

22 June 2026

Türkiye's Air Conditioning Systems Market Continues Its Sustainable Growth Journey



Driven by rising demand for energy-efficient technologies, evolving consumer expectations, and the transition toward low-carbon solutions, Türkiye's Air Conditioning Systems market continues to expand. In this interview, Mitsubishi Electric shares its perspective on market trends, technological innovation, and the industry's sustainable future.

1. How has the Turkish Air Conditioning Systems market performed in the domestic market during the first four months of the year? Which products have been in the highest demand?

Overall, we can say that Türkiye's Air Conditioning Systems market has maintained a positive growth trend. Climate change, urbanization, rising energy costs, and changing consumer expectations regarding living comfort are among the key factors driving demand in the domestic market.

The way people in Türkiye perceive air conditioning and use air conditioning systems continues to evolve. Today, consumers no longer view air conditioners simply as cooling products for the summer months. Instead, they evaluate them based on year-round usability, energy efficiency, operating noise, and their contribution to indoor air quality. Air conditioning is no longer seen as just a product, but as a technology that directly improves quality of life. As a result, we continue to see increasing demand for inverter split air conditioners, energy-efficient VRF systems, and products equipped with intelligent control technologies.

On the commercial side, VRF and heat recovery systems are particularly prominent in hotels, hospitals, residential developments, and office projects. Investors now regard air conditioning not only as a technical necessity, but as a strategic investment that contributes to energy management, comfort, operational efficiency, and sustainability. Products offering high energy efficiency, intelligent remote-control capabilities, and air purification features are among the categories receiving the strongest demand.

2. As you know, air conditioner sales typically increase during the summer months. Approximately how many units does the Turkish air conditioner market reach annually, what sales trend do you expect this year, and how significant is Türkiye in the global market?

According to data published by İSKİD and international market research organizations, the Turkish air conditioner market has achieved strong growth momentum in recent years. Looking specifically at the split air conditioner segment, the domestic market exceeds two million units annually.

Although demand naturally increases during the summer months each year, air conditioner demand has now moved beyond seasonality. As heating applications become more widespread, demand is becoming more evenly distributed throughout the year, creating a more sustainable market structure.

From a global perspective, the air conditioning industry continues to grow strongly. According to BSRIA, worldwide demand for cooling solutions has increased significantly in recent years. The widespread adoption of inverter technologies, the transition toward greater energy efficiency, investments in data centers, and the effects of climate change are among the key factors supporting this growth.

Türkiye stands out not only for its strong domestic market but also as one of Europe's leading manufacturing and export hubs. Türkiye's position as one of the largest VRF markets in Europe is a significant indicator of the country's importance within the industry.

Today, air conditioning is no longer considered a luxury. It has become one of the essential requirements for comfortable, energy-efficient, and sustainable living.

3. Approximately how large has the domestic market become in terms of value?

Today, Türkiye's Air Conditioning Systems industry is one of the strongest in the region, both in terms of domestic market size and export capacity.

When considering split air conditioners, VRF systems, commercial air conditioning solutions, ventilation systems, and heat pumps, the total value of the industry is estimated to have reached approximately USD 20 billion.

The transition to energy-efficient systems, urban regeneration projects, new residential developments, and commercial building investments continue to drive market growth. At the same time, Türkiye has gained significant momentum in air conditioning exports. According to the Turkish Exporters Assembly (TİM), the country's Air Conditioning Systems exports reached a record level of approximately USD 7.4 billion in 2025.

Thanks to its strategic location, providing access to Europe, the Middle East, and neighboring markets, Türkiye has become a critical manufacturing and export hub for global manufacturers.

4. What actions is Mitsubishi Electric taking in air conditioner manufacturing, and what is your production capacity?

At Mitsubishi Electric, our focus is not only on developing high-performance products but also on enhancing the overall customer experience through sustainable, energy-efficient, and long-lasting technologies.

Our approach goes beyond manufacturing products. We are committed to creating added value through engineering excellence, energy efficiency, digitalization, and sustainability. In particular, we

continue to focus on inverter technologies, intelligent control systems, and high-efficiency air conditioning solutions.

We see Türkiye not only as a sales market but also as a strategic hub for our regional operations. In addition, the activities carried out by one of our group companies, Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş., which operates in Manisa, make a significant contribution to Türkiye through manufacturing, exports, technology development, and employment.

5. In addition to the transformation taking place in the air conditioning industry in recent years, what technological innovations are helping reduce the carbon footprint of the sector?

Energy efficiency and reducing carbon emissions are at the heart of the transformation taking place in the Air Conditioning Systems industry. Inverter technology plays a critical role in this transition. Conventional on/off systems continuously start and stop while operating at full capacity, resulting in significant energy loss. Inverter technology, on the other hand, modulates its capacity according to demand, enabling much more efficient operation. This significantly reduces both energy consumption and carbon emissions.

In addition, the industry is now focusing not only on product performance but also on holistic energy management. Thanks to intelligent air conditioning systems, IoT integration, remote monitoring technologies, and SCADA platforms, systems can be monitored in real time, energy consumption can be optimized, and potential failures can be addressed proactively.

At Mitsubishi Electric, we are developing energy-efficient products, low-carbon technologies, and long-lasting systems in line with our Environmental Sustainability Vision 2050. Today, sustainability is no longer just an environmental issue—it is also an economic and social responsibility.

6. Heat pumps are among the most energy-efficient technologies available today. What regulations are driving their adoption worldwide, and which country represents the largest heat pump market?

As countries around the world pursue greater energy efficiency and carbon neutrality, heat pump technologies are becoming increasingly important. In Europe in particular, regulations aimed at reducing carbon emissions are encouraging the transition away from fossil fuel-based systems.

Today, many countries are strengthening their energy efficiency standards while supporting the adoption of low-emission, high-efficiency, electrically powered air conditioning systems. Heat pump technology plays an important role in this transformation.

Europe is at the forefront of this transition. Consumers are increasingly looking for solutions that provide not only cooling but also efficient heating, lower energy consumption, and more sustainable living through a single system.

According to preliminary data from the European Heat Pump Association (EHPA), heat pump sales across 16 European countries increased by an average of 10.3% in 2025. During this period, 2.62 million residential heat pump units were sold, bringing the total installed base across Europe to 28 million units.

At Mitsubishi Electric, we closely follow this transformation by developing solutions focused on high efficiency and advanced technology. We continue to invest in technologies that combine energy efficiency, intelligent control systems, and user comfort. In this context, we offer a broad portfolio of



heat pump solutions, including ECODAN, MEHP-IB, and I-BX-N, designed to meet a wide range of customer needs. Ecodan is one of the key examples of this approach. What truly differentiates us is our expertise in automation technologies. By combining our SCADA know-how with our climate systems solutions, we can respond quickly and effectively to customer requirements while delivering highly customized solutions.