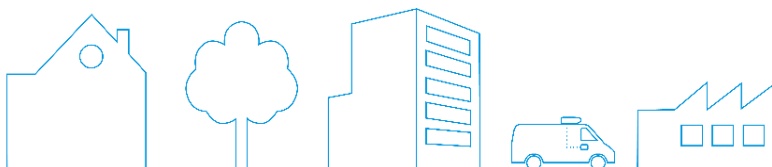


## Energy-efficient air conditioning responding to Europe's growing cooling demand for households

Corporate news / Vienna, 14 April 2026 – Across Europe, households are facing more frequent heatwaves and rising energy costs, while seeking healthy and comfortable indoor living environments. Energy efficiency has become a decisive factor when choosing a residential air conditioning system.<sup>1)</sup> With only around 20 % of European buildings currently equipped with air conditioning<sup>2)</sup>, efficient technologies are key for reducing energy consumption and limiting costs, while delivering high comfort levels. In this context, HVAC-R manufacturers like Daikin play a key role in enabling households to make informed, future-proof choices. By combining energy efficiency and comfort, modern air conditioning solutions can support Europe's transition towards more climate resilient housing.



## Europe's growing cooling demand

According to the World Resources Institute, **Europe is the fastest-warming continent in the world**, while the penetration of air conditioning remains significantly lower by international comparison. Only around 20 % of households in Europe are equipped with air conditioning systems, compared with 76 % in North America and 47 % in the Asia-Pacific region. Europe therefore also remains well below the global average of 37 %.<sup>1)</sup>

Moreover, heatwaves represent a significant health risk: Each year, heat causes estimated 175,000 deaths across Europe, is the World Health Organization warning.<sup>3)</sup> In this context, extreme heat can be effectively mitigated by combining forward-thinking urban development including passive cooling measures such as greening or facade insulation with energy efficient split air conditioning.

## Efficient cooling and heating: Split air conditioners are also heat pumps

Split air conditioning systems provide climate control based on proven heat pump technology. They efficiently cool indoor spaces during hot summer months and can be used for heating even in harsh winter months.

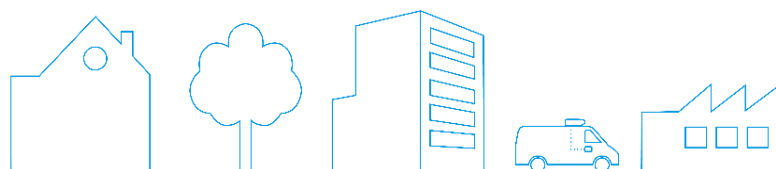
“Split air conditioning systems operate as air-to-air heat pumps and require only electricity to run. They extract most of the energy needed for cooling or heating from ambient air as a renewable energy source. This ensures high efficiency and low operating costs. In addition to heating and cooling, air conditioners provide air filtration and dehumidification, making them a reliable, year-round comfort solution for residential applications.” **Seref Isildak, General Manager Strategic Business Unit Residential at Daikin Central Europe**

## Up to five times more efficient than traditional gas boilers

Operating reliably even at outdoor temperatures as low as -20°C, air-to-air heat pumps achieve energy efficiency ratings of up to A+++ . Depending on the system configuration, they can be five times more efficient than traditional gas boilers.

“In many regions – particularly in the CE-region – heating with energy efficient air conditioners is already a well-established practice. As Europe increasingly faces higher temperatures and shifting climate patterns, air-to-air heat pumps are becoming a valuable and flexible option for efficient, year-round home comfort.” **Seref Isildak, General Manager Strategic Business Unit Residential at Daikin Central Europe**

With more than 100 years of experience, Daikin has been pioneering the HVAC-R industry<sup>5)</sup> worldwide. The company has continuously advanced heat pump technology, developing cutting-edge



solutions for over five decades. This longstanding expertise underpins its commitment to innovation, energy efficiency and reliable climate solutions for homes and businesses alike.

### Infobox

#### Air conditioners are based on air-to-air heat pump technology

From a technological perspective, **split air conditioners are air-to-air heat pumps** that use a refrigerant to transfer heat from one environment (outdoor air) to another (indoor air). The required process involving an evaporator (outdoor unit) and a condenser (indoor unit) is reversed depending on whether the system is operating in cooling or heating mode. The energy used for this process is drawn from the renewable energy source air, which is why these systems are referred to as air-to-air heat pumps.

### Daikin solutions for energy efficient and comfortable living

Daikin, the world's leading air conditioning company<sup>4)</sup>, offers a broad range of air-to-air heat pumps for every budget and every individual requirement of households. Available as wall-mounted, floor-standing or ducted units, they are suitable for a single-split system (one outdoor and one indoor unit) or multi-split systems (one outdoor and up to 5 indoor units). **The following overview of their characteristics enable households to make informed, future-proof choices.**

### Benefits across Daikin's residential air conditioning portfolio

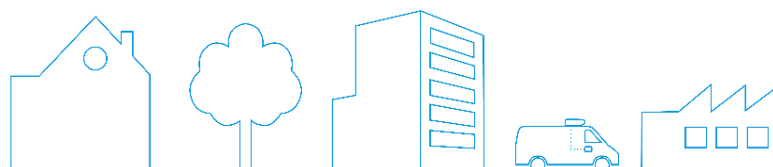
#### 1) Efficiency and reliability

- High energy efficiency (up to A+++)<sup>5)</sup> for maximum energy savings
- All models can operate in both heating and cooling
- Very low noise levels for maximum living comfort: down to 19 dB(A) indoors and 46 dB(A) outdoors – ideal for noise-sensitive areas such as bedrooms, nurseries or home offices

### Infobox

#### Daikin swing compressor to help reduce energy bills

80-90% of electric power used by an air-to-air heat pump system is taken by the compressor. Compared to traditional rotary compressors, Daikin designed the **swing compressor** for the highest efficiency reducing energy bills and increasing the systems lifetime. Additionally, the swing compressor is running smooth with less downtimes ensuring highest reliability and less vibration resulting in quiet operation. With more than 100 years of experience on the market, Daikin is a pioneer in air conditioning technology and also develops and **manufactures swing compressors at its own production site in Brno, in the Czech Republic.**



## 2) Comfort and design

- Intelligent features for comfortable distribution of temperature and air
- Rapid heat-up of living spaces, significantly faster than traditional radiator or underfloor heating systems
- Contemporary design for discreet visual integration into any living space

### Infobox

#### Intelligent comfort features

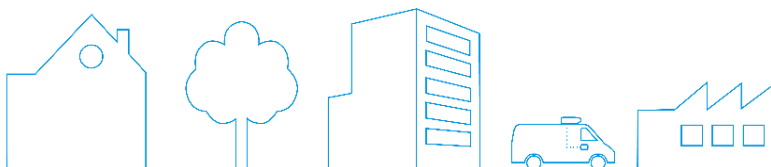
The **intelligent thermal sensor** (64 zones) precisely analyses room temperature and optimises airflow distribution for consistent comfort. **Motion detection** automatically adjusts airflow direction and energy use based on room occupancy. **Daikin's Coanda effect** guides airflow along ceilings or walls for gentle, even temperature distribution without drafts. The **heat boost function** delivers up to 14 % faster heating for rapid comfort when needed.

## 3) Air quality

- People spend 90 % of their time indoors, where air can be up to five times more polluted than outdoors. Advanced filtration & purification features help reduce indoor pollutants.
- Daikin's patented air purification technology Flash Streamer catches viruses, allergens (such as pollen and fungal allergens) and bothersome odours from the air.
- In many well-insulated new buildings, relative humidity can become too high. De-humidification features support a healthier indoor climate throughout the year.

## 4) Smart functions and service

- Remote control via the Daikin app Onecta or voice assistants
- Long term peace of mind through Stand By Me, the free Daikin platform for consumers to follow up installation details and activate extended warranty
- Daikin Cloud Service Residential for remote monitoring and faster support by the installation partner

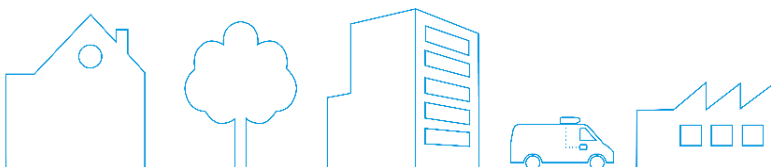


### Additional advantages of Daikin's air conditioner indoor unit models

In addition to these general benefits common to all Daikin air conditioning units, each model offers specific advantages depending on individual customer needs and the priorities that matter most to each household.

#### Daikin Emura – Design icon with strong performance

Daikin Emura is the right choice for homeowners seeking an air conditioning system that combines advanced design – recognized with **iF Design Award 2022** and **reddot winner 2022** – and with functional performance, ensuring reliable operation and particularly low sound levels.



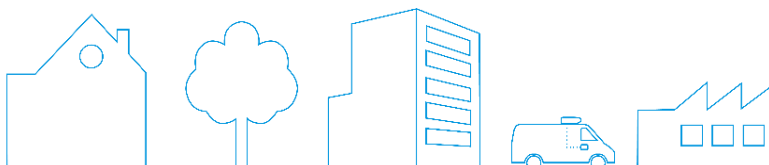
### Stylish – Compact and award-winning design

The sleek award-winning Stylish has been recognized with the Good Design Award 2017, the **iF Design Award 2018** and was selected **reddot award winner 2018** for its aesthetics. Available in various colours it blends into any interior.



### Perfera Wall – Test winner 2025 in the “Stiftung Warentest” split air conditioner comparison

The wall-mounted Perfera is a top all-round model for both cooling and heating. The **test-winning models (FTXM35A + RXM35A)** received an overall quality rating of ‘GOOD’ (2.2), placing them at the top of the 3.5 kW cooling capacity category in the comparison test. Perfera offers an excellent price-performance balance, combining high efficiency and strong performance with low energy consumption to ensure year-round comfort in the home.



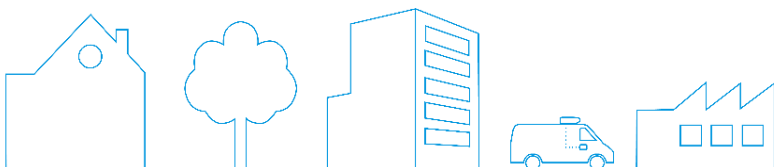
### Perfera Floor – Heating specialist

The floor-standing Perfera combines a modern design with advanced heating features, delivering faster heat-up times and a consistently comfortable indoor climate. The model is ideal for efficient, comfortable heating in residential spaces.



### Comfora – Compact & highly efficient

Comfora delivers smart efficiency in a discreet design that fits easily into any room. Very quiet operation and reliable performance ensure everyday comfort at an attractive price point.



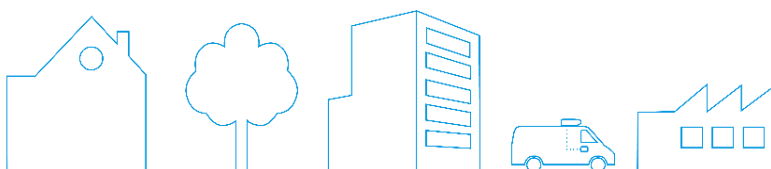
### Sensira – Reliable, efficient and budget-friendly

Sensira offers a simple solution for everyday home comfort. As Daikin’s entry-level model, it combines proven efficiency and reliability with the trusted quality of the Daikin brand – making it a smart, budget friendly choice for homeowners seeking long-lasting performance.



### Ururu Sarara – Premium model

Technologically, the Ururu Sarara model is highly advanced, offering a unique combination of air humidification, dehumidification, ventilation, air purification, cooling and heating in a single system.

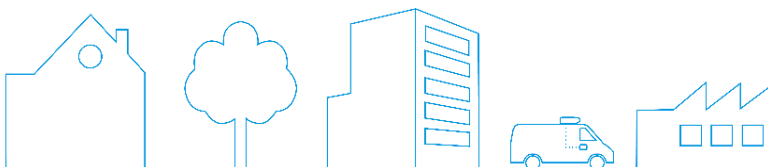
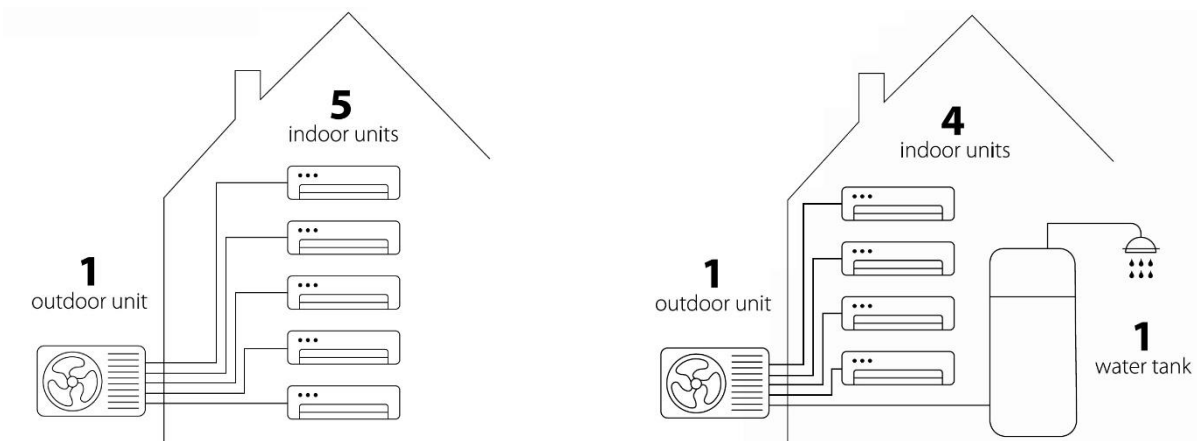


### Multi-Split solutions

Daikin's Multi-Split solutions are available in **two options**: While **Multi** provides cooling and heating by connecting one outdoor unit with up to five indoor units, **Multi+** is a mixed technology combining heating, cooling and domestic hot water supply in a single, integrated system. With just one outdoor unit, wall-mounted domestic hot water tank, Multi + enables easy integration even where space is limited: Domestic hot water is provided from a thermodynamic water heater, available in capacities from 90 to 230 litres. In both Multi and Multi+, consumers can choose from a wide range of indoor units to match their individual design preferences, budget, and comfort requirements.



Multi (left) versus Multi+ (right) Split solutions



## For an informed heating decision: Daikin's savings calculator

In 2026, Daikin Central Europe launched an easy-to-use online savings calculator for households showing them how air-to-air heating can reduce heating costs when used alongside an existing heating system. In just a few clicks, users receive an estimate of potential annual savings and a recommendation for the Daikin air-to-air model best suited to their room.

### How it works in five steps

Users simply select their location, to take the local weather data into account, choose their existing heating system, enter basic home characteristics such as size and insulation level, and select the room to be heated. The tool then provides instant, personalised saving estimates. Designed for consumers with no technical background, the tool supports confident, informed investment decisions. At the same time, it raises awareness of air-to-air heating and clearly demonstrates its efficiency, flexibility and cost-saving potential.

The tool is currently available in three countries:

- Bulgaria: [Калкулатор за спестявания | Daikin](#)
- Slovakia: [Daikin kalkulačka úspor | Daikin](#)
- Slovenia: [Kalkulator prihrankov | Daikin](#)

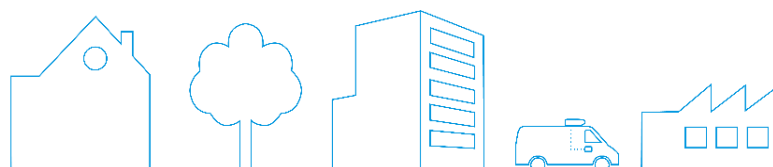
### More information is included in the press kit:

- Comparison brochure "All-year-round air-to-air heat pumps" on facts about Daikin air conditioners 2026
- Imagery of Daikin's air-to-air heat pump portfolio including indoor units Ururu Sarara, Daikin Emura, Perfera Wall, Perfera Floor, Stylish, Comfora, Sensira and outdoor unit Multi+
- Daikin residential impact story (April 20206): Energy efficient air conditioning responding to Europe's growing cooling demand for households

Copyrights pictures: Daikin Europe

### References:

- 1) [A Warming Europe and the Air Conditioning Dilemma | World Resources Institute](#), publishing date 25 August, 2025
- 2) European Commission, Special Eurobarometer 555, 2024
- 3) United Nations: [Heat claims more than 175,000 lives annually in Europe, latest data shows | UN News](#), publishing date 24 August 2024
- 4) Fuji Keizai Co., Ltd. "Global Home Appliance Market 2025" (Ranking of Equipment Sales for Global AC Manufacturers FY 2023 Results)
- 5) HVAC-R industry = heating, ventilation, air conditioning, refrigeration industry



## About

### 100+ years Daikin

The story of Daikin has always been shaped by groundbreaking ideas, technological innovations, and dedicated people. It began in 1924 when the young Japanese engineer Akira Yamada founded an enterprise in Osaka to manufacture aircraft radiators with a 15-member team. More than 100 years later, the Daikin Industries group brings future-proof solutions for heating, cooling, ventilation, air purification, and refrigeration (HVAC-R) to global markets. 103,500 employees in 173 countries continue the company's legacy of leading technologies to advance low carbon heating and cooling, while ensuring the highest level of comfort.

Read more on [100 Years Daikin](#)

### Daikin Industries Ltd.

Daikin Industries is a global leader in heat pump, air conditioning and air filtration technology, employing more than 103,500 people. Founded in Osaka in 1924, it is the only manufacturer in the world that develops and manufactures HVAC-R equipment, compressors and refrigerants in-house. Daikin has been recognized as one of the world's top 100 most innovative companies by Clarivate (UK) and LexisNexis (USA) for its leadership in technology research and intellectual property patents. For its fiscal year 2024 (1 April 2024 – 31 March 2025) Daikin reported a record sales result of 28,98 billion euro sales.

Read more on [www.daikin.com](http://www.daikin.com)

### Daikin Europe N.V.

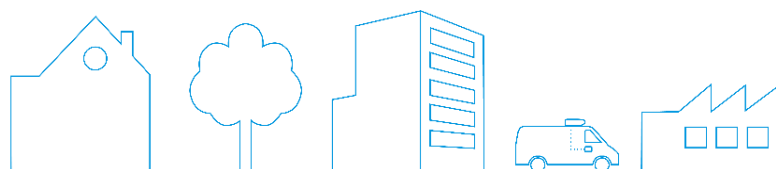
The Daikin Europe group is a leading provider of heating, cooling, ventilation, air purification and refrigeration technology across Europe, the Middle East, and Africa. Daikin Europe caters to a diverse customer base within the region by designing, manufacturing, and marketing an extensive range of products, maintenance services, and turnkey solutions tailored for residential, commercial, and industrial applications. The group employs over 13,800 people across more than 56 subsidiaries and operates 15 manufacturing sites in Europe (12), Turkey (1) and the Middle East (2). Refrigeration products from Daikin include the brands Daikin, Tewis, Zanotti, Hubbard, and AHT. Headquartered in Ostend, Belgium, for over 50 years, the Daikin Europe group is a subsidiary of Daikin Industries Ltd.

Read more on [www.daikin.eu](http://www.daikin.eu)

### Daikin Airconditioning Central Europe

Daikin Airconditioning Central Europe, founded in 1999 with its headquarters in Vienna, Austria, operates as a subsidiary of Daikin Europe. Its portfolio includes products and total solutions for heating, cooling, ventilation, air purification, and refrigeration in residential, commercial, and industrial settings. With over 700 employees and 3,400 partners, the company manages sales and service activities across 16 countries in Central and Eastern Europe, including Austria, Albania, Bosnia and Herzegovina, Bulgaria, Croatia, the Czech Republic, Hungary, Kosovo, Montenegro, Moldova, North Macedonia, Poland, Romania, Serbia, Slovakia, and Slovenia.

With 'Your Daikin World' at the Vienna headquarters and the 'Daikin Inspiration Park' in Warsaw, the HVAC-R industry and the construction sector have access to two state-of-the-art B2B-experience centers for co-creating



customized solutions for hotels, retail, offices, and large commercial applications. Daikin runs ten out of 141 B2B-training centers across the EMEA region in the CE-region. Consumers and homeowners receive consultation at the B2C-Experience center (flagship store) in Vienna.

Read more on [www.daikin-ce.com](http://www.daikin-ce.com)

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