

Press release from the German Heat Pump Association (BWP)

Heat pump sales rose to 195,000 units in the first half of the year

Berlin, 6 August 2026. The German Heat Pump Association (BWP) reports positive developments in the first half of the year: the market has developed in the right direction, as energy independence, long-term affordability and climate protection now play a greater role for many consumers when choosing a heating system. For this trend to continue, the development of energy prices will remain a decisive factor in the medium term.

According to BWP/BDH sales statistics, in the first half of 2026, manufacturers in Germany sold 40 per cent more heat pumps to wholesalers or specialist tradespeople than in the same period the previous year. "This positive trend is primarily attributable to growing consumer awareness of the risks associated with heating using fossil fuels, as well as to the great success of the Federal Funding for Energy-Efficient Buildings (BEG)," concludes BWP Managing Director Dr Martin Sabel.

"Against this backdrop, we wholeheartedly welcome the fact that the governing coalition has now provided clarity for consumers, ensuring that this highly popular and successful subsidy scheme will be reliably continued until 2030," said Sabel. According to him, this is also necessary for good reason: "The conflicts in the Near and Middle East highlight that Germany is still far too dependent on fossil fuels. The BEG helps consumers break free from the fossil fuel cost trap whilst at the same time strengthening the country's geopolitical sovereignty."

Building Modernisation Act: Cost risks associated with fossil fuels remain

In principle, the association also supports the agreement on the Building Modernisation Act (GModG), which, according to the BWP's managing director, now provides clarity: "All those involved can now give customers reliable advice and provide answers on how to proceed." This is also expected to boost willingness to invest.

Although the GModG once again permits the installation of gas and oil heating systems, Sabel expects the trend towards heat pumps to continue. This is because the obligation to purchase an increasing proportion of 'green' gases or oils means that the installation of such heating systems carries significant cost risks. This has also been confirmed recently by studies carried out by the [German Economic Institute \(IW\)](#) in Cologne und des [Fraunhofer Institute for Solar Energy Systems \(ISE\)](#) in Freiburg: the institutes warn against rushing into investments in supposedly cheap fossil fuel options.

Information on new regulatory frameworks is of particular importance

For this reason, the focus now needs to be above all on providing clear information, says Sabel: "Our members working in the trades and in advisory services are in close contact with customers, who understandably want to know which solution is best for them. Time and again, however, it becomes clear that those who need it most still lack important information

and clarity, for example on the financial implications of the increasing biofuel requirements (Biotreppe) and on available funding.”

BWP continues to call for lower electricity prices

At present, geopolitical developments, in particular, are prompting customers to move away from fossil fuels and the dependencies they entail. To ensure that this trend continues in the medium term and that the sector gains planning certainty regarding future market developments, the BWP is calling for the implementation of the measures agreed in the coalition agreement to reduce the cost of electricity. This relates primarily to the reduction of electricity tax.

„ The BWP also considers lower electricity prices and ambitious CO₂ pricing necessary to offset the easing of regulatory requirements. After all, both EU law and the German constitution require the ambitious expansion of renewable heating over the long term,“ Sabel stresses.

About the German Heat Pump Association (BWP)

The German Heat Pump Association – Bundesverband Wärmepumpe (BWP) e. V. is an industry association based in Berlin that covers the entire value chain relating to heat pumps. The BWP brings together just under 1,400 companies from the heating industry, trades firms, planning and architectural practices, drilling companies and energy suppliers, all of which are committed to promoting the increased use of efficient heat pumps.

The German heat pump sector employs around 100,000 people and generates an annual turnover of around 3.5 billion euros. There are currently just under two million heat pumps in use in Germany. Around 95 per cent of the systems installed here are manufactured by BWP member companies.

Press contact:

Katja Weinhold / Peter Kuschner
Hauptstraße 3
10827 Berlin
Telephone: 030 208 799 716
Email: presse@waermepumpe.de