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By the numbers: the home appliance industry in 2018-2019

The goals of a climate-neutral Europe are one step closer. In 2018 and 2019, the home appliance industry is on record as reporting significant trends in favour of a better and cleaner future for the region. This growth pattern is being severely jeopardised by the global challenge posed by COVID-19, that is requiring all possible efforts in place to be overcome. A trend that, however, the home appliance industry wants to keep feeding, in the interest of all Europeans and of the environment.

"The 4th [home appliance industry report](#) shows the figures of a sector that keeps up with the times" says Paolo Falcioni, APPLiA's Director General. Not only are industry's achievements showing that circularity and resource efficiency are watchwords for the sector, but also that smart appliances are counting on a growing number of users that see in their functionalities the potential to ease their everyday lives. "We cannot expect these results to keep growing as if nothing had happened" said Paolo Falcioni, referring to the current crisis, "decisive actions from the Commission and all EU decision-makers are prerequisites to help us preserve these figures."

One of the novelties of this year is the snapshot on energy efficiency targets achieved in the last decade by washing machines and dishwashers. In 2018, 68% of the washing machines sold were A+++, a number corresponding to an only 2% in 2008. As for dishwashers, 99% of the total dishwashers that have entered consumers' houses in 2018 have an energy label of A+++, A++ or A+. "The numbers on energy efficiency boosted by our sector in Europe are remarkable and give tangible evidence of how much has been done over the years." commented Paolo Falcioni. "Our sector builds on an evidence-based approach, through which we can see, year by year, the achievements of our dynamic and forward-looking industry" he added.

Relevant figures are depicted also for smart appliances, which are undergoing a constant and growing trend that will count on 31 million users in Europe by 2024. Numbers show that connected home appliances are already amongst the smart devices consumers find most appealing and, consequently, are most willing to buy. This flourishing tendency, supported by a +13% Research and Development growth at EU level, promises not to stop in an Europe fully fit for the digital age.

On a global scale, Europe maintains the second highest share of units traded, while the home appliance industry reports a rising workforce as well as a growing market value.



The figures shown throughout the report prove, for another year, the home appliance industry to be an active stakeholder in the transition towards a climate-neutral Europe and a committed actor in achieving the goals set by EU policy makers. Now, a pathway that needs an additional boost to be walked with the same speed.

APPLiA - Home Appliance Europe represents home appliance manufacturers from across Europe. By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 50 billion, investing over EUR 1.4 billion in R&D activities and creating nearly 1 million jobs.

