

HOME APPLIANCE SECTOR OUR CONTRIBUTION TO...

APPLiA
Home Appliance Europe

EUROPEAN COMPETITIVENESS



€79.7bn

direct & indirect value
added to GDP.¹



>€50bn

annual turnover.²



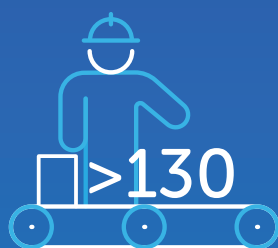
983,695

jobs (direct & indirect).³



3,214

enterprises across
the ecosystem.⁴



>130
manufacturing
sites in Europe.⁵

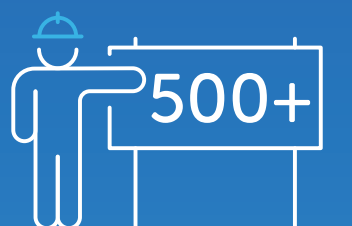


>75%

of large appliances
sold in Europe are
made in Europe.⁶



Global smart-home
appliances market
projection:
\$600bn by 2030.⁹



500+
manufacturing and R&D
sites across Europe.⁷

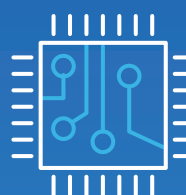


2,191
2014



4,700
2024

Patents granted for home
appliances in Europe: 2,191
in 2014 vs 4,700 in 2024.⁸



€44bn+
in annual upstream
supplier spending.¹⁰



projected EU
market by 2030.¹¹

€108bn

EUROPEAN ENERGY EFFICIENCY



12 Mtoe

decrease in energy
consumption since
2019.¹²

20 l/cycle

in the late 1990s



92 Mtoe

of energy savings for
households between
2020 and 2023.¹⁵



30%

increase in energy
efficiency since 2000.¹³



9.5 l/cycle

in 2022.¹⁴

late 90s

65 l/cycle



2022

46 l/cycle

Washing machines:
46 l/cycle in 2022 vs 65 l/cycle
in the late 1990s.¹⁶

EUROPEAN ENVIRONMENT & CIRCULARITY

energy
consumption
during production.¹⁷

50%



14%
water consumption
during production.¹⁸



18%



waste generation
during production.¹⁹



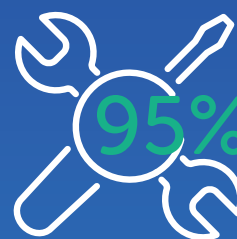
276.5M

repaired units placed on
the market in 2023.²⁰



24,250

business partners in repair
and after-sale services.²¹



repair requests
actually repaired.²²



90MT

total mass of items in
households.²³

7MT

hoarded and working.²⁴

3 Mt

hoarded and broken.²⁵

Electrical and
Electronic
Equipment
(EEE)

62.4%



56%

Between 2008 and 2020,
home appliances consistently
represented a substantial portion
- 56% to 62.4% - of all Electrical
and Electronic Equipment (EEE)
placed on the EU market.²⁶



REFERENCES

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