

Statement from Industry Leaders of EU Home Appliance Brands



Home appliances play a vital role in the European economy and society. Products such as fridges, washing machines, and irons are present in the home of all European households, highlighting their importance in our everyday lives. The Single Market for products has provided consumers across Europe with lower prices, greater choice, and improved quality for a wide range of goods. **Today, there are about 130 home appliance manufacturing facilities in Europe for a total of over 1 million jobs** supported by the industry, contributing an added value of €79 billion to the European GDP.

With the start of the new European mandate, it is a critical time to define the future of Europe's industrial landscape. The leaders of 25 top European home appliance brands reaffirm their commitment to delivering sustainable and innovative products to consumers. However, a number of challenges threaten the competitiveness of the industry demanding urgent and collaborative action between policymakers and the sector.

Our shopping list for EU policymakers

- **Mitigate rising cost pressure:** The cost of raw materials, energy, and logistics has been increasing significantly, putting pressure on the competitiveness of the industry. The Draghi Report outlined a concrete risk of business disruption and leakage. We need stability and predictability along with secure access to critical raw materials and energy at competitive prices.
- **Streamline the regulatory environment:** The increasing volume and complexity of regulations at both the EU and Member State levels pose significant challenges. The lack of harmonisation of EU policies and between EU and national legislation creates compliance difficulties and diverts resources from innovation and investment. We urge policymakers to streamline and simplify the regulatory framework to avoid undermining the competitiveness of European manufacturers.
- **Enhance the Single Market:** Despite the progress made in European integration, the Single Market for home appliances remains fragmented, with significant differences in standards, regulations, and market access across Member States. We call for further harmonisation and integration of the Single Market to create a level playing field and facilitate cross-border trade.
- **Ensure a competitive global market:** We believe in fostering a fair and competitive global marketplace. We encourage policymakers to ensure that all companies, regardless of their origin, adhere to the same high standards for environment and consumer protection, thus creating a level playing field for all businesses operating in the European market and beyond.