



**International
Market
Strategy**



**International strategic market research and
consultancy on building product and related markets**

July2009

**THE EUROPEAN HEATING
PRODUCT MARKETS
(2009 UPDATE)**

GERMANY - CORE OPTION



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INTRODUCTION

BRG CONSULT is the leading expert strategic consultancy in the global building products industry with offices in the UK, USA and China. Over the past 35 years, BRG CONSULT has built up an unprecedented level of knowledge and experience at international level providing the following services for the building products community:

- product specific international databases and market studies
- market opportunity analysis
- commercial due diligence
- product and service design
- value chain analysis
- market mapping
- installer panels
- customer satisfaction
- modelling and forecasting

in the following product sectors:

- heating and air conditioning
- new heating technologies
- domestic energy supply
- plumbing
- bathrooms
- insulation
- roofing
- timber and joinery
- heavyside
- electrical
- decorative.

This country report from BRG CONSULT's 2009 30 country European programme covers both traditional core heating products and also selected new/renewable technologies. The main products covered in the full country report are:

- core central heating products
 - boilers and burners for boilers
 - radiators and thermostatic radiator valves
 - water heaters (gas and electric).
- renewable technologies
 - heat pumps
 - solar thermal
 - solid fuel boilers

Other related topics covered by BRG CONSULT outside of the above core programme include:

- air conditioning
- radiator valves
- micro-CHP
- underfloor heating
- district heating
- commercial, institutional, industrial heating and cooling
- building automation systems.

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