

Market Growth for Underfloor Heating Sector

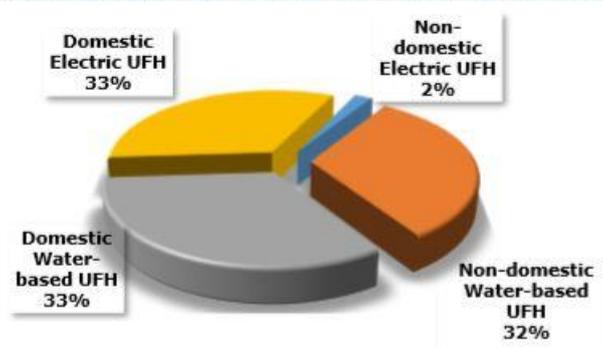
The UK underfloor heating market continues to be one of the fastest growing sectors of the UK heating industry, accounting for around 7.7% share by value in 2019 according to the latest Underfloor Heating Market Report from AMA Research.

The performance of the UK underfloor heating market in the last 5 years has been positive, reflecting buoyant activity within some sectors of the non-residential construction industry and relative stability in residential housebuilding and renovation.

The increasing focus on energy efficiency and the environment has supported demand for UFH systems. It is estimated that water-based UFH is around 25% more efficient than radiators when used with a condensing boiler and up to 40% more efficient when running from a heat pump.

The following chart provides an estimated breakdown of the product mix by sector, split by water-based and electric UFH systems for 2019: -

Chart 19: UK Underfloor Heating Market % Product Mix by Value 2019



Source: AMA Research / Trade Estimates

Another positive influence on the underfloor heating market is the growing number of plumbing & heating engineers which have been trained in the installation of UFH. Greater product awareness and knowledge amongst installers is likely to boost recommendations to customers.

One effect of rising awareness of UFH and its benefits has been the rapid growth in online sales. Although end-users account for the bulk of online customers, an increasing number of installers are also purchasing UFH systems via this channel. Consumer awareness of UFH is increasing, a factor which is likely to result in further penetration in domestic properties and hence market growth. This is being driven by the rising number of online retailers selling UFH systems, as well as efforts to stimulate the self-build and custom-build sectors.

Product developments have made underfloor heating systems easier to install, broadening their appeal for the retrofit market. This has led to the emergence of systems (both water-based and electric) which can be laid over existing floors, thereby minimising disruption and speeding up installation.

Market growth is expected during the Brexit transition period, with a more stable UK economy. Growing consumer awareness of the benefits of UFH, coupled with the ongoing emphasis on low-carbon heating systems, is expected to keep annual growth rates at 4-6% to the end of the forecast period.

The information was taken from the [Underfloor Heating Market Report – UK 2020-2024](#) by AMA Research, which is available to purchase now at www.amaresearch.co.uk or by calling 01242 235724.

Editors Note:

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