



Press release

Trend on the solar heating and cooling markets: Transition from residential to commercial

Market forecast 2015 based on 365 stakeholder assessments

Bielefeld, February 2015. The solar thermal markets are in transition. Single-family houses, the currently most important sales segment, will lose relevance. The majority of the solar thermal manufacturers worldwide predict their sales to be dominated by other client groups than homeowners in the coming years. In Central Europe for example every fifth company assumes that multi-family houses will dominate their sales in 2020 and every sixth company predicts the highest sales with public orders by 2020. In the BRIC countries the transition is even more dynamic. A quarter of the manufacturers in India, Brazil and China foresee industrial process heat to be the main market segment in 2020. In the Mediterranean countries multi-family houses are with 31 % of the votes almost as important in 2020 as the single-family segment with 37%.

These are some of the results of the international survey ISOL Navigator December 2014 published by the German agency solrico. 365 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 focusing on the global solar heating and cooling markets and surveyed annually since 2010. It is a point-based indicator ranging from 0 to 100 points showing the satisfaction of solar thermal manufacturers and system suppliers with current and expected market development.

“The ISOL Navigator serves as a compass through the global solar heating and cooling sector for manufacturers, system suppliers, service providers and new entries to the market”, explains solrico’s Managing Director Bärbel Epp.

The ISOL Index is the only business index covering the international solar thermal sector. More than 2,500 stakeholders took part in the annual surveys in the past five years – showing the high interest of the industry in this market analysing tool.

High business satisfaction in Brazil, Turkey, India and Greece

The ISOL Navigator compares the attractiveness and the growth opportunities of 18 key solar thermal markets* worldwide. The industry in Brazil, Turkey, India and Greece was most satisfied with the current business situation in 2014 reaching high indices of 44 to 48 points. China dropped significantly in the ranking and reached a lowest-ever score with 27 points due to a dramatic turn down on the market from average annual growth rates of +30 % to -20% in 2014.

The biggest jump up made the Index of United Kingdom, however on a low level. The Current ISOL Business Index increased from 17 points in December 2013 to 25 points one year later following the start of the domestic Renewable Heat Incentive at the beginning of April 2014.

The deepest fall showed Poland where the Current ISOL Business Index dropped from a high level of 43 points in December 2013 to 30 points one year later due to the stop for the long-term residential subsidy scheme and the electricity-focus of the follow-up programme.

Forecast 2015 – analysis of over 300 stakeholder assessments

A particular focus of the current study is the Forecast 2015: How do stakeholders think their business will develop across the 18 key solar thermal markets? The study analysis over 300 statements of stakeholders worldwide.

In Central Europe there is still a generally pessimistic mood in the industry with extremely negative trend in Austria, Poland and Czech Republic where the majority of the manufacturers predict a market decline this year. Turnaround in Germany though: Half of the participating companies predict an increasing or stable market 2015 after three years of annually increasing volumes.

Optimism for 2015 shows the industry in Spain, Mexico and Great Britain with a Forecast ISOL Business Index that is clearly higher than the last two surveys. In Turkey and India the assessment depends a lot on the portfolio of the company. The ISOL Index of Vacuum tube collector system providers is in average 8 point higher than the one of flat plate collector manufacturers, because the market share of vacuum tube collectors is constantly increasing in these two countries.

About ISOL Navigator

The complete study ISOL Navigator December 2014 with 106 pages focuses on 18 country portraits - Austria, Brazil, the Czech Republic, China, Chile, France, Greece, Germany, Italy, India, Mexico, Poland, Portugal, Spain, South Africa, Turkey, United Kingdom and the USA - including the following elements:

- ✓ Current Business Situation based on ISOL Index, market figures and key economy indicators
- ✓ Business Forecast 2015 based on ISOL Index and assessments of the participating companies including a list of positive and negative factors for the market development in 2015
- ✓ Most prospering market segments today and until 2020: transition from residential to commercial client groups
- ✓ System price development 2015
- ✓ Most important sales channels for solar thermal systems

You can order the study 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 worldwide.

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