

Heat Pumps in Italy

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

European Green Directive set to drive strategic investments, boosting heat pump sales

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Government incentives and green directives accelerate heat pump adoption

Air source heat pumps dominate the market, while ground source heat pumps gain traction

Chart 2 - Milan Area is a Case Study for Ground and Geothermal Heat Pumps

Supply chain resilience affects sales growth

Chart 3 - LG Acquires 100% Stake of Norse Company OSO

WHAT'S NEXT?

Domestic producers increase production capacity amid anticipated supply chain challenges

Air source heat pumps set to remain the strongest category in Italy

Supply chain resilience and training to shape future growth

COMPETITIVE LANDSCAPE

Daikin and Ariston drive competition with strategic investments

Olimpia Splendid and Edera collaborate on sustainable projects

Acquisitions and innovation in new product launches drive future growth

Chart 4 - Analyst Insight

CHANNELS

Final installers drive heat pump sales through personalised service

PRODUCTS

Final installers drive heat pump sales through personalised service

Chart 5 - Ariston Develops a Platform to Support Both B2B and B2C Consumers

COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

Innovation in multi-functionality and energy efficiency drive consumer appliances sales

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Geopolitical uncertainty drives brands to rethink their supply chains

Multi-functionality drives sales in personal care accessories and air fryers

Introduction of the EU Green Directive boosts sales in heat pumps

Chart 7 - A New Government Bonus to Support The Installation of Heat Pumps in Italy

WHAT'S NEXT?

Sales consumer appliances set to remain at low levels, due to the lack of government bonus

Presence of Asian brands set to drive consumer appliances' competitive landscape

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Beko and Oral-B drive market share shifts through innovation
Fnac-Darty's acquisition and Roborock's innovation reshape competitive dynamics
Chart 9 - Analyst Insight

CHANNELS

Appliances and electronics continue to hold leading channel sales
E-commerce gains regional traction and capitalises on special events

PRODUCTS

Midea embodies multi-functionality with the launch of its new air fryer
Chart 10 - Airfryers Become Larger and Include More Functions

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Italy 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Italy 2025
Chart 14 - Consumer Landscape in Italy 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-italy/report.