

# Deliverable D 8.1

## Overall Market Analysis Report

### WP8

**Grant Agreement number** 657982

**Project acronym** Cheap-GSHPs

**Project full title** **Cheap and Efficient Application of reliable Ground Source Heat Exchangers and Pumps**

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***Dissemination Level***

<b>PU</b>	Public	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	<b>X</b>
<b>CI</b>	Classified, as referred to in Commission Decision 2001/844/EC	

## Publishable summary

The D8.1 “Overall Market Analysis Report” is a confidential document delivered in the context of WP8 “Exploitation and market deployment”, Task 8.1 “Overall market analysis, identification of barriers and opportunities following from the development in Cheap-GSHPs”. Accordingly, first a market overview of shallow geothermal market in Europe and, specifically, in the participating countries has been done, followed by the identification of barriers and opportunities of this technology by means of a SWOT analysis.

The GSHP market study shows that the currently installed number of geothermal heat pumps has increased during last years, although the number of units sold have declined and aerothermal technology (with hydraulic distribution system) has gained market share. The GSHP market growth slowed down in 2014 in most European countries, growing only about 5% in the whole Europe. In 2015, the growth kept low with a light increase, about 1% in the UE. This observed trend is common to all countries and markets (mature and incipient) and highlights the fact that market development does not depend only on knowledge of technology but also on possible competing technologies such as aerothermal.

A further important aspect analysed in our GSHP market study is that in mature markets of northern and central Europe, domestic geothermal heat pump installations (of 10 to 15 kWt) are predominant, while in the markets of southern and eastern of Europe, recently emerged, the average capacity installed corresponds to a medium size building system (see table 1). Regarding future needs, the increase of cooling demand throughout Europe involves the use of a reversible GSHP system and the application in building refurbishment implies the use of high temperature heat pumps as a substitute of the boilers without replacing the heating internal units, a characteristics that should strengthen the chances for geothermal heat pumps.

Our general GSHP SWOT analysis outlines how the main weaknesses identified in GSHP technology like high investment cost that results in medium-high payback period can be overcome through the aim of CHEAP project while the rest of GSHP weaknesses (lack of design's standards, considered a complex installation for the most of technicians or environmental consideration into projects) can be eliminated by the development of technical standards and criteria to facilitate integration to designers and builders.