



Taking the Temperature of the Residential Cooling and Heating Market

Australian Residential Cooling and Heating Market Study | 2020

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insights | ideas | solutions



Actionable insights into the cooling and heating market that can drive business growth

The household cooling and heating market is a competitive and dynamic market that is undergoing significant changes that are driven by new technology, energy sources, new competitors entering the market and changing climate patterns.

Growing your market share in this competitive environment requires actionable insights into what is driving decision making at a household level, and how your brand and products are positioned in the market.

Complete market coverage

The Residential Cooling and Heating Market Study is a national study of Australian households that will provide answers to key marketing and business questions.

- + **Brand Positioning.** How does your brand's performance compare to competitors?
- + **Market Share.** What is your market share at the category and system level?
- + **Segmentation.** Which market segments are your source of growth?
- + **Growth.** Which markets can provide future growth?
- + **Competitor Intelligence.** Who are your real competitors and why do consumers choose them?
- + **Marketing.** Is your marketing getting cut-through?

Insights from this study will provide you and your team with the right knowledge to create more effective marketing strategy and communication material, provide input into product development and show your leadership to installers and trade.



Complete market coverage

The cooling and heating market is defined by a wide range of solutions. This study covers the major installation and system types.

- ✓ **Installation Type.** Ducted, split system, window mounted, and portable
- ✓ **System Type.** Reverse cycle, evaporative cooling, fan, gas and electrical heating

All major brands with either cooling and, or heating products are included in the study to provide a complete understanding of the market.

- | | | |
|-------------|--------------|------------------------|
| + ActronAir | + Fujitsu | + Olympia Splendid |
| + Bonaire | + Hisense | + Panasonic |
| + Brivis | + Kambrook | + Rinnai |
| + Daikin | + Kelvinator | + Samsung |
| + De'Longhi | + LG | + Seeley International |
| + Dimplex | + Mitsubishi | |

About the data . . .

The Australian Cooling and Heating Residential Study is a national survey of n=2,000 households. All interviews are conducted among household decision makers. State and territory coverage are nationally representative for population, household size and age.



The post-summer study is planned for March and the post-Winter study is planned for August.

A post-season study timing provides a clear picture of what buying was undertaken during the season, the impact marketing and seasonal factors, and any plans for between season installations by households.



Actionable insights

By covering cooling and heating at the category, brand and household level, with for both current systems and intentions, the insights in this study will show you your market position and provide valuable input into strategy development.

Category Profile

- ✓ Current type of system and installation
- ✓ Age of system
- ✓ Usage and performance satisfaction

Brand Profile

- ✓ Brand share of category and comparable systems
- ✓ Preference share
- ✓ Brand health – awareness, consideration, image
- ✓ Recent campaign awareness

Decision Making Criteria

- ✓ System purchase intentions
- ✓ Purchase trigger
- ✓ System and brand level decision criteria
- ✓ Impact of climate change and environment on decision making and usage

Market Segmentation and Profile

- ✓ Analysis by market segments
- ✓ Demographic profile
- ✓ Dwelling profile
- ✓ Household energy sources (gas, solar)





Subscriber Section

Do you have specific insight needs not covered in the study? The study includes the option for a client specific section that is not included in general reporting. This section could include campaign cut-through, specific product or service measures, or other issues of interest.



Actionable reports

The study includes the following forms of reporting:

-  Infographic overview report
-  Category and Brand report
-  Dynamic dashboard report
-  Presentation cover analysis and business implications

If you require other reporting options, please contact us to discuss your needs.

Report costs

The costs for each study with full reporting is \$6,700. If you buy the summer report, the winter report is \$6,000: A \$700 saving. All costs exclude GST.

To order your report or to find out more about the study, contact Seán McNally at Eris Strategy on 0404 707 752 or email sean.mcnally@erisstrategy.com.au



Eris Strategy is a consultancy specialising in market research and developing evidence-based strategies for our clients who are seeking growth.

Our research uncovers insights and sources of market growth through the use of the latest in behavioural science and management thinking.

We help our clients develop innovative and effective strategies that drive growth through customer experience, product development, sales and communication.

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