

# APPLiA Calls for EU Action Plan to Secure the Future of Home Appliance Manufacturing

**With nearly one million jobs, €44bn in EU supplier spending and 75 percent of large appliances sold in Europe manufactured domestically, the sector positions itself as a strategic pillar of Europe's industrial future.**

Brussels, [27 January 2026]

APPLiA, representing Europe's home appliance manufacturers, today launched a campaign calling for an EU Action Plan for the Home Appliance Industry, arguing that Europe must pair climate goals with industrial strength to achieve their competitiveness ambitions.



*“Europe faces a simple choice: either we design the conditions for sustainable manufacturing to thrive in Europe, or we will end up losing one of the continent's most established and productive ecosystems. An Action Plan for home appliances is how we make sure the outcome matches Europe's ambition.”*

**- Paolo Falcioni, APPLiA Director General**

The campaign lands as the EU debates how to reconcile decarbonisation with reindustrialisation and strategic autonomy in the face of growing geopolitical headwinds. APPLiA warns that rising input costs, regulatory fragmentation and uneven enforcement risk tilting the playing field and disincentivising domestic investment.

The home appliance industry anchors almost one million jobs, operates over 130 manufacturing sites, and spends more than €44 billion annually on European suppliers. It also delivers tangible consumer and environmental benefit, reducing household energy and water use and enabling reparability and circular consumption.

## The Action Plan is built around three priorities:

- Secure competitive manufacturing conditions (affordable energy, level playing field, reliable inputs).
- Make regulation more predictable and coherent, supporting innovation
- Invest in digitalization, AI, circular design, and skills to keep high-quality jobs and production in Europe

This is a critical moment to show that Europe can pair climate ambition with industrial sovereignty. Failure would risk jeopardising one of Europe's most strategic sectors, forcing difficult business decisions and putting Europe's industrial leadership squarely at risk.

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