

Momentum Savings and Market Research: New 2022-2024 Northwest Residential HVAC Sales Data and Report Available

BPA's Market Research team recently published the [2022-2024 Northwest HVAC Sales Insights Report](#) and accompanying [data](#). The team reviewed highlights from this research on the Feb.4 Quarterly Call, and that slide deck is also now available on [BPA.gov](#).

Key findings from this research, conducted in partnership with the Northwest Energy Efficiency Alliance (NEEA), include:

- From 2023 to 2024, inverter-based technologies (variable speed heat pumps (VSHPs) and mini-split heat pumps (MSHPs) experienced a stronger increase in sales than non-inverter systems, reflecting the region's continued shift toward higher-efficiency equipment.
- The market share of VSHPs among the measured heating technology sales grew nearly 80 percent between 2022 and 2024, and nearly 90 percent among measured cooling technologies across the same period. In 2024, market share of VSHP sales surpassed air source heat pumps (ASHPs) for heating and cooling for the first time.

- This market shift is good news for energy conservation: While there are many factors that affect energy use, modeling shows that a typical VSHP consumes less energy than the highest efficiency tier of ASHPs.
- In 2023, MSHPs became the top-selling cooling technology, surpassing central air conditioners (ACs) in annual sales—and maintained their edge in 2024.
- Gas furnace sales were lower than combined heat pump sales in each year of the study period: 2022, 2023, and 2024; losing slightly more market share each year to heat pump growth.

Quarterly Call Update

Please note BPA is now using Teams for future Quarterly Calls. The new call series can be added to Outlook calendars using this [link](#). Thank you for your patience during this transition.

