



Delivering a robust market outlook for the heat pumps industry

Serving as the foundation for a multi-year strategic sales forecast



Thanks to support of RevelX we have achieved an all-encompassing market outlook while bolstering our capabilities in strategic decision-making.

- Arthur van Schayk
CEO at Remeha

About the client

Remeha is part of the BDR Thermea Group, one of the worlds leading suppliers of indoor climate solutions for both residential as well as commercial buildings. Remeha has been steadily growing its geographical presence in north west Europe and its portfolio of products and solutions. The company is market leading in boilers, heatpumps and complete systems including heat recovery, solar panels, airconditioning and associated engineering, project management and maintenance services.

The Challenge

BDR faced the task of determining the necessary production capacity for manufacturing heat pumps and acquiring a comprehensive market outlook for the European heat pump industry. Each of their operating companies, including Remeha, was tasked with providing a territory-specific outlook. However, this proved to be a challenging undertaking due to the abundance of unstructured market data, the rapidly evolving political and economic landscape, and the need to incorporate and align the professional opinions of the management team.

The Solution

We devised an effective solution by first identifying the primary market drivers. Subsequently, we constructed a quantitative model that allowed for the manipulation of these drivers, enabling the creation of diverse market scenarios.

Through a series of collaborative sessions with Remeha's management team, we thoroughly discussed and validated these scenarios, ultimately selecting the one that best aligned with the available data and the team's professional insights. This process facilitated the establishment of market share development goals, serving as the foundation for a multi-year strategic sales forecast.

Results

Remeha successfully contributed to the development of a robust market outlook for heat pumps, ensuring that their parent company obtained a comprehensive understanding of the market and its potential. Furthermore, the management team solidified their perspectives on the market and their aspirations within it. Additionally, the quantitative market sizing and sales projections model created during this process proved immensely valuable for other strategic business planning endeavors. Overall, Remeha achieved an all-encompassing market outlook while bolstering their capabilities in strategic decision-making.

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