



# Heat Pumps in the US

November 2025

Table of Contents

## Heat Pumps in the US - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Air to water heat pumps dominates through affordability and eco-conscious appeal

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Heat pumps gains share from HVAC systems through incentives and affordability

Lennox technology improves performance in colder climates

Chart 2 - Lennox Innovation Counters Efficiency Concerns for Colder Climates

Consumers choose air to water heat pumps to reduce bills and environmental impact

#### WHAT'S NEXT?

Demographic trends and rising incomes expected to support growth moving forward

Sustainability and savings to drive preference for air to water heat pumps

Chart 3 - Analyst Insight

Tax credits boost appeal of energy efficient heat pumps

#### COMPETITIVE LANDSCAPE

Dandelion Energy simplifies geothermal installation with direct consumer model

Chart 4 - Dandelion Energy Leverages Geothermal Efficiencies to Scale the Geo Heat Pump

Jetson Home disrupts the installation model with integrated heat pump platform

#### CHANNELS

Technical complexity makes installation via professional contractors preferred

Retail e-commerce supported by DIY sales and wide product selection

#### PRODUCTS

Lower GWP refrigerant enhances Daikin's cold weather performance

Chart 5 - Daikin Tackles Cold Climate Limits with New Water-Source Model

Lennox launch addresses concerns about heat pump performance in sub-zero temperatures

#### COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in the US - Industry Overview](#)

### EXECUTIVE SUMMARY

Economic pressures reshape consumer appliances in the US

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Tariffs and consumer behaviour shape market dynamics

Economic pressures drive product segmentation

Chart 7 - Midea's U-Shaped Air Conditioner Aims at Affordability and Innovation

Continued demand for refrigeration appliances despite decline

#### WHAT'S NEXT?

Economic pressures and rising price sensitivity will reshape purchasing patterns

Consumers replace rather than repair appliances as durability declines

Rising energy efficiency drives stronger competition between heat pumps and air conditioners

Chart 8 - Analyst Insight

## Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

### COMPETITIVE LANDSCAPE

Leading brands maintain positions through diversified portfolios

Emerging players and innovation drive market dynamics

### CHANNELS

E-commerce gains share as consumers prioritise convenience

Specialists appreciated for in-store advice

Small appliances thrive in e-commerce with diverse offerings

### PRODUCTS

Multifunctionality and compact design drive innovation

Chart 10 - Air Fryers Increasing Functionality by Adding Self-Cleaning Capabilities

Health and wellness focus influences product development

Chart 11 - The Ninja Detect Blender Combines Smart Features and Multifunctionality

### ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in the US 2025

### CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in the US 2025

Chart 15 - Consumer Landscape in the US 2025

### COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/heat-pumps-in-the-us/report](https://www.euromonitor.com/heat-pumps-in-the-us/report).