

Market Entry Strategy

Commercial Heating Equipment: Australia & New Zealand

Quick overview

Our client, an international manufacturer of heating equipment for residential and commercial setups, wanted to understand the opportunities available and market potential to enter through commercial heating equipment portfolio in Australia & New Zealand and the most feasible entry strategy, including the competitor analysis.

Client success

The support and insights FutureBridge delivered helped our client understand the potential for growth in the commercial heating equipment markets in Australia and New Zealand. Our analysis answered several of our client's critical business questions including:



The demand for HVAC units will grow across sectors due to need for comfort, global warming and rising disposable income. How can an HVAC player enter in the new geography?

- What is the market potential & forecast (value and volume) of commercial heating equipment in the target countries?
- What is the competitive landscape for commercial heating equipment in each target country?
- Who are the key stakeholders in the industry value chain and how does it operate?
- How should the company enter the markets and what should be their short-term & long-term plans?

FutureBridge conducted extensive primary and secondary research to understand the Market size and entry strategy for commercial heating equipment portfolio. Our research included:

- Current market size (volume and/or value) of Commercial Boilers including heat pumps in Australia and New Zealand
- Major local and international players operating in the market and their market share
- Top 5 competitors in commercial boilers market for each focus geographies
- Various market entry options, gaps in the market on which the client can capitalize on
- The possible operational structure to cater to key cities and regions.

FutureBridge further analyzed the future growth potential of the overall market and focus application segments, value chain & competition in each target country.

Also, FutureBridge provided the insights and helped our client in understanding the market entry route, key drivers and trends shaping the demand for commercial heating equipment in each country of focus.

About FutureBridge

FutureBridge tracks from 1 to 25 years, how industries and sectors will evolve, develop, and innovate.

We keep your business ahead of the technology curve. Propel your growth, identify new opportunities, markets, and business models. We can answer your key strategic questions. Facilitate focused, tailored solutions and partnerships using our platforms and programs, with access to global information ecosystems and key industry players for their insights and expertise.