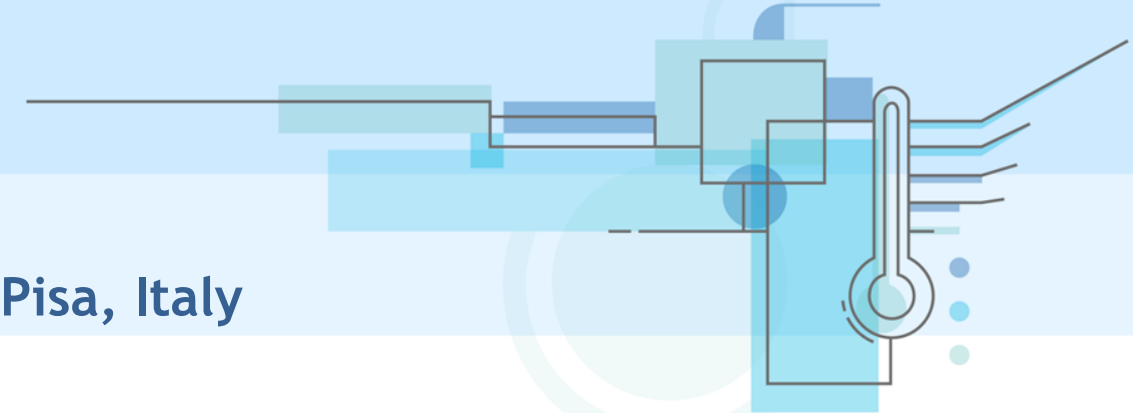
The heat pump industry in a constantly evolving landscape

Federico Musazzi

November 17, 2026 - Pisa, Italy



The association

Assoclima – HVAC System Manufacturers is the association within ANIMA Confindustria representing manufacturers of heating, ventilation and air conditioning systems for buildings and industrial processes.

Founded in 1964 as Co.Aer, it is a member of:

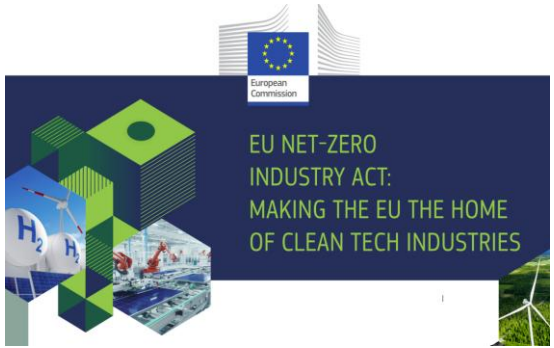
- Eurovent – European association for indoor climate, process cooling and food cold chain technologies
- EHPA – European Heat Pump Association
- APPLiA Europe

KEY FIGURES

- 1964 CO.AER IS FOUNDED
- 2014 CO.AER BECOMES ASSOCLIMA
- 90 MEMBER MANUFACTURERS
- OVER 12.000 EMPLOYEES
- €4,5 BILLION TURNOVER
- EXPORTS: OVER 30% OF TURNOVER
- OVER 85% OF THE HVAC SECTOR REPRESENTED

The policy landscape

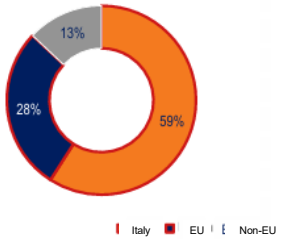




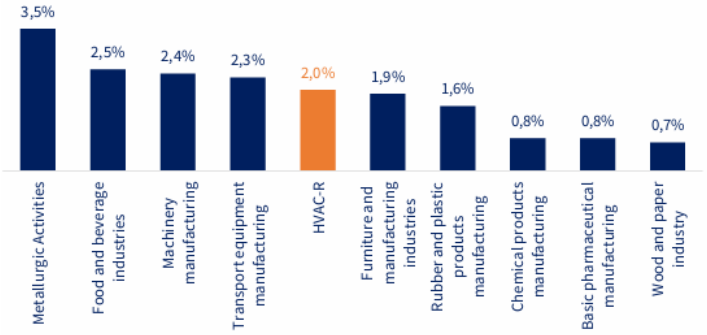
The Industrial Accelerator Act and the **Electrification Action Plan** are among the key policy initiatives affecting the sector, with the aims of:

- raising **European manufacturing of net-zero technologies** to at least 40% of annual deployment needs by 2030, reducing reliance on non-EU supply chains and improving industrial resilience
- creating demand for **"made in EU"** and low-carbon products through European content requirements in procurement and support schemes
- **increasing installation rates** in buildings over the coming years
- addressing the **price gap** between electricity and gas

The industry landscape



The incidence of Italian production for the main components of electric heat pumps produced **in Italy is 59%,** a figure that rises to 87% when considering a broader perimeter: the European one

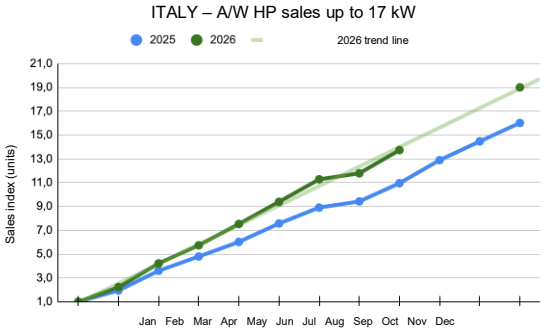


Source: analysis by TEHA Group

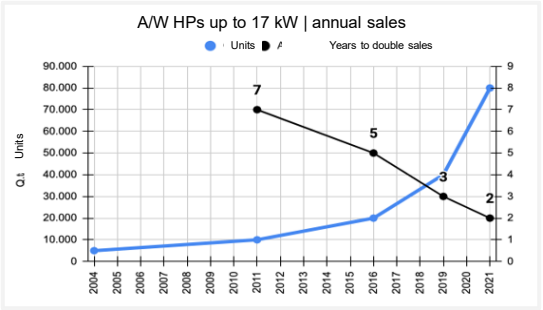
Heat pumps (HPs) account for a significant share of the HVAC-R supply chain. Over the past decade, this supply chain has had a major impact on the Italian economy, becoming a key driver of growth.

It ranks fifth among manufacturing sectors for **its contribution to GDP growth** between 2015 and 2024, and second for its contribution to employment growth

Domestic production



Cumulative figures confirm the average growth of 25% recorded from May to September 2026.
Full-year 2026 **forecasts point to market growth** of just under 20%, reflecting a weaker start in January–April (+13%).



The chart compares average unit sales over successive periods with the years needed to **double HP sales** between 2014 and 2021. Since 2021, we have entered the “80,000 heat pumps a year” era.
The first doubling took 7 years, followed by 5, 3 and, most recently, 2 years.

A mature sector

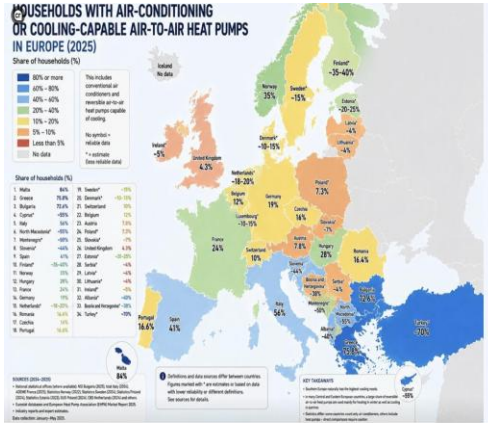
Steady growth in the sector has also been supported by stronger **technical skills** throughout the supply chain:

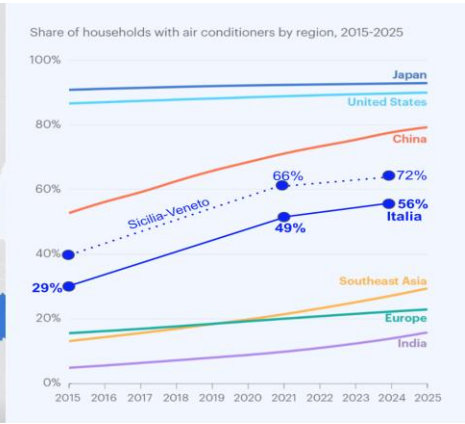
- **training and information** activities supported by heat pump manufacturers
- wider use of standard system configurations to **ease installation** (6 and 8 kW thermal capacities account for 55% of sales)
- closer **cooperation between designers and installers**, also supported by incentives
- openness to **new technologies** (bivalent and add-on heat pumps)



Work has begun on establishing a **Competence Center** aimed at promoting knowledge of electric heat pump technology, by offering training, regulatory support, and information to professionals and users.
Promoted by ENEA with Assoclima, AiCARR, Centro Studi Galileo and EURAC Research

Air-to-air heat pumps: growing cooling demand





Source : Julian Popov on LinkedIn - Assoclima on IEA data

Climate change is a fact

Compared with 2018:

- Cooling degree days: +58%
- operating hours: +127%
- air conditioners in use: +29%
- electricity consumption: +193%

Fiscal flexibility: impact on the market

The Government intends to use **fiscal flexibility** of up to 0.3% of annual GDP for energy security in both 2027 and 2028, totalling around €14.4 billion over the two years. The European Commission states that eligible energy measures must **structurally** reduce dependence on fossil fuels.

Guidance to Member States on Broadening the Scope of the National Escape Clause for Energy Security

Table 1

Illustrative and non-exhaustive list of measures to reduce dependence on fossil fuels and increase energy security

Target Group	Type of Measures
Households	Subsidies for geothermal and solar energy.
	Subsidies for residential energy storage systems.
	Subsidies to replace fossil fuel boilers with clean alternatives, such as heat pumps.
	Subsides for the investment in home EV charging infrastructure.
	Subsidies and/or reduced-interest loans for medium or deep residential building renovations (4).

Proposals under discussion in the Financial law



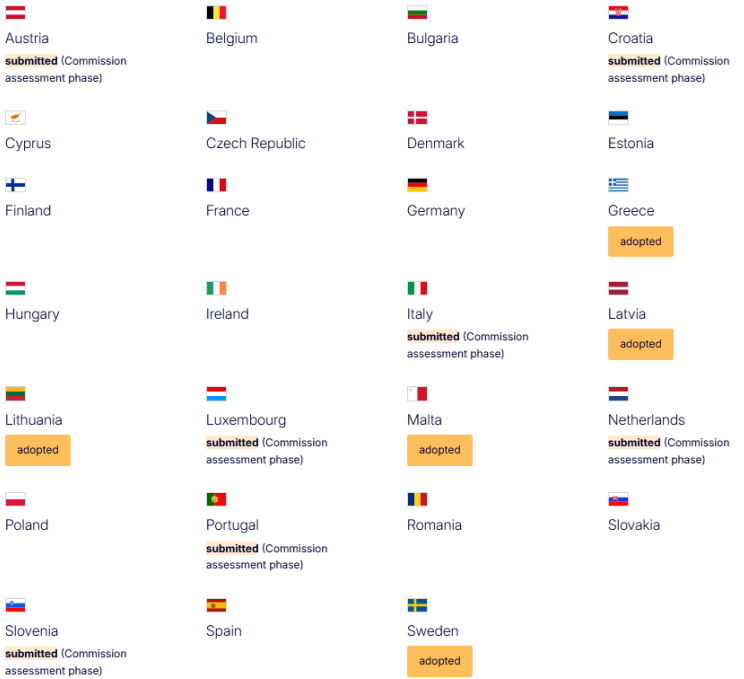
- The **Ecobonus and bonus Casa** would continue in 2027 at 50% for main residences and 36% for other properties.
- Support for **renewable heat production and energy efficiency** (additional to “Conto Termico”) in hospitals, schools, state universities and sports facilities, with €1.6 billion allocated for 2028–2030. Each beneficiary must reduce the primary energy demand of the building concerned by at least 30%
- A temporary electricity **cost support scheme for energy-intensive businesses and SMEs** would cover up to 50% of electricity prices. Beneficiaries must invest in renewable self-generation, storage, energy efficiency, process electrification, heat pumps, heat recovery, smart energy management or other emission reduction measures

Proposals under discussion in the Financial law

The Financial law establishes a unit within the Ministry to manage the **Social Climate Fund**.

Italy has submitted its Plan to Brussels, where it is currently under assessment.

The Fund offers a valuable opportunity to channel energy transition funding towards vulnerable households and microenterprises.



Technical legislation

RED III: a key driver of decarbonisation

*Public buildings: +5 percentage points

Type of intervention	RES share* for DHW	RES share* of total consumption	Services included in total consumption
New buildings	60%	60%	Heating + cooling + DHW
Major renovation: level 1	40%	40%	Heating + cooling + DHW
Major renovation: level 2	No specific share	15%	Heating + cooling
Heating system renovation	No specific share	15%	Heating + cooling

Technical legislation

EPBD IV: an essential directive for a sector with high potential



ANIMA recently took part in a consultation before the Italian Senate on the 2026 European Delegation law.

We presented the following position:

- Transpose the directive without further delay to provide **regulatory certainty** for businesses, installers and consumers
- Prioritise widespread, rapidly deployable measures, with attention to **costs and benefits**
- Involve industry associations in drafting the transposition decree and the related **technical rules**
- Publish the National Building Renovation Plan required by EPBD IV to set out a **national roadmap** for building renovation

A recent initiative by Assoclima

A book that speaks to everyone



The book paints a vivid picture of challenges and opportunities, showing that the energy transition is not a distant goal, but rather a choice that has long been achievable - one capable of positively redefining our economic and social future.

ASSOCLIMA
COSTRUTTORI SISTEMI DI CLIMATIZZAZIONE

ANIMA CONFINDUSTRIA MECCANICA VARIA

ENEA
National Italian Workshop on Heat Pumping Technologies
Pisa - November 17th 2026

Thank you for your attention

