SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Heating, ventilation and air conditioning contractors

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market. Choose a focused segment.

HVAC prospects should use equipment you can install or maintain. Equipment sales, installation and recurring maintenance are separate scopes of work.

−2%
World heat-pump sales change
2025 / approximately [S01]

+11%
European sales change
2025 / annual [S01]

−13%
US sales change
2025 / approximately [S01]

01 What you can offer

Offer installation, maintenance or replacement services for systems your team supports.

02 Where to start

Choose an equipment type and service area first.

03 What to ask

Assess existing equipment and expectations during a survey.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Heat-pump sales moved in different directions across regions, so one global rate does not describe every market. Choose an equipment type and delivery region together.

World heat-pump sales change

2025 / approximately [S01]

-2%

European sales change

2025 / annual [S01]

+11%

US sales change

2025 / approximately [S01]

-13%

What these figures cover

The chart measures heat-pump sales changes in 2025. Heat pumps are one part of HVAC; the rates do not cover all cooling, ventilation or installation work.

Consider international customers

Separate equipment export from local installation; foreign-owned sites and manufacturer partnerships can support service work.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Heat-pump sales changed unevenly

2025 annual change (%)

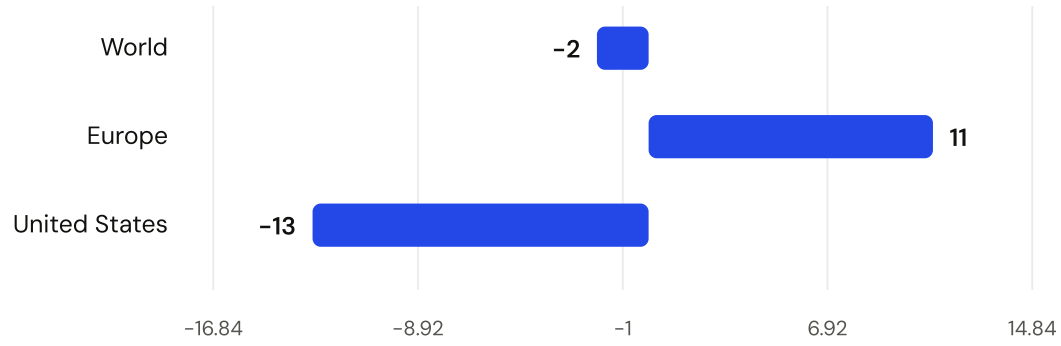


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose an equipment type and service area first. Arrange a technical discussion through the authorised contact at suitable facilities.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Separate equipment export from local installation; foreign-owned sites and manufacturer partnerships can support service work.

The chart measures heat-pump sales changes in 2025. Heat pumps are one part of HVAC; the rates do not cover all cooling, ventilation or installation work.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Commercial property managers

What to discuss
Discuss responsibility and maintenance arrangements for shared-area equipment with property managers.

Who to speak with
Facilities or maintenance lead

PROFILE 02
Potential buyer

Hotels

What to discuss
Plan hotel maintenance around guest-area use and permitted working hours.

Who to speak with
Facilities or maintenance lead

PROFILE 03
Potential buyer

Industrial sites

What to discuss
Learn how equipment affects industrial production and when downtime is possible.

Who to speak with
Facilities or maintenance lead

PROFILE 04
Potential buyer

Multi-site retailers

What to discuss
Agree which branches and system types you can support for multi-site retailers.

Who to speak with
Facilities or maintenance lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose an equipment type and service area first. Arrange a technical discussion through the authorised contact at suitable facilities.

Next step

Research a small group of relevant firms.

02

Define the work together

Assess existing equipment and expectations during a survey. Review capacity, access, scheduling and maintenance scope before confirming a price.

Next step

Write down the agreed requirements.

03

Look across borders

Separate equipment export from local installation; foreign-owned sites and manufacturer partnerships can support service work.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Global Energy Review 2026: Technology – Heat pumps

IEA · 2026 / 2025 data

www.iea.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/hvac-contractors/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION