

Today's Market for Heat Pump Water Heaters

ACEEE 2019 Hot Water Forum

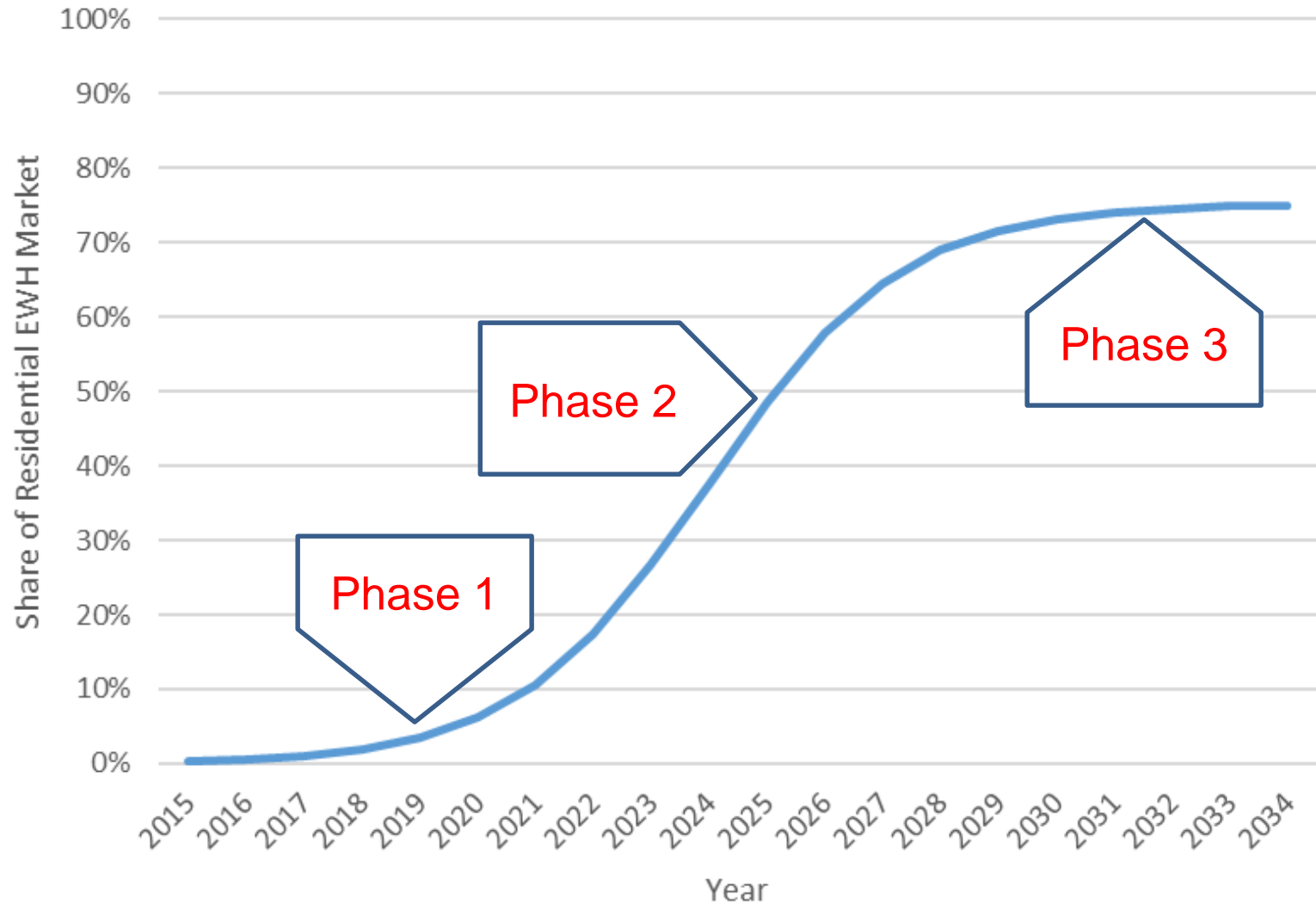
March 11, 2019

Chris Granda

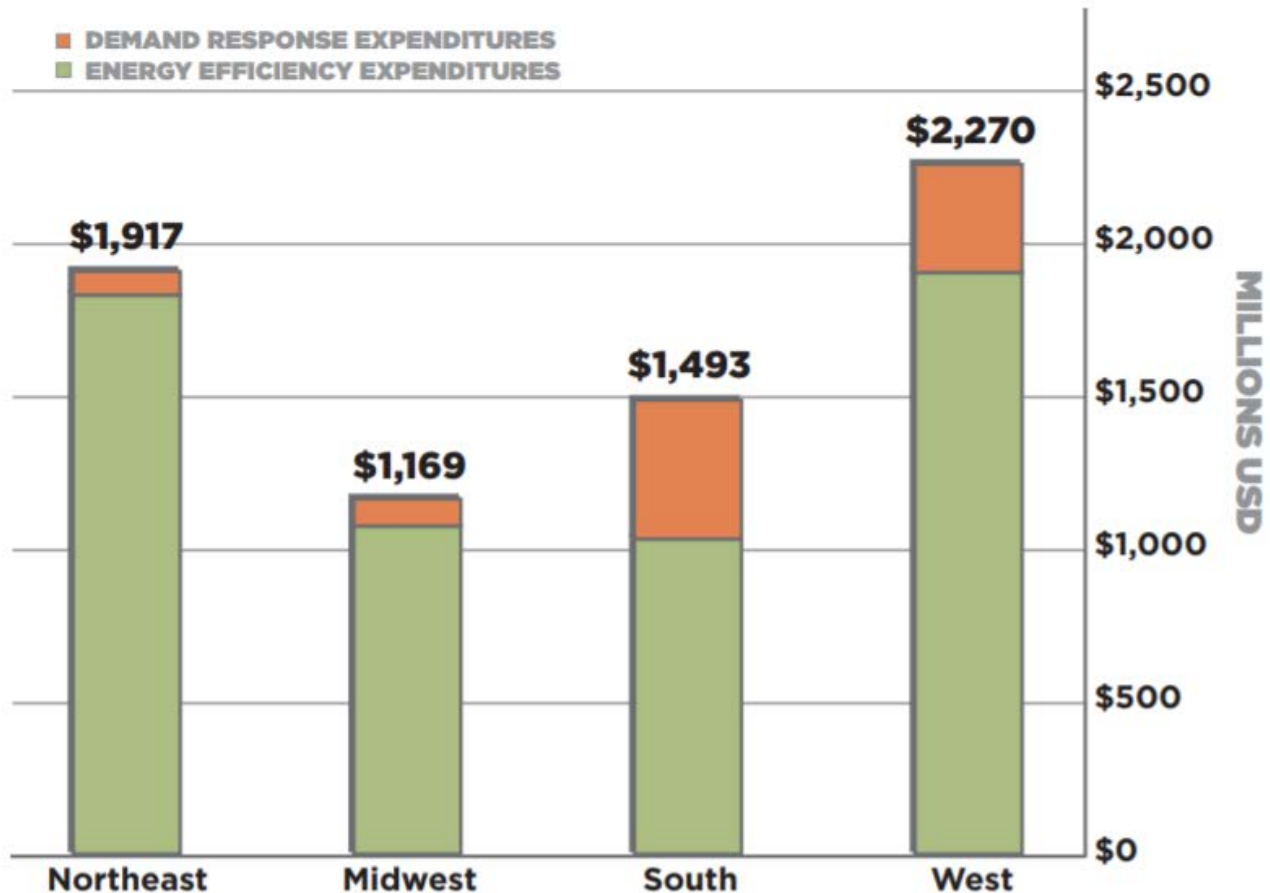
By the Numbers

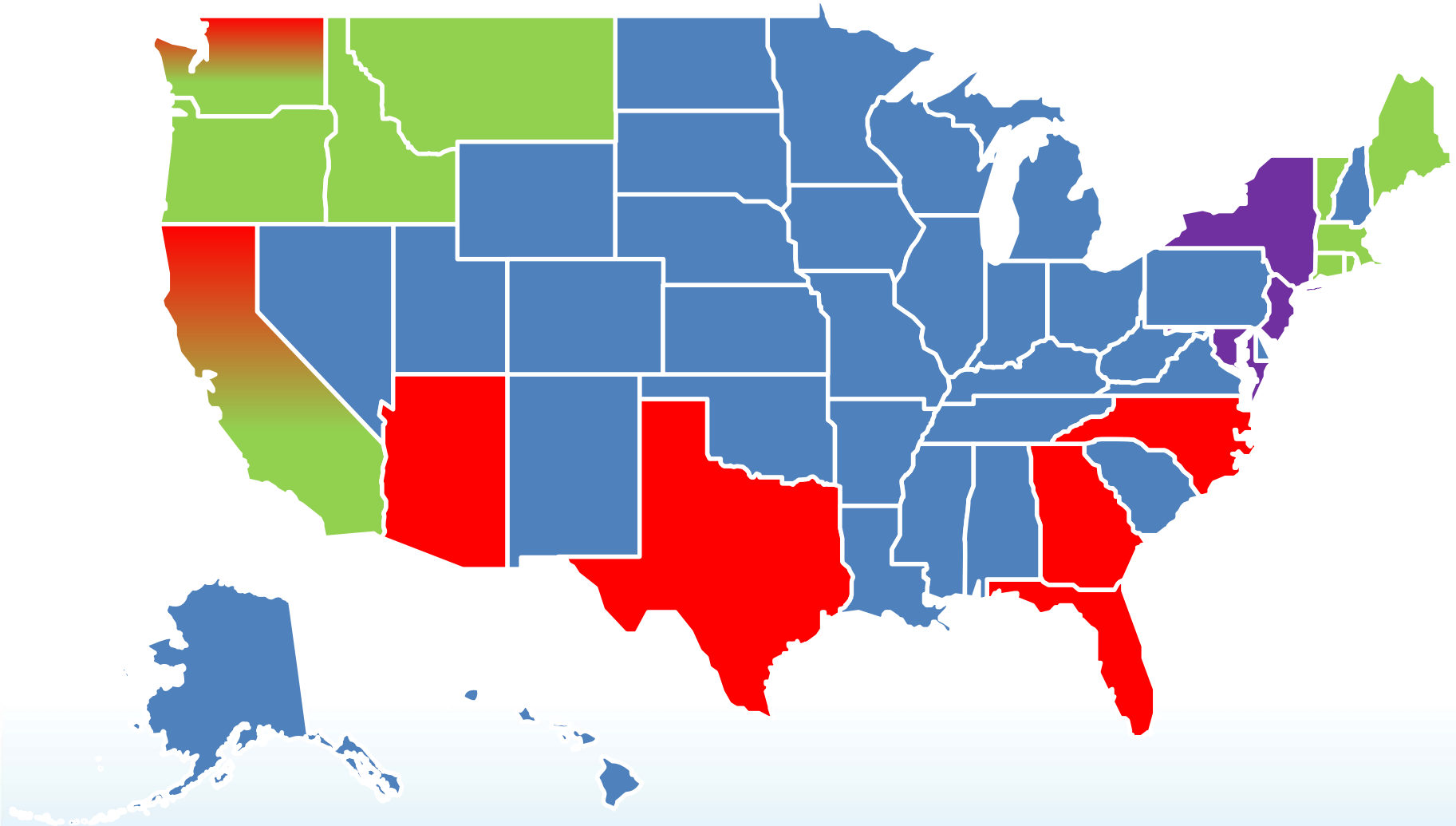
- 4,229,912 residential EWH shipped 2018
- 380,692 EWH 55 gals or higher in 2018
- 72,000 HPWH shipped in 2017
- HPWH have 19% of a captive market

HPWH Market Transformation



US Electric Energy Efficiency and Demand Response Expenditures by Region, 2016





What Do We Already Know?

- Residential lighting programs are done
 - No new CFL or LED on the horizon
 - HPWH the only big res measure available
- Volume changes everything
 - Drives down prices
 - Drives better technology

What Have We Learned?

- To get to Phase 2
 - Get distribution channel involved
 - Geographic concentration helps
 - Go after new construction opportunity
 - Already trends toward electric
 - Infrastructure issues easier to address

What Do We Need To Do?

- Identify successful approaches and promote them to HPWH programs
- Provide support for high admin costs, if necessary
- Focus on low hanging fruit – new construction, institutional bulk purchases
- YOUR IDEAS

THANKS!

Chris Granda
(802) 922-7005
cgranda@grasteu.com