

# Pellet Fuels Institute Membership Meeting

**Breakfast**  
**Thursday, March**  
**14, 2013**

**Don Johnson**, *HPBA*  
*Director of Market*  
*Research*



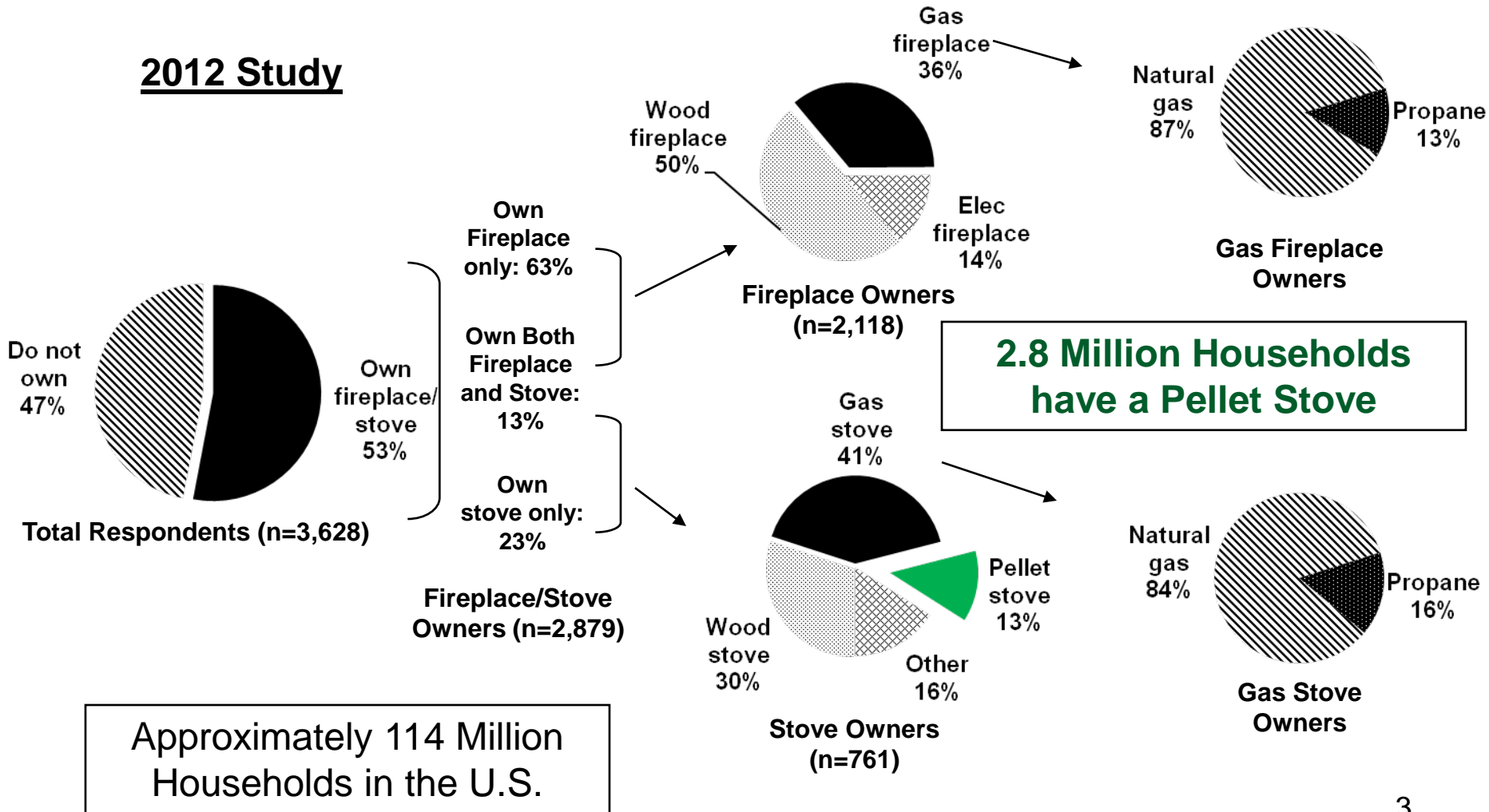
# Agenda

- Hearth appliance shipment statistics
- Pellet appliance shipment statistics
- Biomass central heating shipment statistics

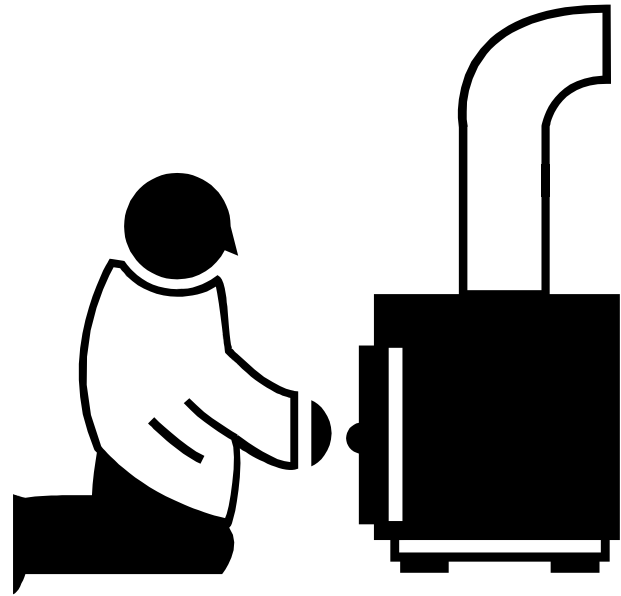


# Own Fireplace/Stove in Primary Residence

## 2012 Study



# ***“Top of the Line” Hearth Industry Shipment Statistics***



# “Top of the Line” Hearth Shipment Statistics

- Generated with HPBA’s *Quarterly Industry Survey*
- Data released at HPBExpo
- Posted on web site shortly after HPBExpo



# U.S. Hearth Appliance Shipments in 2012



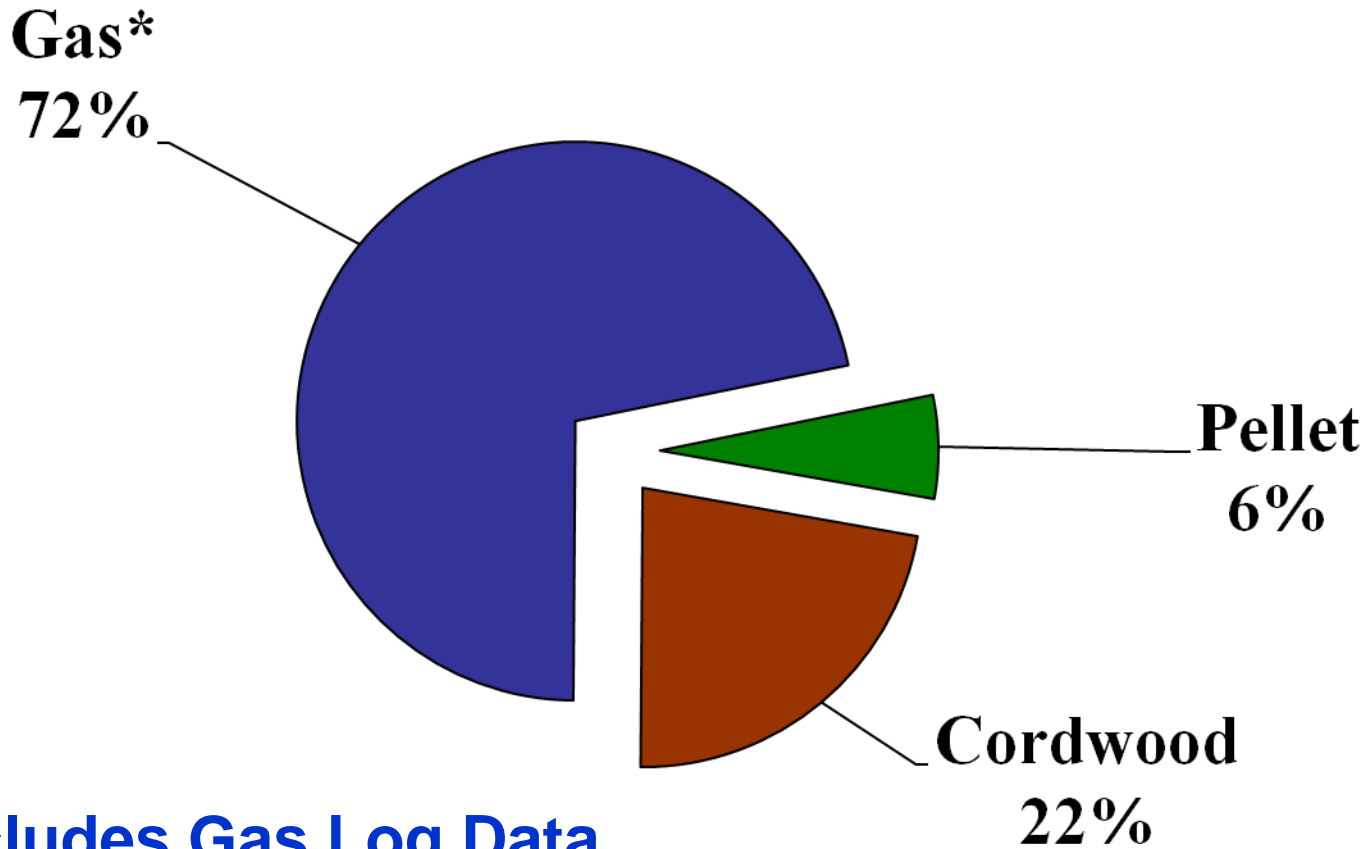
- Cordwood – 180,063
- Gas – 577,776\*
- Pellet – 48,277
- **TOTAL – 806,116**

\*Includes an Estimated 225,600 Gas Logs

Electric Hearth Appliance Shipments in  
North America – 1,500,000

**Note: Gas Log and Electric Data Estimated Annually**

# Hearth Appliance Shipments by Type of Fuel -- 2012

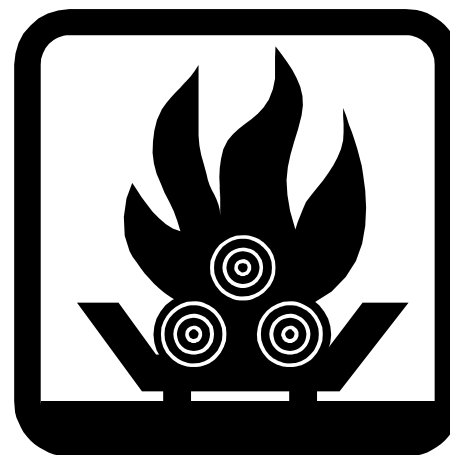


**\*Includes Gas Log Data**

# Between 2011 and 2012 . . .

- **Cordwood** appliance shipments **decreased -9%**
  - From 197,181 to 180,063
- **Gas** appliance shipments **increased 1%**
  - From 573,468 to 577,776
- **Pellet** appliance shipments **decreased 23%**
  - From 62,454 to 48,277

Overall, industry  
**decreased 3%**  
between 2011  
and 2012

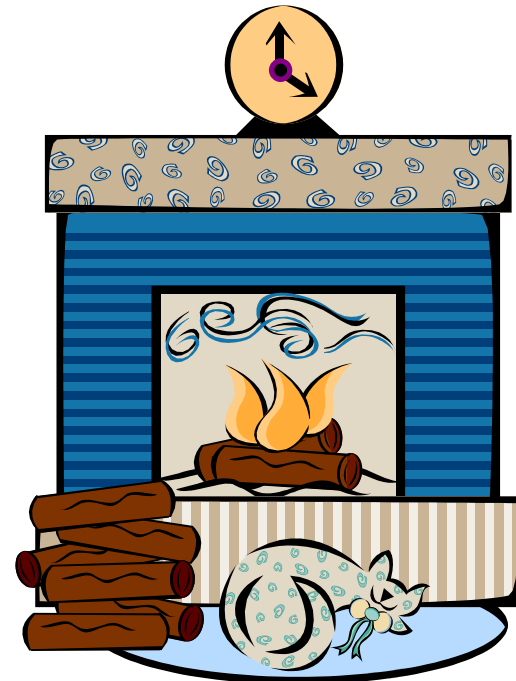




# Since 1998 . . .

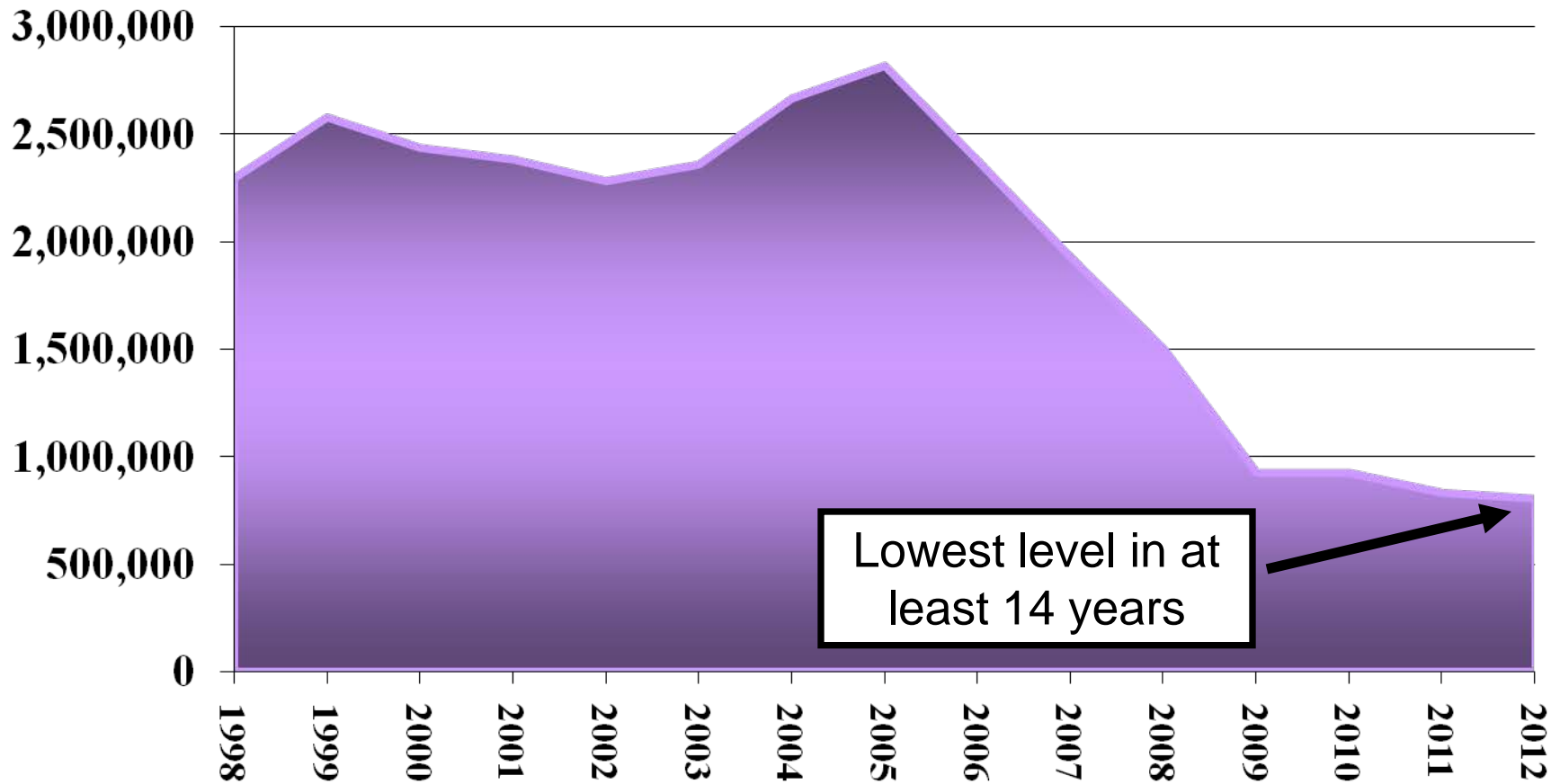
- **Cordwood** appliance shipments **decreased 72%**
  - From 652,500 to 180,063
- **Gas** appliance shipments **decreased 64%**
  - From 1,611,750 to 577,776
- **Pellet** appliance shipments **increased 42%**
  - From 34,000 to 48,277

**Overall, industry  
decreased 65%  
between 1998  
and 2012**



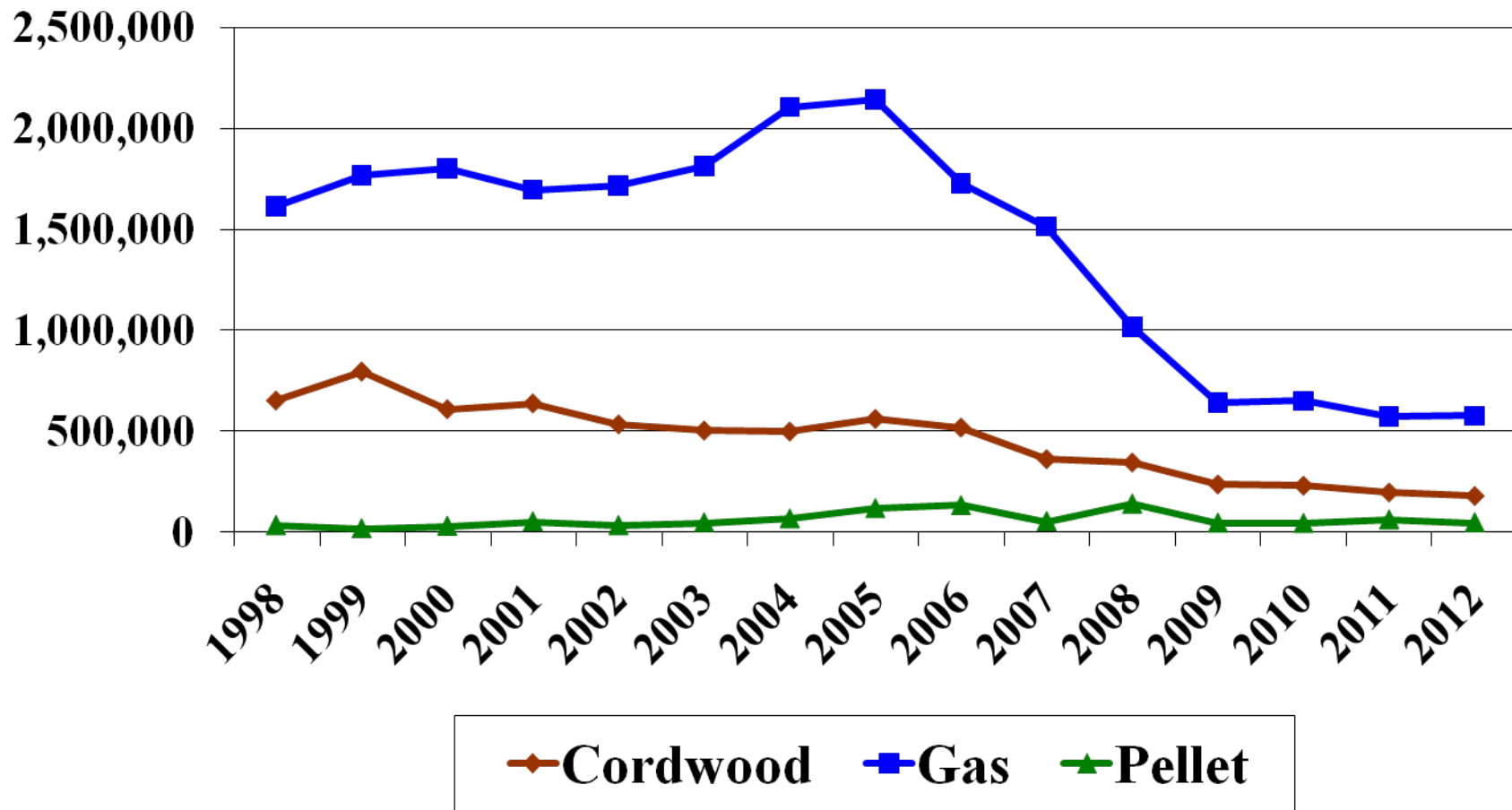
# Total U.S. Hearth Appliance Shipments

1998--2012



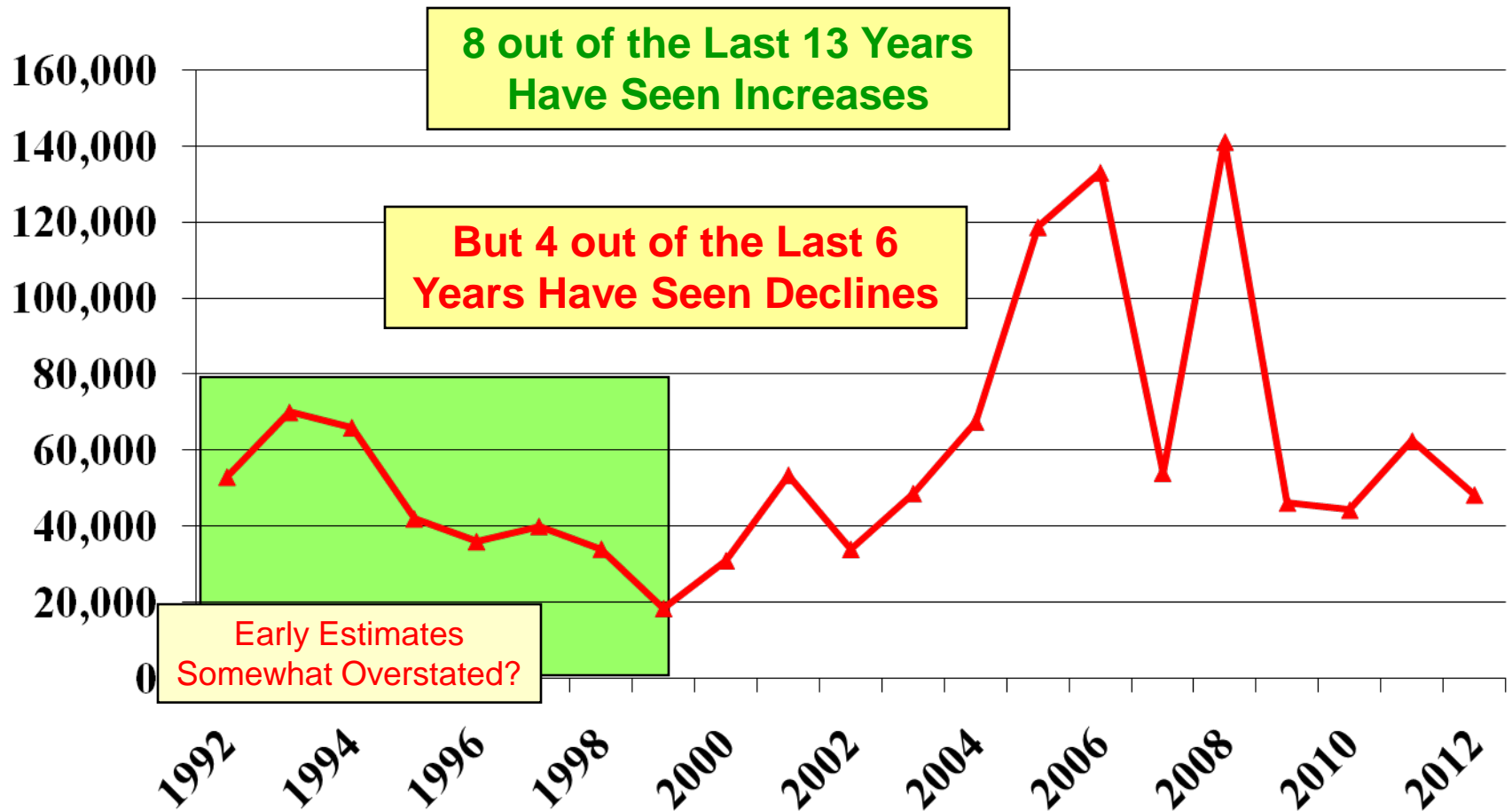
# U.S. Hearth Appliance Shipments

1998--2012

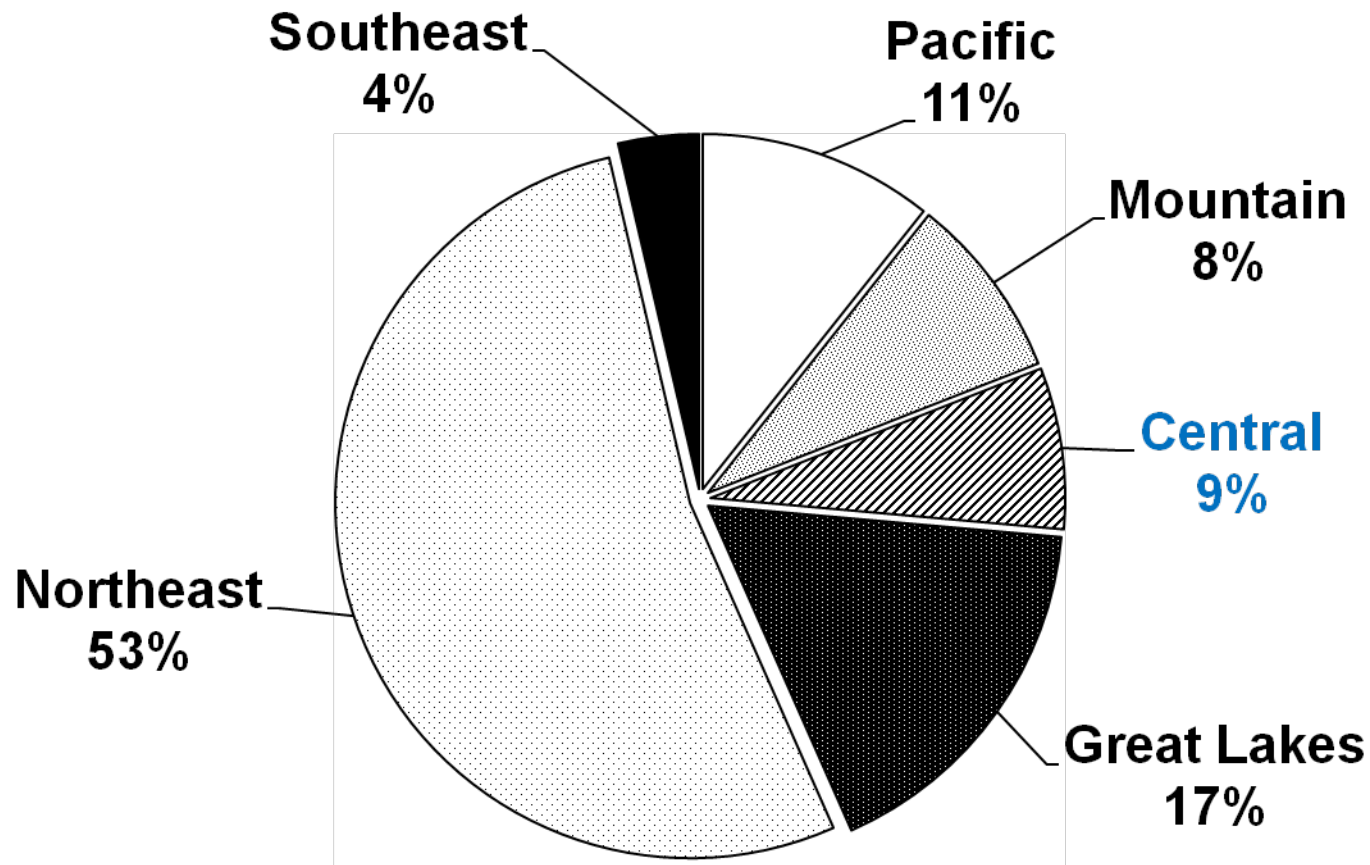


# U.S. Pellet Appliance Shipments

## 1992--2012

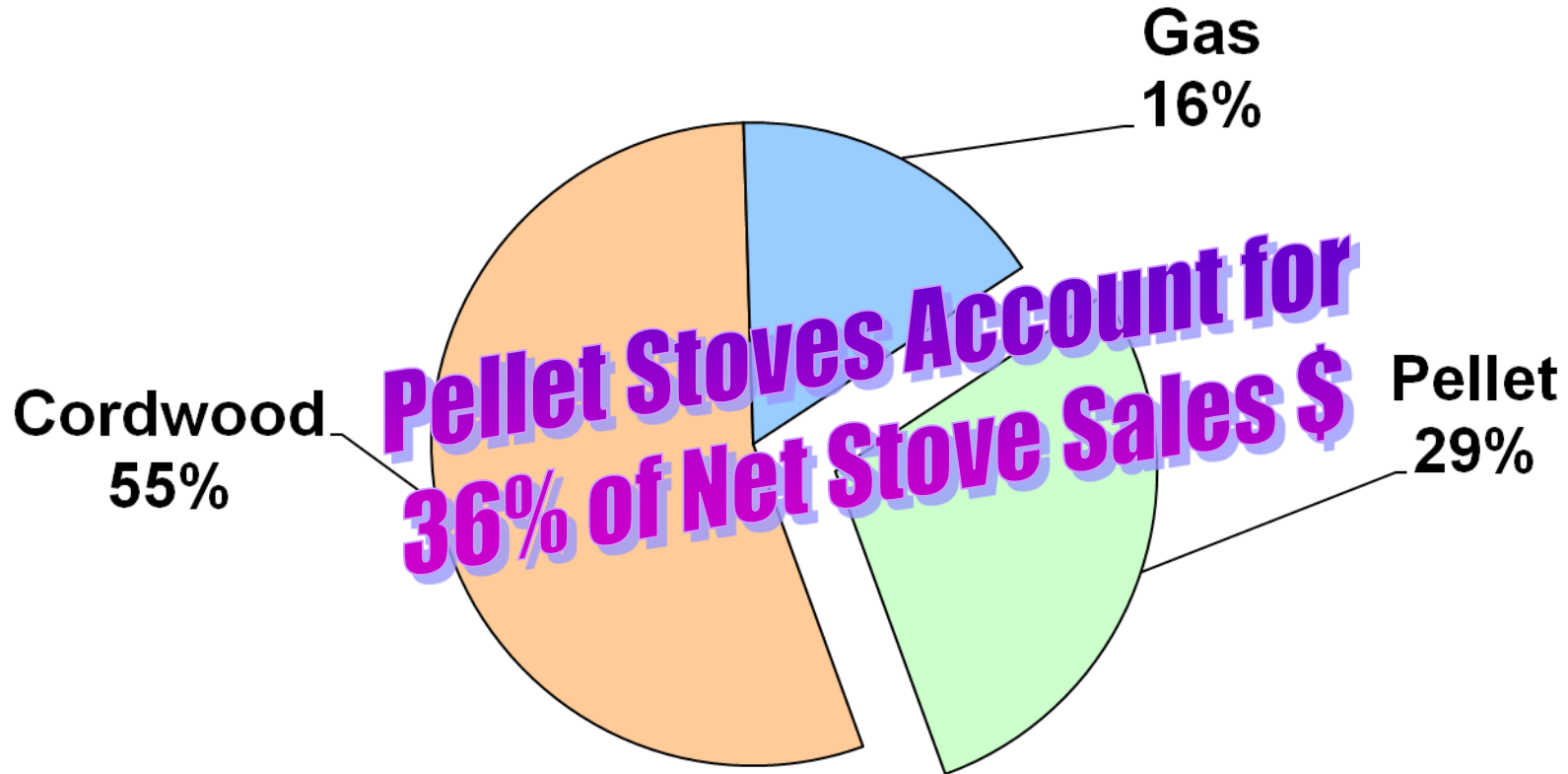


# U.S. Pellet Appliance Shipments 2012



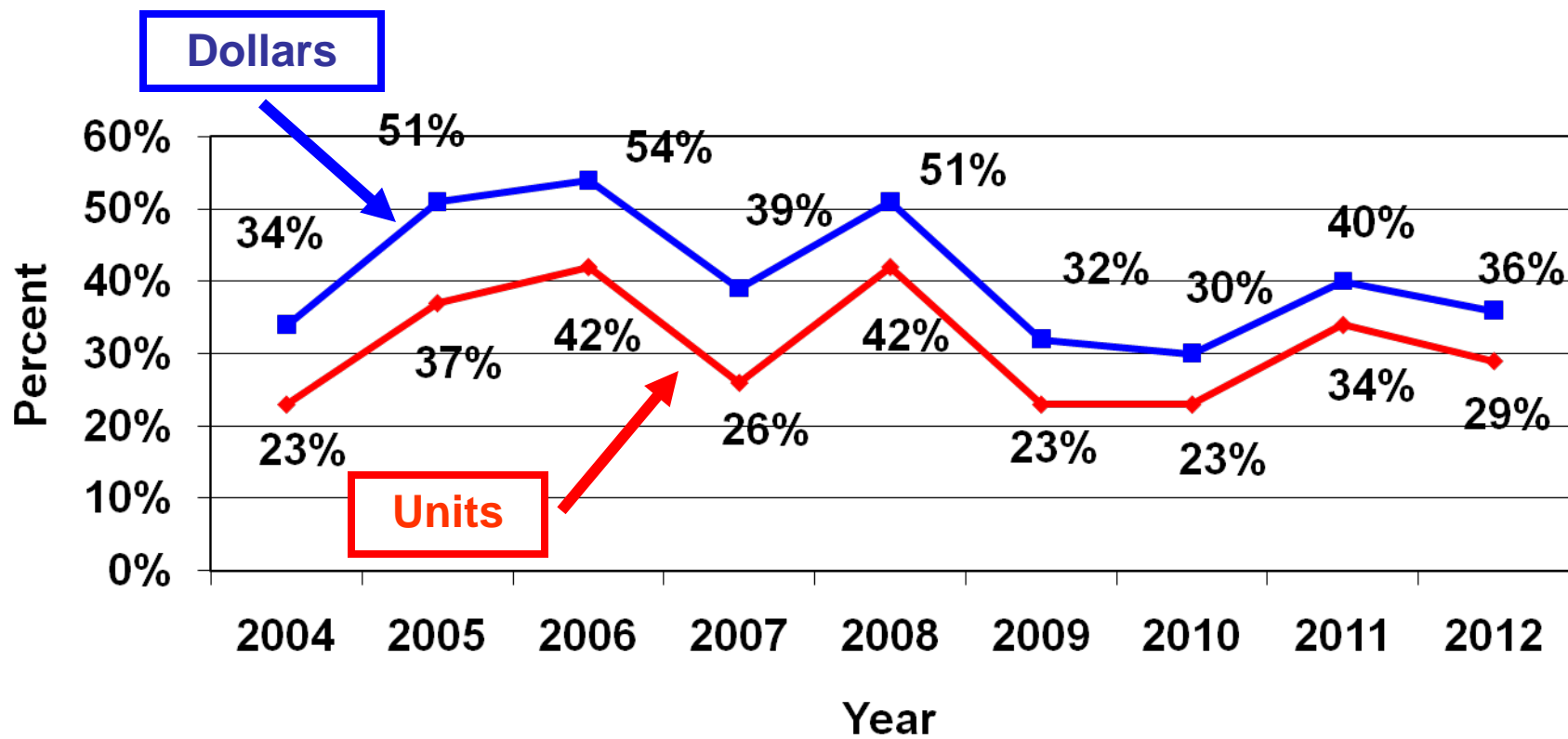
# U.S. Freestanding Stove

## Appliance Shipments by Type of Fuel -- 2012



# Pellet Stoves vs. Freestanding Stoves

## Percent of Pellet Stoves vs. Freestanding Stoves 2004-2012



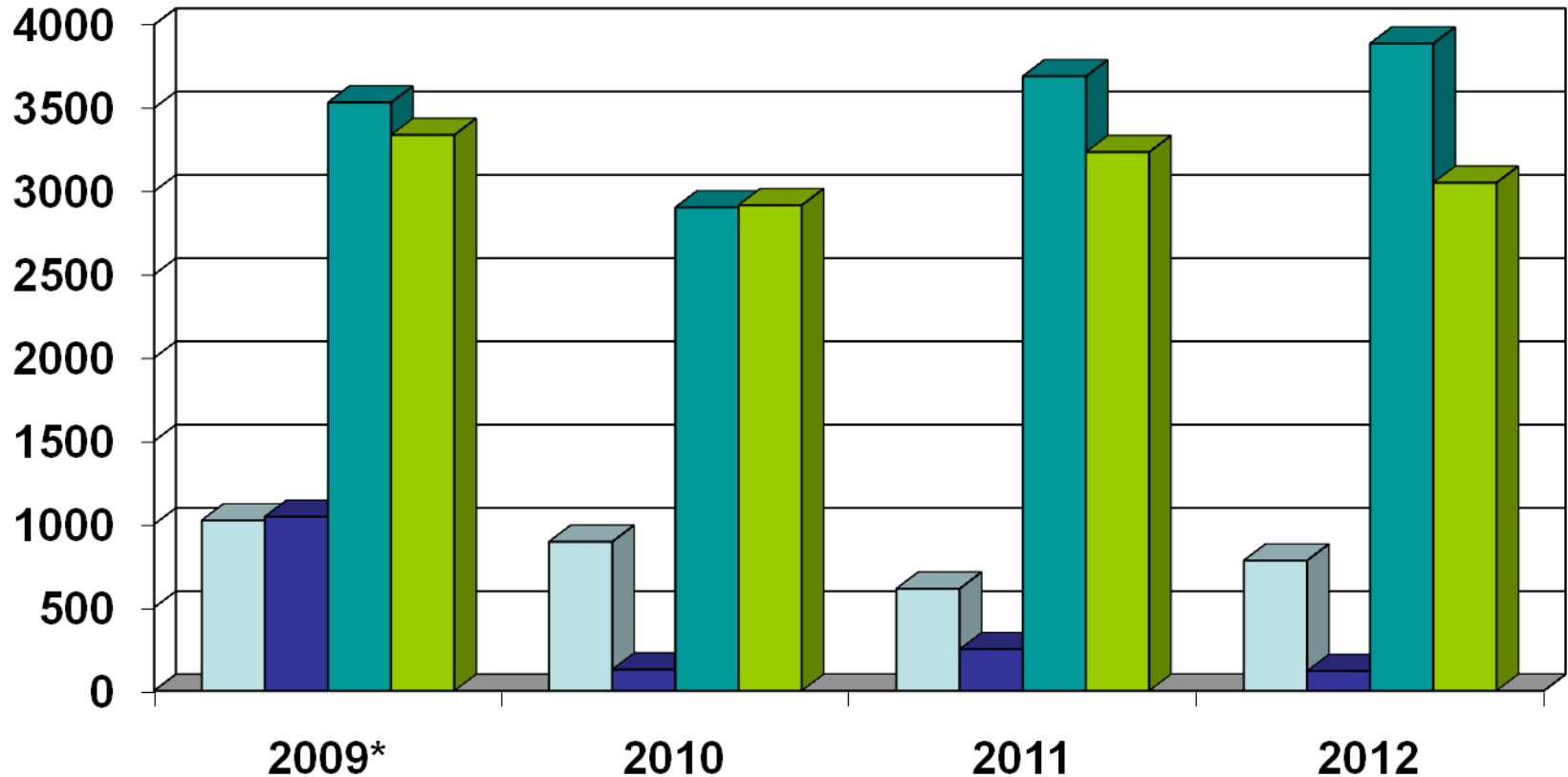
# Central Heating Systems Fueled with Biomass Fuels



- Program started 2Q09
- Two categories collected:
  - Central Heating Systems fueled with Pellets
  - Central Heating Systems fueled with Cordwood/Wood Chips



# Central Biomass Heating Units Shipped Since April 2009



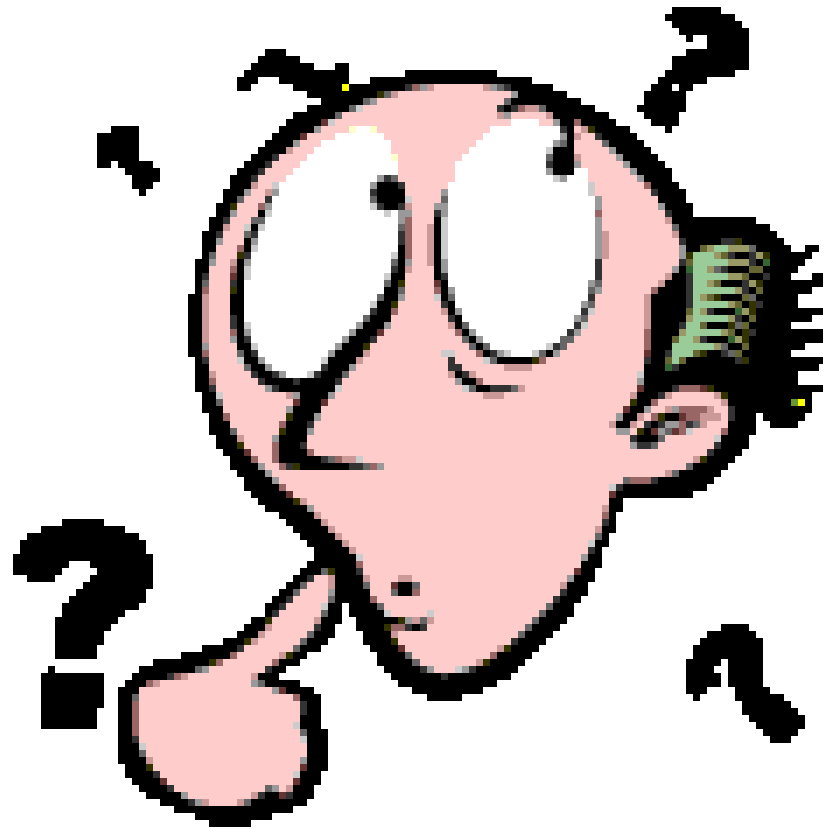
■ Pellet (US)   ■ Pellet (Canada)   ■ Wood Chip (US)   ■ Wood Chip (Canada)

\*April 2009 through December 2009

# Pellet Appliance Observations

- Pellet Appliance Shipments and Sales are the most **volatile** in the hearth industry
- When the consumers view the price of **heating their home to be expensive**, then **sales and shipments dramatically increase**
- When the consumers view the price of **heating their home to be reasonable**, then **sales and shipments are much less robust**





***Questions?***