Global Air Conditioner (AC) Market Focus on Types (Including Geothermal, Renewable), Application & Region — Estimation & Forecast Through 2015 To 2020

Description: The overall global AC shipment is expected to grow at 5.13% CAGR from 2015 to 2020 reaching over 151 million units. The market growth is gaining speed as increasing global warming is deteriorating the weather conditions and AC demands are increasing. Many regulatory bodies like BEE (Bureau of Energy efficiency), Department of Energy (DOE), ASHRAE (American Society of Heating, Refrigerating, and Air-Conditioning Engineers) among others are releasing regulations benefitting both, the environment and the consumers, at the same time. These regulations are increasing the energy efficiency and eco-friendliness of the AC products.

As the global warming and other environmental concerns are increasing, the government bodies are regulating the manufacturing standards of the air conditioning systems. The major aim of these regulations is to make the ACs more environmental friendly and energy efficient. The consumers/end users are benefitted indirectly by these regulations as their energy spending is reduced. Energy usage has increased a lot and many companies have started manufacturing and promoting the air conditioners which are running on renewable energy like geothermal and solar energy.

The AC market growth is propelled by increasing demand for the Air Conditioners in the commercial and residential applications, reduction of energy consumption and innovative solutions that have created a demand for the ACs. In the U.S., the Middle Eastern and Asia-Pacific regions, the demand of ACs in fighting the weather conditions has significantly boosted. The compliance of the government regulations are resulting in less consumption of energy and environmental friendliness, and has also led to an ever growing demand for ACs across all applications.

Commercial and residential applications are observed (currently) and expected (forecasted) to push the growth of AC market. However, the R&D programs of the AC components and refrigerants are developing new and technically better ACs different applications.

While highlighting the key driving and restraining forces for this dynamic market, the report also provides a comprehensive section of the government regulations and their involvement in the Air Conditioning (AC) industry.

The research tries to answer various aspects of the AC market, such as the factors driving the AC market, its threats that can possibly slow down the market growth and the current growth opportunities that are going to shape the AC market expansion. The research incorporates Porter's Five Force Model for in-depth analysis of the market and an assessment of the factors governing it.

Our study includes overview and analysis of the AC market by AC types, ducting types, different applications and geographical regions allowing the research to develop a comprehensive outlook of market. The application verticals are categorized into four major categories, viz. commercial, institutional, industrial and residential among others in the report. Further, these segments describe different use cases which cover the scope of the value chain from manufacturers to the end users.

Major geographical regions including The Americas, Asia Pacific, Europe and Middle East & Africa have been covered in terms of their market penetration in the AC market as well as their revenue generation to understand and utilize business opportunities. The report also includes the profiles of major players in the industry that shall allow its reader to get an insight into the industry trends.

Towards the end of the report, readers will have a clear understanding of the market dynamics, major drivers and the underlying threats and challenges that the global AC industry is subjected to, including the estimation of the industry's growth in terms of production and revenue.

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