

# HVAC Contractors Adapt Demand Strategies as Equipment Shipments Decline, Industry Signals Show

*Contractors maintaining demand-focused digital visibility report steadier replacement inquiries amid market slowdown*

LEONARDTOWN, MD, UNITED STATES, February 3, 2026 /EINPresswire.com/ -- As HVAC manufacturers report reduced equipment shipments, contractors across the United States are adjusting how they generate replacement demand in response to shifting homeowner buying behavior.

**“**

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*Justin Riley CEO of UpFrog*



UpFrog Logo

During a recent earnings call, Lennox reported a 32% year-over-year decline in HVAC units shipped, reflecting softer market conditions and cautious contractor spending. While many companies have responded by reducing marketing activity, early indicators suggest that contractors maintaining demand-focused digital visibility are experiencing more stable replacement inquiry levels.

According to Upfrog, a contractor marketing platform working with HVAC companies nationwide, [HVAC contractors using social media advertising](#) paired with

early pricing context saw more consistent replacement engagement through late 2025 and into early 2026.

“Replacement demand hasn’t disappeared — it’s shifted,” said Justin Riley CEO Upfrog. “Contractors who rely exclusively on emergency-driven marketing feel slowdowns immediately. Those influencing decisions earlier in the cycle appear less exposed to volatility.”

Market Conditions Create New Demand Dynamics

Several factors appear to be shaping contractor outcomes during the current cycle.

Reduced advertising competition has lowered digital auction pressure as some contractors pull back spend. At the same time, platform-level delivery improvements — including Meta's recent Andromeda optimization changes — have improved message-to-homeowner alignment earlier in the buying journey.

Industry observers also note that homeowners are increasingly researching replacement options before system failure. Contractors introducing education and cost expectations earlier report fewer stalled sales conversations and better-qualified inquiries.

### Strategic Implications for 2026

With equipment shipments down and consumer confidence uneven, analysts suggest 2026 may represent a pivotal year for HVAC contractors reevaluating their demand-generation strategies.

"Periods of contraction often reward consistency over reaction," the Upfrog spokesperson added. "Contractors who maintain visibility and align messaging with how homeowners now buy are better positioned to capture share when confidence rebounds."

### About Upfrog

Upfrog is a contractor marketing platform focused on demand-driven advertising and pricing transparency for HVAC, roofing, and garage door companies. The company works with contractors nationwide to align marketing and sales processes with modern homeowner buying behavior.

For more information, visit <https://upfrog.com>.

SOURCE: Upfrog

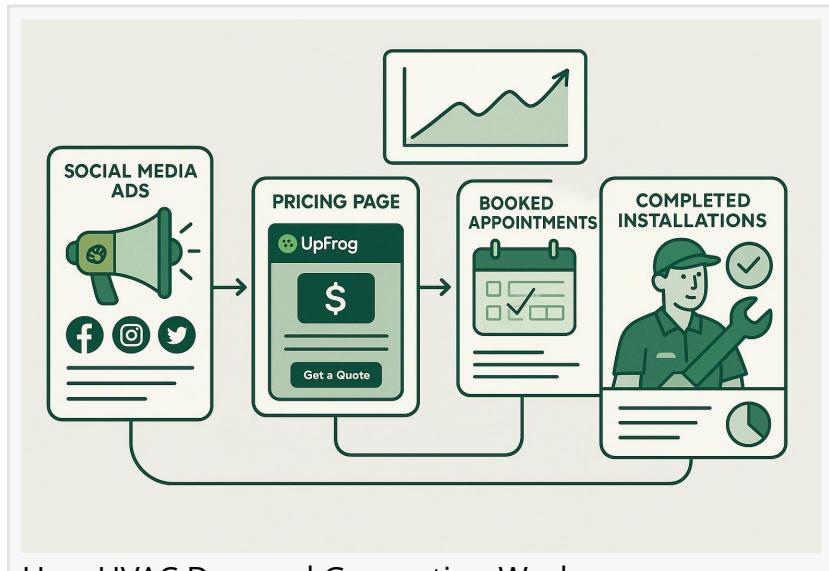
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