

APPLiA Statement on U.S. Tariffs



The imposition of U.S. tariffs underscores the critical need for a robust and deepened Single Market as the cornerstone for **safeguarding the reputation and competitiveness of European home appliance manufacturers** in a volatile global landscape.

In a fully globalised industry like home appliances, a coherent and predictable policy framework is essential for navigating such external pressures.

As European Commission's President Ursula von der Leyen rightly pointed out in her statement, "*in times of uncertainty, the Single Market is our anchor of stability and resilience.*" To truly embody this, **a robust and deepened Single Market is not only beneficial but absolutely essential**. Tariffs directly threaten the market access and price competitiveness of EU-produced goods in a key export market, potentially eroding their standing as reliable global suppliers.

In response, a unified and harmonised Single Market, devoid of national barriers, provides essential internal strength and economies of scale, acting as a vital buffer against such external trade shocks. This internal cohesion enhances the resilience of EU manufacturers, enabling them to better absorb or mitigate the adverse effects of tariffs.

Furthermore, **extending the Carbon Border Adjustment Mechanism (CBAM) to downstream products** is crucial to address the risk of carbon leakage and prevent distortions in the Single Market. This will ensure that imported appliances face a comparable carbon cost to those produced within the EU, where manufacturers are increasingly investing in decarbonisation efforts.

Finally, **robust enforcement across all sales channels** within the Single Market guarantees compliance with EU regulations, protecting consumer trust and preventing the influx of substandard goods that could undermine the overall reputation of the market and its producers.

Therefore, in the face of external pressures exemplified by U.S. tariffs, **a strong and effectively governed Single Market is the fundamental cornerstone for securing the long-term reputation and global standing of the EU home appliance sector**, and indeed, the resilience of all European industries in an increasingly uncertain world.

About APPLiA

APPLiA is the leading trade association representing home appliance manufacturers in Europe. We advocate for a regulatory environment that encourages innovation, sustainability, and energy efficiency, enabling manufacturers to develop cutting-edge products for all European consumers. For more information, visit www.applia-europe.eu