HVAC MARKET UPDATE

Market trends facing the Pacific Northwest
HVAC MARKET TRENDS

TWO RESEARCH ACTIVITIES

- AHR EXPO
- Market Actor Interviews
GOALS OF OUR STUDY

HVAC MARKET TRENDS

Identify New Market Trends

Understand Purchasing Decisions

Confirm Market Structure

Observe Growth/Decline of Technologies
AHR EXPO 2018

RESEARCH ACTIVITIES

Largest HVAC Trade Show
Interviewed 11 Manufacturers
Attended 3 Learning Sessions
MARKET ACTOR INTERVIEWS

11 Distributors & Manufacturer Reps
10 Contractors
5 Single-family Home Builders
4 Manufactured Home Builders

30 TOTAL

Conducted Interviews
HVAC MARKET MOVING TOWARD EFFICIENCY

A BALANCING ACT
FINDING #1

GETTING SMART
Total System Approach and Controls Innovations
MARKET ACTORS TAKING A TOTAL SYSTEM VIEW
SMART CONTROLS ARE STILL GROWING...
...BUT IT’S STILL A FRAGMENTED MARKET
DISTRIBUTORS ARE NOW KEY PLAYERS IN REGION’S SMART THERMOSTAT GROWTH
CONTRACTORS ACTIVELY PUSH SMART THERMOSTATS
STRONG SMART THERMOSTAT
GROWTH IN SINGLE FAMILY
NEW CONSTRUCTION
FINDING #

2

INNOVATIONS IN EFFICIENCY
MANUFACTURERS CONTINUE TO INNOVATE ON EFFICIENCY AND SUSTAINABILITY
DUCTLESS TECHNOLOGY STILL GROWING ACROSS THE BOARD
DUCTLESS HEAT PUMPS CONTINUE TO RISE IN POPULARITY IN THE NW
Almost everyone is offering DHPS — no longer a niche product.

- Manufacturers advance the technology
- Distributors well-stocked
- Installers actively selling
- Common in new single family homes
- Rarely installed at manufactured home factory

Innovations in efficiency
MORE TECHNOLOGY OPTIONS REINFORCE NEED FOR A SYSTEMS APPROACH
FINDING #3

NORTHWEST MARKET EVOLUTION
WILL AIR CONDITIONING BECOME THE NORM?

RBSA I*  
42%

RBSA II*  
57%

* RBSA figures reflect single family homes only.
AC BECOMING CONSTRUCTION STANDARD FOR SINGLE FAMILY, BUT NOT AT MANUFACTURED HOMES FACTORIES
HOME OWNERS ADDING COOLING TO PREVIOUSLY UN-COOLED HOMES
RECAP

Whole system approach

Innovations in efficiency

Northwest market evolution

Read more:
https://www.bpa.gov/EE/Utility/research-archive/Pages/hvac-market-research.aspx
KEY TAKEAWAYS FOR OUR TEAM

Verify model inputs and results

Gather more information on key areas identified through interviews:

1. Growth in AC Penetration
2. Thermostat Savings
3. Manufactured Home Equipment
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