

Chile: Sales of heaters come along with the environmental and health care



Chile is now in the mid-autumn and temperatures have been dropping, especially during nighttime and early morning. Consequently, Chileans have started to warm their houses: winter approach at a fast pace.

From May to October, 68% of the monthly expense in energy is allocated to heating and if this is inefficient, the level of pollution increases considerably and the quality of the indoor and outdoor air pollution gets worst, affecting the health of the population. In consequence, the need to heat a house acquires more relevance and the market offers several options, according to the needs of customers. But which are the alternatives?

As reported by the Chile's Ministry of Environment, it is easy to find a heating system with affordable prices in the market. There are a wide variety of models and prices. The type of heaters available are as follows:

- **Kerosene:** This type of heater is cheap, and the consumption of fuel is easy to control, but the need to refill it constantly, put at risk the security and health of people. When filling a kerosene heater, there is an opportunity for the fuel to vaporize and create an odor in the air and releases particulate matter, such as sulfur dioxide, and nitrogen oxides, elements that cause the indoor air pollution. Therefore, it is important to fill the heater in a garage or outdoors. The monthly consumption reaches approximately US\$75.-
- **Liquid Petroleum Gas (LPG):** Just like kerosene, LPG is cheap and has a good heating capacity but pollutes indoor environment through carbon dioxide. This type of heater has an average monthly consumption that amounts to US\$87.-
- **Electricity:** There are several technologies, but we cannot forget that some are more secure than others. Even though, they do not produce air pollution as other sources, its heating capacity is lower than the rest and has a higher cost. The average monthly usage is US\$135.-

นโยบายภาครัฐ เศรษฐกิจการลงทุน แนวโน้มการตลาด รายงานสินค้าและบริการ อื่นๆ

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กรมส่งเสริมการค้าระหว่างประเทศ
563 ถนนนันทบุรี ตำบลบางกระสอบ อำเภอเมือง
จังหวัดนนทบุรี 11000

Thai Trade Center
Av. Andrés Bello 2777, Of.2802,
Las Condes, Santiago, CHILE

Phone: +56 2 2203 3386
+56 2 2203 3387
E-Mail: thaitrade@ttcsantiago.cl

- **Firewood:** It is known to have a great heating capacity with low cost. However, it has a low combustion efficiency, depending on the quality (humidity) and the use and handling. Hence, it produces more air pollutant emissions and are prohibited during some days of serious environmental pollution. The monthly energy expenditure gets to US\$72.-
- **Wood pellet:** This type of heater is known as having a most expensive cost of purchase and installation as the previous cases. However, pellet is a cheap fuel and produces less air pollutant emissions. In terms of cost, it can rise to US\$75.-
- **Natural gas:** Its combustion produces low air pollutant emissions, but it consumes the oxygen of a room. Likewise, the heater must be connected to a natural gas supply network, in order to work. The cost of the heating equipment is expensive and sometimes it is even necessary to install new pipes. The monthly energy consumption gets to US\$87.-.
- **Split heater:** also known as reversible air conditioning unit or split inverter because the objective is to heat and cool a space, depending on the season. This is a very efficient and economic option, even though, it exists an initial high investment due to the need of an especial installation. However, the advantages are over the disadvantages: best quality, useful time, energy efficiency, among other factors. The expenditure gets to US\$61.-

In this regard, home improvement stores and department stores are driving their customer to prioritize their purchase decision, not only in terms of savings but also to choose an efficiency and sustainable heating system, considering environmental care. To cite an example, the home improvement store “Easy” www.easy.cl relaunched this year the campaign “Renew your heater”, in order to boost the use of clean energy, such as the electric heaters. The client must take any type of heater and the company will offer 30% off, if the customers pay with the company’s credit card under their own brand or 20% off with any other payment method, choosing any electric heater among their 100 products of the participant brands; Nex, Betterlife, Havel, Thorben, Kendal, Ursus Trotter and Well, said Cristián Jure, Sales Manager of the company.

The company stated that it sold more than 1 million units and for this year the company forecasts a growth of 14%. The most sold are electric heaters, firewood and wood pellet stove. New Trend for this year is smart heaters, including Wi-Fi technology which you can control through a remote application and pellets stoves which do not have environment restrictions and can be used in Chile due to the low air pollutant emissions as well as its heating capacity.

The Chilean heating sector has been constantly growing. Low temperatures due to the global warming have push customers to find alternative options, corresponding to needs and their pockets.

Thai companies must consider that the “slogan” of the country, in terms of environmental care but always accompanied by the cutting-edge technology and affordable prices.

Source: www.america-retail.com
www.top-ten.cl

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