

Survey on summer heat: Almost half of the Europeans surveyed feel strongly affected

Bosch survey in seven countries shows growing interest in modern air conditioning solutions

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- ▶ Sleep and productivity suffer: More than one in four respondents report sleep problems or lower productivity in everyday life.
- ▶ Air conditioning in focus: 43 percent of all respondents already own an air conditioner, while 37 percent are interested in purchasing one.
- ▶ When a fan alone is no longer enough: In Germany, only just over one in three respondents (38 percent) are satisfied with their current measures to protect against the heat.

Wetzlar – One year after strategically expanding its air conditioning business, the Bosch Home Comfort Group conducted a consumer survey. A total of 2,097 private individuals from Germany, Italy, Spain, Bulgaria, Sweden, Türkiye, and France were surveyed about their perception of the prolonged summer heat.¹

Heat waves affect everyday life and performance

Almost half of the respondents (46 percent) in the countries surveyed feel strongly or very strongly affected by the summer temperatures. The heat most frequently restricts everyday life: 28 percent report sleep problems on more than four days a week, while 27 percent report lower productivity.

So far, respondents surveyed in the seven countries also use traditional methods to protect themselves from the heat: 68 percent ventilate extensively, 58 percent close windows or shutters during the day, and 46 percent switch on a fan. Almost half of the respondents (45 percent) already use a portable or permanently installed air conditioning unit.

¹ Online survey of 2,097 private individuals in seven European countries – including Germany, Italy, Spain, Bulgaria, Sweden, Türkiye, and France. Survey period: July 2026

Significant differences in ownership and purchase interest

The comparison between countries shows significant differences in air conditioning ownership, while the picture is reversed when it comes to purchase interest: In Germany, only 16 percent of respondents currently own an air conditioner, compared with 64 percent in Italy. Interest in Germany is growing, however: 54 percent of German respondents are interested in purchasing an air conditioning unit. In Italy, this figure is only 27 percent due to the already high ownership rate.

More than one-third of all respondents are generally interested in buying an air conditioning unit. Of these, more than half (54 percent) plan to buy a new unit within the next two years.

Germany: Only 38 percent satisfied with their measures to protect against the heat

In Germany, traditional methods to protect against the heat appear to be reaching their limits: Only 38 percent of respondents are satisfied with current measures such as using fans, taking cold showers, or keeping windows closed. Significantly more satisfied with the options available to them are people in Spain (57 percent), Italy (56 percent), and Bulgaria (74 percent). These are countries in which more than half of respondents already own an air conditioning unit. Sweden appears the most relaxed: In summer 2026 one in four Swedes surveyed (24 percent) feel strongly affected by the heat. In Germany, the heat is a problem for almost one in two people (47 percent), while in Türkiye, three-quarters (74 percent) of respondents feel strongly or very strongly affected by extreme temperatures.

Bosch Home Comfort Group lays the foundation for comfortable indoor climates worldwide

The results make one thing clear: As temperatures rise in Europe, the need for efficient and reliable cooling solutions for residential applications is growing. With its strategic acquisition in 2025, the Bosch Home Comfort Group has pooled its international expertise and brand portfolio. This gives the company the ideal prerequisites for offering households and trade partners around the world tailored solutions for a healthy and comfortable indoor climate.

Press photos and infocharts are available on the Bosch Media Service at www.bosch-press.com.

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About the Bosch Home Comfort Group

The Bosch Home Comfort Group is a global provider of efficient heating, ventilation, and air conditioning (HVAC) solutions with an innovative product portfolio adapted to regional needs. Following its landmark strategic acquisition in the residential and light commercial HVAC business in August 2025, the company unites a comprehensive portfolio of global and regional brands, including Bosch, Buderus, Hitachi, and YORK®. The Bosch Home Comfort Group employs 24,000 people worldwide and has a strong market presence in the Americas, Asia, and Europe / Middle East / Africa, with an international production development network at more than 50 locations. The Bosch Home Comfort Group stabilized its sales at around 4.4 billion euros in 2025 (excluding the newly acquired units).

For more information, visit www.bosch-homecomfortgroup.com

*The **Bosch heating and air conditioning brand** offers innovative solutions for heating, cooling and greater comfort and well-being throughout the home. The product portfolio comprises efficient heat pumps, hybrid solutions, solar thermal systems, electric water heaters, air conditioners as well as intelligent energy management systems including home charging solutions for electromobility. The product portfolio is complemented by a comprehensive range of digital tools and services that facilitate the daily work of HVAC professionals. The technical solutions from Bosch cover all requirements of new buildings and modernization projects and are quick and easy to install, simple to maintain and effortless to connect. For maximum comfort and well-being in your own home, Bosch also offers solutions for better air and water quality. These include home ventilation systems, air purifiers and bathroom fans for clean and fresh air, and water softeners for perfect water quality throughout the home. The "Well-being" portfolio of the Bosch heating and air conditioning brand is completed by infrared panels, bathroom radiators, electric heaters and other indoor climate solutions.*

For more information, visit www.bosch-homecomfort.com/global/en/