



Press Release

Free shecco market report: CO₂ Commercial Refrigeration in the EU

Brussels, 19 June 2009- To help the supplying industry and decision makers analyse threats and opportunities for the natural refrigerant CO₂ in European supermarkets, shecco today offers its first market overview 2009. The summary, free to be downloaded from shecco.com, is based on conclusions drawn from several of shecco's tailor-made market analyses.

In times when economic constraints, consumers' demands, and legal pressure have mounted to form one of the biggest challenges the retail industry has been facing so far, the need for more sustainable ways of producing, trading, and storing foodstuff has become crucial. Where business-as-usual strategies do not offer a future-proof solution to the climate crisis we are facing today, natural refrigerants have found their way back into supermarkets of tomorrow. Especially CO₂, currently making inroads in Scandinavia, has attracted the interest of major retail chains in the EU. Steadily rising numbers of CO₂ (R744) transcritical and subcritical installations speak a clear language.

Based on several extensive tailor-made market analyses and partner assessments carried out this and last year, shecco today offers a summary of main policy and industry trends moving the European market for CO₂ commercial refrigeration systems. The 25-pages overview outlines major legislative initiatives at the EU and national levels with an impact on a wider market uptake of R744 solutions. Looking at the conditions in Denmark, Sweden, Norway, the UK, Germany, Belgium, France, Switzerland, Spain, and Italy, the summary tries to answer some of the most pressing questions from companies considering to invest in the supply and purchase of R744 supermarket systems. Using publicly available data, but more importantly face-to-face meetings and first-hand research among the industry, the overview provides concrete figures of CO₂ installations in the EU today and gives an overview of how many companies are already active or willing to invest in CO₂ Technology in the near future.

Helping you to make the right decisions

"We know how difficult it is at times to understand the market and gather all the right data in one place to make the right investment decisions, especially in difficult economic times or when quick moves are crucial to grow an innovative business. shecco's customised market research reports and partner assessments can help you to thoroughly scan the market, identify threats and opportunities, and find the right facilitators to bring your technology "faster to market", says Nina Burhenne, Marketing Manager, shecco.

"This short overview of the European market for CO₂ commercial refrigeration just serves as an example of what shecco can do to provide you with reliable information you need to

sound out possibilities of future commercial relations and projects, or simply analyse competition already existing.”

Contact us

If you are interested to learn more about the tailor-made market research and partner assessments shecco offers in the field of natural refrigerants (commercial refrigeration, heat pumps, MAC) and electric vehicle technology, contact:

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After seven years within the Norwegian conglomerate Norsk Hydro, shecco is now an independent company based in Brussels, Belgium. shecco supports over 70 customers worldwide with a variety of marketing and communication services to help bring climate friendly technologies faster to market.