



Press release

Long awaited GUIDE to Natural Refrigerants in Japan 2016 is out

Brussels, 24 June 2016: shecco is proud to announce the publication of its newest GUIDE to Natural Refrigerants in Japan – State of the Industry 2016.

The GUIDE to Natural Refrigerants in Japan is an easy-to-access reference guide to the current and future market potential of refrigeration, heating and cooling solutions working with carbon dioxide, ammonia, hydrocarbons, water and air as refrigerants in Japan and beyond.

The GUIDE identifies best-practice technology case studies across Japan, successful business cases in export markets, technology and market maps, as well as presents market forecasts per application and refrigerant. It delivers a unique perspective to a targeted audience of Japanese and foreign policy makers, industry leaders and end-users worldwide.

“shecco has a long history in working with the Japanese industry as the one to first introduce CO₂ refrigerant technology in heat pumps 15 years ago. We are proud to finally publish the first comprehensive overview of natural refrigerant use for this dynamic market that is now making fast progress with introducing natural refrigerants in other sectors,” says Nina Masson, shecco’s Chief Market Development Officer and lead author of the publication.

“Our Tokyo office serving the Japanese and Australasian markets, is continuously growing its network of like-minded professionals driving the introduction of more sustainable HVAC&R solutions. We are confident that the GUIDE can support the Japanese and overseas industry to better evaluate hot spots of innovation, but also identify areas where more needs to be done to fast-track natural refrigerant solutions,” she adds.

Highlights of the GUIDE

The first dedicated publication about Japanese innovation for natural refrigerants features the following four market trends:

- **Focused growth of CO₂ in commercial refrigeration:** the strongest trend that has emerged in Japan in the last three years, almost exclusively within convenience stores. From only 190 systems in March 2014, the market now boasts over 1,500 stores using CO₂ transcritical systems.
- **Vending machines continue to broaden market for natural refrigerants:** currently 1.35 million beverage vending machines in Japan use

either hydrocarbons or CO₂. With 2.5 million beverage vending machines in Japan, natural refrigerants make up over 50% of the market.

- **Industrial refrigeration beginning to turn corner:** Japan has seen a growing number of 'next generation' industrial refrigeration installations. Safety concerns are being mitigated through the use of NH₃ / CO₂ secondary systems while also ensuring efficiency. Government subsidies have already contributed to the entry of over 1,000 units into the Japanese market, equating to just over 300 separate installations, 113 of which were subsidised by the government.
- **CO₂ heat pumps an example of best practice:** Japan remains the world leader in terms of using natural refrigerants in domestic water heating, while the number of CO₂ heat pumps is growing by 400,000 – 500,000 units annually. Currently there are approximately 5 million units in operation (as of February 2016).

More information

The GUIDE to Natural Refrigerants in Japan is now available to download for free at <http://www.publication.shecco.com/> and https://issuu.com/shecco/docs/guide_japan-2016.

About shecco

For the past 15 years market accelerator shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 150+ partners worldwide in the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants. shecco offers a variety of services in three areas: 1) media, including online industry platforms, magazines and a catalogue of dedicated research reports; 2) market development, including market research, consultancy and public affairs services, as well as special international projects; and 3) events, including international conferences and national workshops.

Contact

Nina Masson

Chief Market Development Officer

shecco

nina.masson@shecco.com

Klára Skačánová

Deputy Manager, Market Development

shecco

klara.skacanova@shecco.com