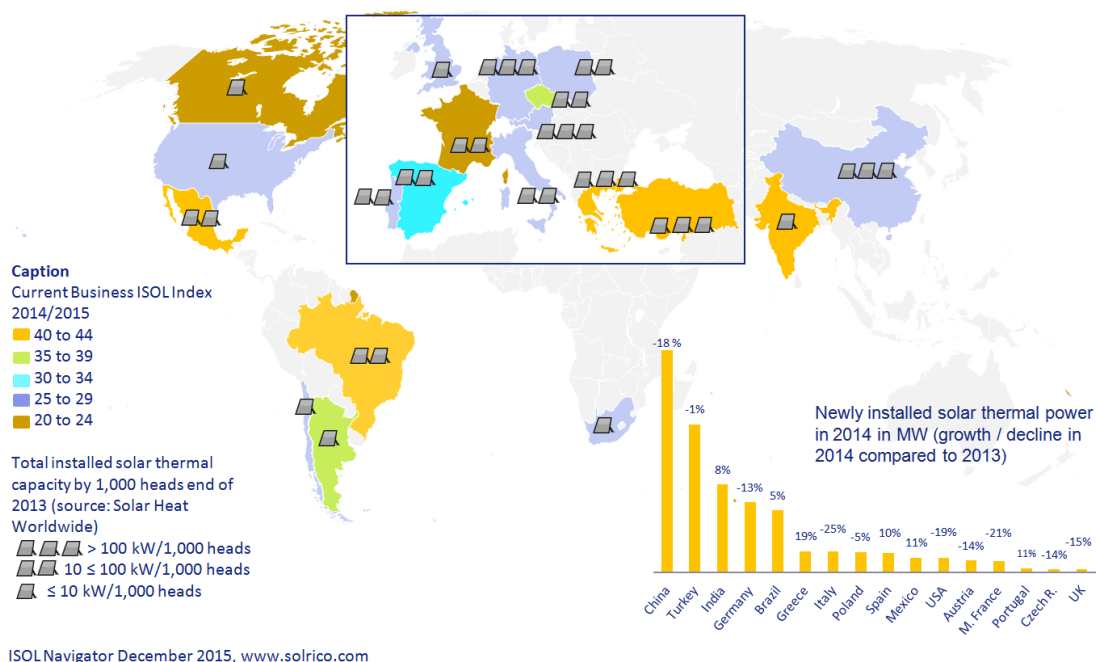


Global summary: Attractive solar thermal markets worldwide



Press release

ISOL Navigator study analyses market and technology trends in 18 key solar thermal markets worldwide

Megatrends: larger system sizes, more combinations with heat pumps

Bielefeld, February 2016. The industry has opted for larger system sizes – nowadays, 12 % of the around 330 solar thermal manufacturers having taken part in the ISOL Index survey 2015 are generating their highest turnover with systems above 50 m² (35 kW). When asked about the potential bestsellers in 2020, as many as one out of five companies chose the option “Systems above 50 m²”. The number of larger systems will increase particularly in North/Central Europe and the BRIC countries over the coming years.

Almost two-thirds of the participating solar thermal system suppliers see heat pumps as strong competition in the residential sector, most notably in the USA, Italy, Poland, Germany and Spain. The industry has accepted this challenge by offering more combinations of solar thermal and heat pumps. Today only 4 % of the global industry are making most of their turnover with such hybrid systems, but this share quadruples if the question relates to 2020, with an extremely high interest in solar and heat pump solutions in Italy, Poland and France.

The pressure from photovoltaics has increased significantly in Germany, Austria and Poland. At global level, 57 % of the manufacturers agree to the statement “Photovoltaics is a strong competitor for solar thermal technology”, a sizable improvement from the 48 % three years ago.

These are some of the results of the international study ISOL Navigator December 2015 published by German agency solrico. All in all, 343 stakeholders from all corners of the globe provided high-quality data to enable a comprehensive and global analysis of the solar heating and cooling markets today and in the future. The ISOL Navigator is based on the ISOL Index, an international business climate index which focuses on the global solar heating and cooling markets and has been conducted annually since 2010.

It is a point-based indicator ranging from 0 to 100 points and showing the satisfaction of solar thermal manufacturers and system suppliers with current and expected market development. The ISOL Index is the only business index covering the international solar thermal sector. More than 2,900 stakeholders took part in the annual surveys over the past six years – showing the high interest of the industry in this market analysis tool.

Successes and crises not far apart

A continuously positive business climate can be observed in Turkey, Greece, India, Brazil and Mexico, with high Current Business Indices of above 40. There is also great market potential in South America: For example, the industry in Chile is confident that the relaunch of the tax credits for construction companies will bring the country back on the growth track in 2016. An optimistic mood can also be found in Argentina because of the government’s plans to reduce energy subsidies for gas and electricity.

The Chinese market has lost its appeal and dropped to its lowest value ever with 23 points (27 points last year). The lowest Current Business Indices were again achieved in the United Kingdom (25 points) and France (23 points), as had been the case in the previous study from December 2014.

Forecast 2016 – analysis of over 300 stakeholder assessments

A particular focus of the current study is the Forecast 2016: How do stakeholders think their business will develop this year across the 18 key solar thermal markets? The study analyses over 300 statements of stakeholders worldwide and publishes the share of companies which predict a growing, stagnating or declining market at national level.

There is great optimism for 2016 across the industry in Spain, India, Mexico and the USA, with half of the manufacturers assuming a growing market. Conversely, manufacturers in Austria, Poland, Italy, France and China see no signs of recovery in 2016 at all.

About ISOL Navigator

The complete 98-page study ISOL Navigator December 2015 focuses on 18 country portraits – Argentina, Austria, Brazil, China, Chile, France, Greece, Germany, Italy, India, Mexico, Poland, Portugal, Spain, South Africa, Turkey, the UK and the USA – including the following information:

- ✓ Global and regional trends, e.g., developments in system size, competition with photovoltaics or heat pumps
- ✓ Current Business Situation based on the ISOL Index and market conditions
- ✓ Business Forecast 2016 based on the ISOL Index and the assessments of participating companies
- ✓ Most prospering market segments and system types today and until 2020: transition from residential to commercial client groups
- ✓ The most profitable quarter for solar thermal sales in each of the 18 countries

You can order the ISOL Navigator December 2014 at solrico (see contact below)

About solrico

solrico is a German agency specialising in market research and reports on solar heating and cooling. solrico is editor-in-chief of the solarthermalworld.org newsletter, a website for solar thermal professionals worldwide, and the author of the annual world map of solar thermal industry, including several hundreds of collector manufacturers around the globe.

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