
PRESS RELEASE

Demand for heat pumps continues to rise: 1KOMMA5° reaches the 10,000 mark in two years

- Since the beginning of 2024, 1KOMMA5° has sold over 10,000 heat pumps throughout Germany; globally, sales in 2025 rose by around 113 percent compared to the previous year
- The number of heat pumps installed in Germany in 2025 almost quadrupled compared to the previous year
- Cost reduction, lowering CO₂ emissions, and government subsidies are driving the demand for heat pumps in Germany

Hamburg, Germany, January 13, 2026 – 1KOMMA5°, the Hamburg-based energy company and cleantech unicorn, has sold more than 10,000 heat pumps in Germany over the past two years. Across all markets, sales in 2025 have more than doubled compared to the previous year. The German market is a particular growth driver. Due to sustained high demand, some orders have already been carried over to the new year.

"We have achieved tremendous growth in the heat pump sector, despite the economic crisis and a continuously challenging market environment. We nearly quadrupled the number of heat pumps installed in Germany in 2025 compared to the previous year. Homeowners know that heat pumps are the heating technology of the future and can pay for themselves quickly when controlled intelligently and when households can participate in the electricity market," **explains Philipp Schröder, Co-Founder and CEO of 1KOMMA5°**. "Two things will be particularly important in the future: a predictable reduction in subsidies and the further strengthening of European value creation in the heating sector. We then expect that demand will continue to rise this year."

While gas will become increasingly expensive in 2026 and in the coming years due to rising grid fees and CO₂ pricing, the cost of heat pumps continued to fall slightly in 2025. At the same time, it is unclear whether heat pump subsidies will continue under the new legislation (Gebäudeenergiegesetz), creating uncertainty among consumers. While gas heating systems are cheaper to purchase, they are significantly more expensive over the long term.

"The cost of electricity is more decisive for the economic efficiency of a heat pump than subsidies," **says Jannik Schall, co-founder and Chief Product Officer of 1KOMMA5°**. "Those who combine a heat pump with photovoltaics, batteries, dynamic electricity tariffs, and intelligent

1KOMMA5°

control can drastically reduce their heating costs – often by up to 70 percent compared to an old gas heating system in a typical single-family home. This applies not only to new buildings but also to existing ones. This can save thousands of euros every year, despite higher acquisition costs.”

With Heartbeat AI, households become part of 1KOMMA5°'s virtual power plant, which connects customers to the electricity market and controls electricity generation and consumption in sync with wind and solar power. The artificial intelligence connects the steerable devices such as heat pumps, solar, and energy storage systems into an integrated overall system and controls a household's energy supply fully automatically. Households purchase electricity when it is particularly cheap and clean, and sell surplus electricity back to the grid when prices are highest. This allows households to benefit directly from the volatility of renewables, while also stabilizing the grid. Heartbeat AI also increases the cost-effectiveness and lifespan of the connected systems.

Heat pumps are already widely used in Scandinavia and have now become standard in new buildings in Germany. In Germany, almost one in two people would choose a heat pump as their new heating system. Cost is a key factor in purchase decisions, but climate protection and government subsidies also play an important role. This was the result of a [representative YouGov survey commissioned by 1KOMMA5°](#) in November.

The heat pumps are installed through a network of local, certified 1KOMMA5° installers. The company operates over 80 locations worldwide and is continuously expanding its regional presence – most recently, 1KOMMA5° took over a [local family business in the Rhineland](#).

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More information and press imagery: <https://1k5.link/press-kit>

About 1KOMMA5°

1KOMMA5° is a leading provider of carbon-neutral energy, heating and mobility. Founded in Hamburg, Germany, in 2021, the energy company operates around 80 locations in 7 markets worldwide, serving as the one-stop shop for intelligent, integrated energy solutions such as photovoltaics, energy storage systems, heat pumps, air conditioning and EV chargers. Its core technology is Heartbeat AI: the artificial intelligence currently optimizes more than 50,000 systems, creating Europe's largest virtual power plant that connects customers with the energy market and controls electricity generation and sales in time with the wind and sun. 1KOMMA5° has already installed over 300,000 decentralized, controllable energy systems. By 2030, the company aims to convert more than 1.5 million buildings to a climate-friendly energy supply, thus contributing to achieving the Paris climate targets. 1KOMMA5° is one of the fastest and most profitable growing start-ups in Europe.

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