BY THE NUMBERS:

The Home Appliance Industry in Europe, 2017-2016





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APPLiA Members

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Together, we managed to face the challenges and create opportunities that have greatly contributed to an economically stronger and more sustainable Europe"



It is with great pleasure that I present to you this second version of the report on the home appliance industry in Europe. Following the first edition of the report, released in January 2016, our industry has faced many challenges. Together, however, we managed to face these challenges and create opportunities that have greatly contributed to an economically stronger and more sustainable Europe – as the report before you will clearly illustrate.

The report has been updated with the latest numbers on the sector and the benefits we are delivering for Europe's economic growth, energy efficiency, sustainability, circular society, smart living and international trade. I believe you will find it a valuable continuation of an exercise that offers a comprehensive overview of one of Europe's most established industries.



In the following pages of this report, you will find that a wonderful effort has gone into maintaining our industry's Home Appliance 2025 vision and call for action: our members have continued to provide valuable contributions to the European economy, to smarter and better EU regulation for the sector, to advancing sustainable lifestyles for EU citizens and to further developing smart(er) living in a connected home environment.

During 2017, our members have worked hard to develop new and innovative technologies that help everyone in Europe lead more comfortable, sustainable and healthy lives. But 2017 has not only been a fruitful year for our members, it has also been an exciting year for our association as we readied ourselves for our newly refreshed corporate identity. With the release of this report, CECED has become APPLiA. You will find a first look of our new identity in the following pages. I am sure you will enjoy the read. In the meantime, we welcome any feedback you may wish to send us in response. Our door continues to be open!

Paolo Falcioni

APPLiA Director-General



APPLIA Membership

APPLiA has 20 Direct Members, which have at least one manufacturing facility in Europe and a direct presence in at least four European countries. All Direct Members are also a member of the relevant APPLiA National Associations in more than 50% of the countries in which the company has direct operations. APPLiA Direct Members subscribe to APPLiA's statutes, by-laws, all industry-established agreements, and are signatories of the APPLiA Code of Conduct on Corporate Social Responsibility to promote fair and sustainable standards for working conditions, social compliance and environmental performance.





















CANDY



















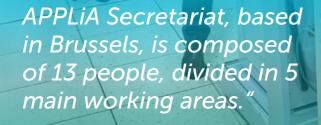




National Associations in 24 countries











Paolo Falcioni
Director-General



Candice Franck
Executive Assistant



Diana Yordanova Communication Manager



Antonopoulos
Communication
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Candice Richaud Matteo Ramb
Corporate Issues Energy Policy
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Matteo RambaldiFélix MailleuxEnergy PolicyEnergy PolicyDirectorSpecialist



Korrina Hegarty Environment Policy Director



Marta Yuste
Environment Policy
Specialist



Lara Carrier
Environment &
Energy Policy Junior
Specialist



Michał Zakrzewski Smart Living & Competitiveness Policy Director



Sanne Goossens
Smart Living &
Competitiveness
Policy Manager



Lenka Jancova Smart Living & Competitiveness Policy Specialist

The Home Appliance Industry in Europe, in 2016



€ 52.999 m
Direct & indirect value added to GDP









* figure doesn't include Turkey





Pillar 1 Advancing **Sustainable Lifestyles**

For a long time, APPLiA's members have dedicated significant resources to ensuring the home appliance sector in Europe is first-in-class in delivering energy efficiency improvements, contributing by almost one half to achieving the EU's 20% energy efficiency target for 2020. In light of the EU's 2030 energy and climate policies, APPLiA has re-confirmed its support to the EU's objectives.

With a view to ensuring future energy efficiency gains at EU level, and to ensuring that all EU citizens are given equal opportunities to contribute to reducing climate change thanks to energy efficient appliances, the adoption of measures that are balanced and well-scaled over time are crucial. Such measures will enable the home appliance sector to deliver where it is most able to affect

change, ultimately resulting in greater overall gains for energy efficiency, as well as a circular economy.

However, a full circularity of the economy goes beyond what economic actors alone can do: it embraces all our society and is a societal challenge. In effect, we need a circular society approach to ensure a circular economy. Our sector has continuously provided a significant contribution to the circular society, through designing and manufacturing innovative products that cut resources, save labour, time, money, and reduce waste. Manufacturers are constantly improving products to maintain this added value – for all society.

Interested to join the circular society community? Please visit www.circularsociety.eu.

The home appliance sector plays a key role in enabling the saving of resources like energy and water





In some cases, the benefits of wider adoption of home appliances can increase the societal benefits at EU level in terms of energy consumption of resources preservation.

Source: APPLiA Dishwashers4all campaign

Potential savings from using a dishwasher compared to washing up by hand





Considering energy consumption, assuming a penetration rate of 100% in EU28, rather than the current penetration rate of 47%, the potential savings from using a dishwasher compared to washing up by hand would be approximately 92 TWh/year, which is twice the electricity consumption of Portugal, and 3% of the total EU28 electricity consumption in 2015.

The home appliance industry continuously works to reduce the impact of production processes





Reduction in waste

production, 2015-2011

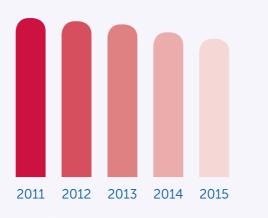
generation during



Reduction in water

consumption during

production, 2015-2011



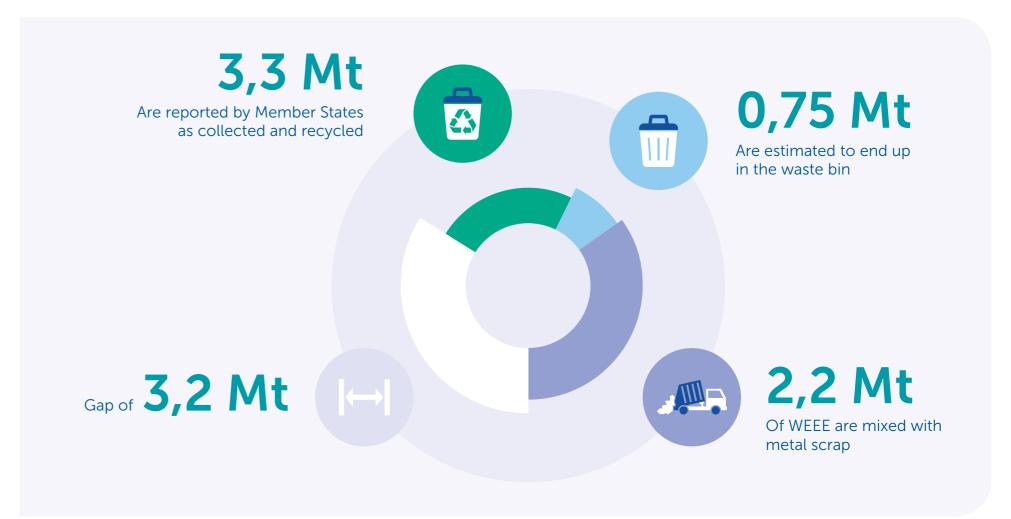


Reduction in energy consumption during production, 2015-2011

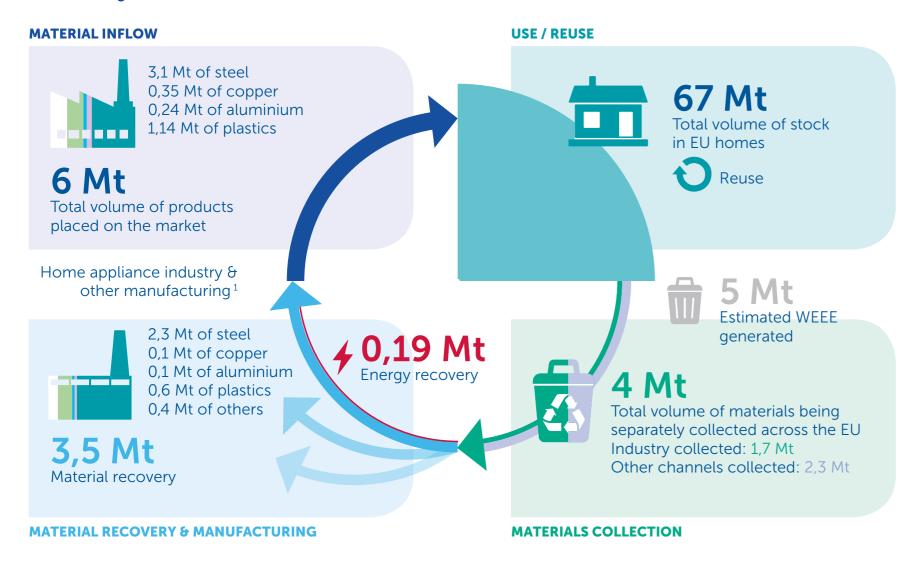
Source: APPLiA members

Waste of Electrical and Electronic Equipment (WEEE) in Europe





The circularity of the material flows of the home appliance industry, in 2016



¹ Recovered materials may go to many manufacturing circles and not just back into producing new home appliances.

Notes

Living the Connected Home



Manufacturers of home appliances are producing innovative, connected and smart products that give time and value back to their users. What is more, these products provide substantial benefits to society as a whole: they help consumers to actively conserve energy, to integrate the use of renewable energy sources, to pave the way for faster and more accurate appliance repairs, and to reduce waste and unnecessary replacements of appliances contributing to a new, circular society. In other words, they can help change the world, from home.

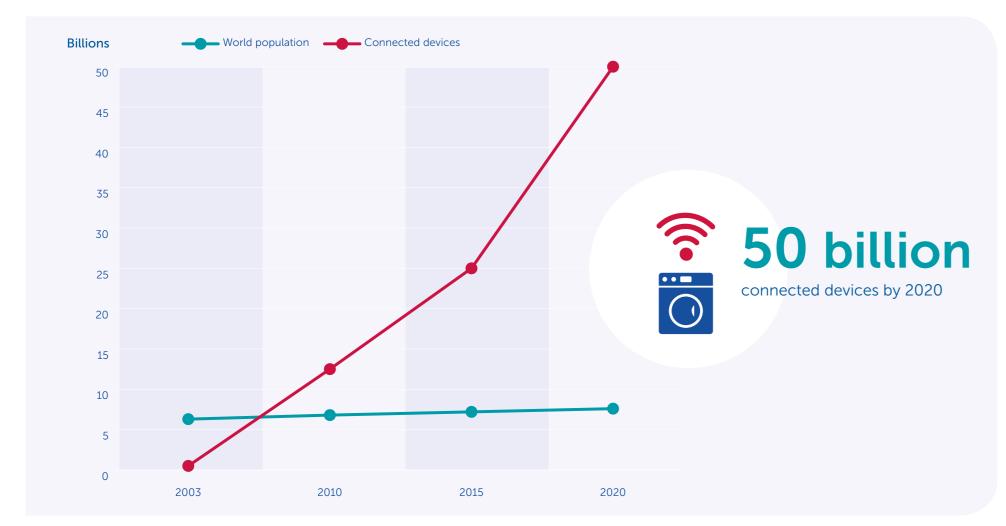
The benefits of connected and smart appliances will only increase as their potential for interoperability is rapidly being developed.

As more and more home appliances are connected to the Internet, the legislative framework for these products is rapidly changing.

Data ownership and privacy, as well as cybersecurity, are topics that are of great importance for our manufacturers, to ensure the highest degree of product safety and security, and to ensure a responsible and transparent handling of the data related to these products.

The expected development of the Internet of Things



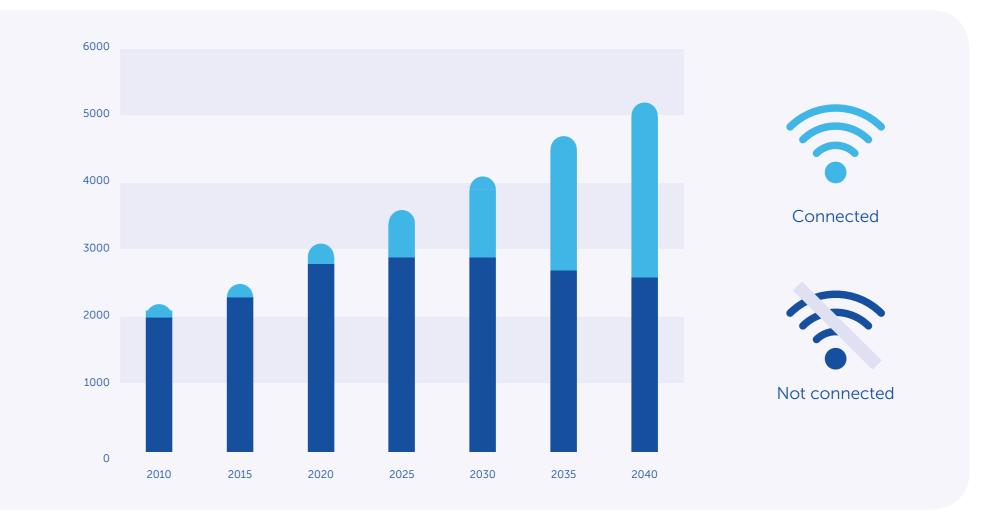


By 2020, it is estimated that there will be 50 billion connected devices, globally

Source: Cisco IBSG

Household electricity consumption of appliances and other small plug loads, in TWh, globally

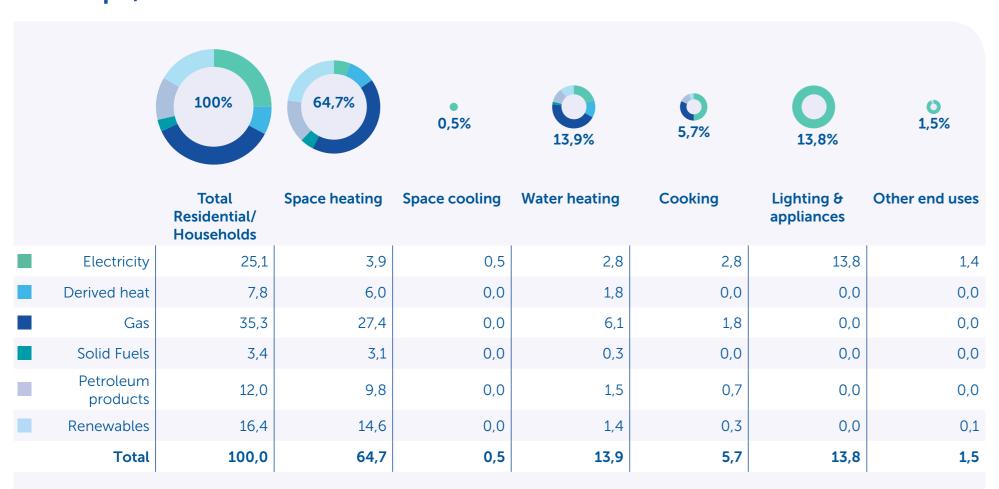




The share of connected appliances in total household electricity consumption is set to grow rapidly, presenting opportunities for demand response

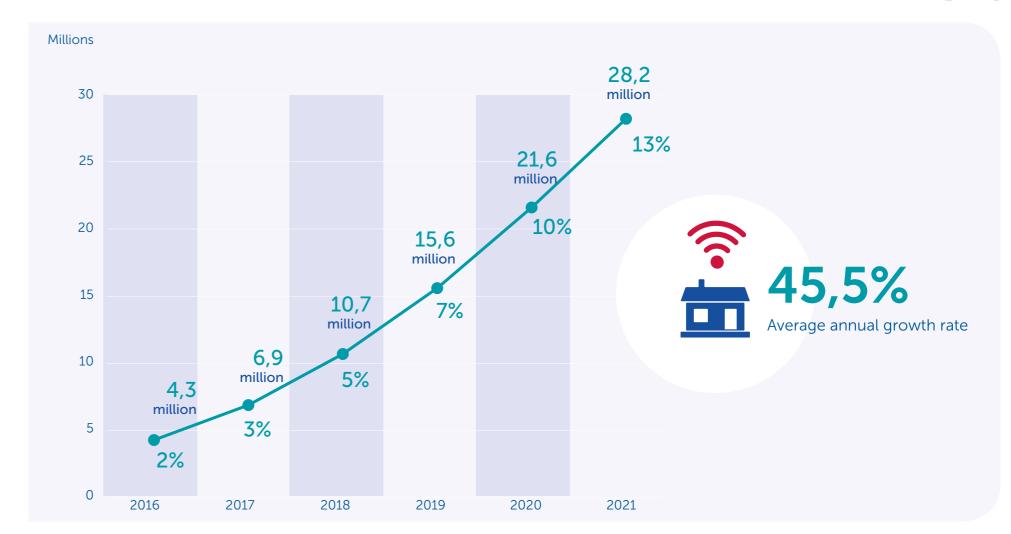
Source: International Energy Agency

Energy consumption in households, for the main energy products, in Europe, in 2016



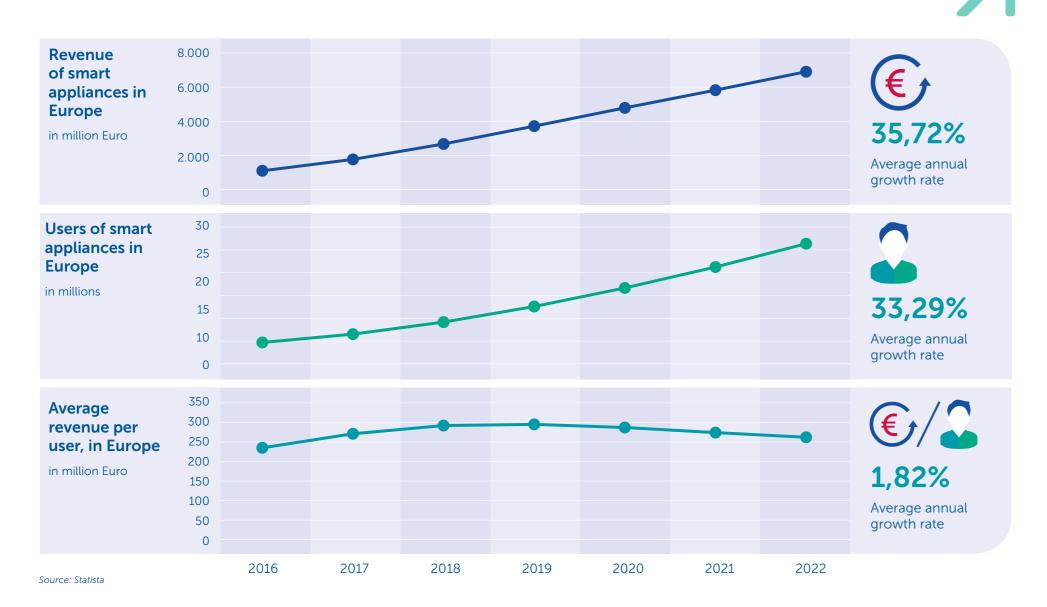
Source: Eurostat

Total number of Smart Homes, in Europe



Source: Statista/Digital Market Outlook 2016

Smart appliances in Europe



Notes

Accelerating Europe's Growth

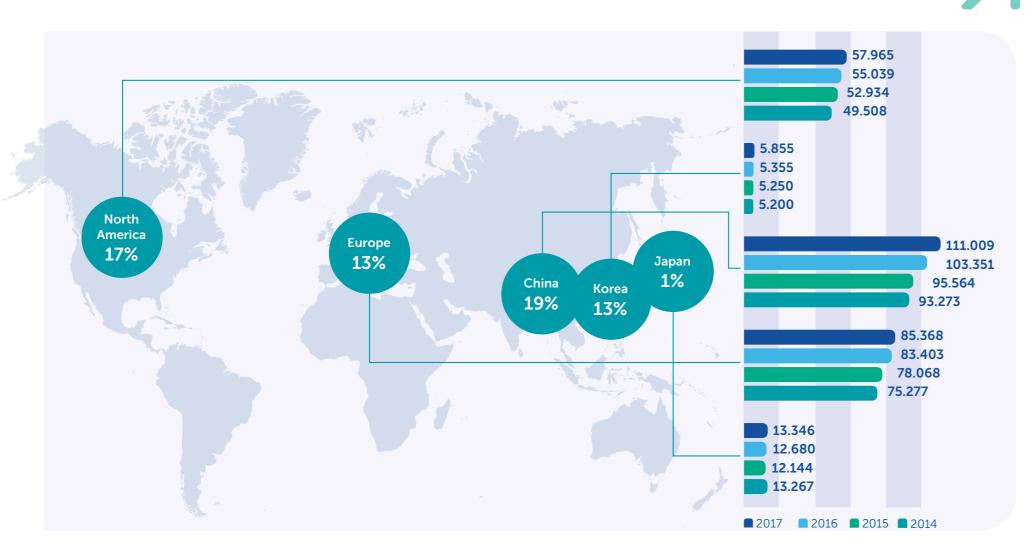


A strong home appliance industry in Europe is crucial for a healthy European market, sustainable economic growth, global competitiveness and a firm positioning in the digital age.

Our industry thrives in a system based on free and fair trade, both among the EU's Member States and with third countries. We therefore strongly support the development of open markets, the removal of trade barriers, and a

further strengthening of the ability to face global competition. For us, this includes a solidification of the European Single Market in the digital area, with a clear and predictable legislative framework that promotes future-oriented jobs and digital skills, strong and effective market surveillance, and the alignment of EU and international standards, increasing cooperation with other areas of the world.

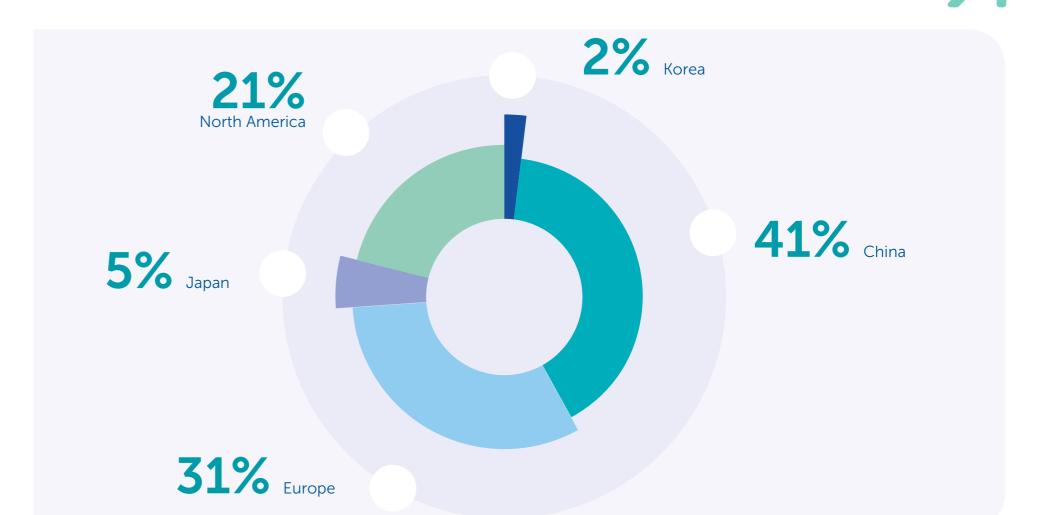
Units traded globally, % growth in 2017-2014



MDA7: fridges, freezers, dishwashers, washing machines, tumble dryers, hoods, microwave ovens

Note: Units are in thousands Source: International Roundtable of Household Appliance Manufacturer Associations (IRHMA)

Units traded globally, % share by geographical area, in 2017



Source: International Roundtable of Household Appliance Manufacturer Associations (IRHMA)

Units traded in Europe, in 2017-2016 Large home appliances

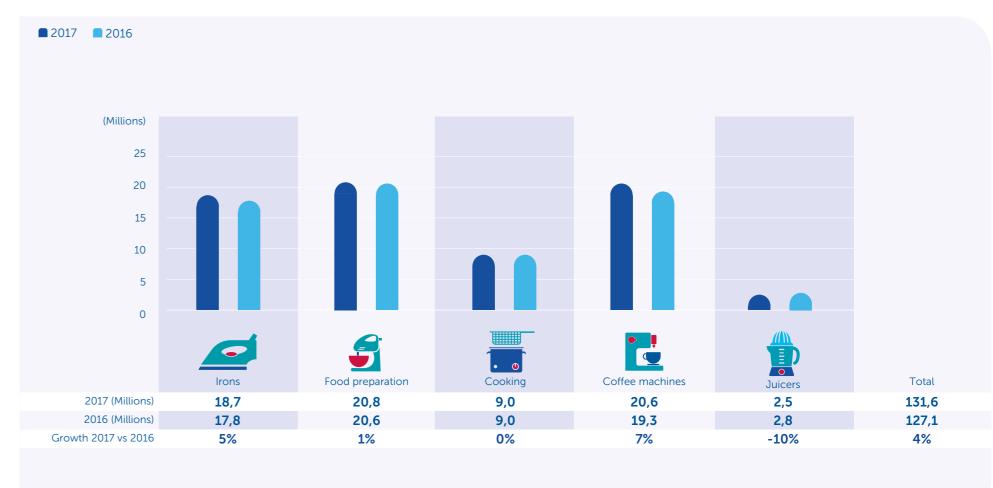




Note: Countries that are included in the calculations are EU28 + Albania, Bosnia, Serbia, Montenegro, Ukraine, Russia, Turkey and Norway Source: APPLiA Membership

Units traded in Europe, in 2017-2016 Small home appliances





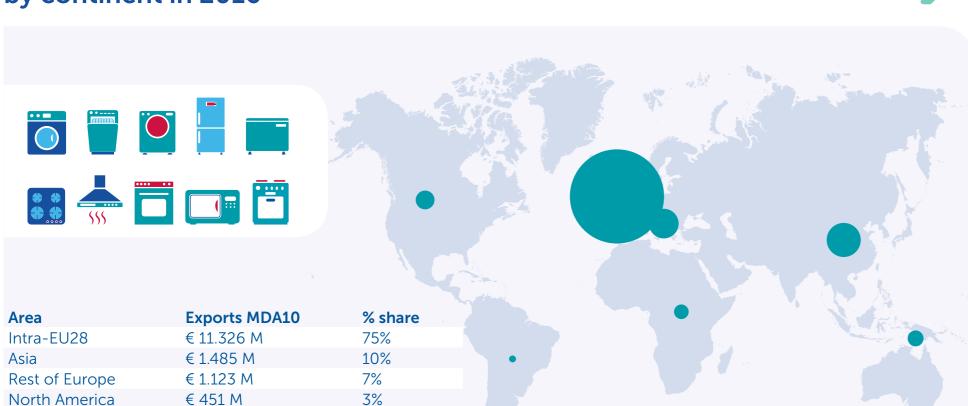
Note: Countries that are included in the calculations are EU28 + Albania, Bosnia, Serbia, Montenegro, Ukraine, Russia, Turkey and Norway Source: APPLiA Membership

EU export destinations of large home appliances by continent in 2016

€ 324 M

€ 272 M

€ 57 M



Value market share in 2016. MDA10 include refrigerators, freezers, dishwashers, washing machines, tumble dryers, free-standing cookers, built-in ovens, hobs, hoods and microwaves.

2%

0%

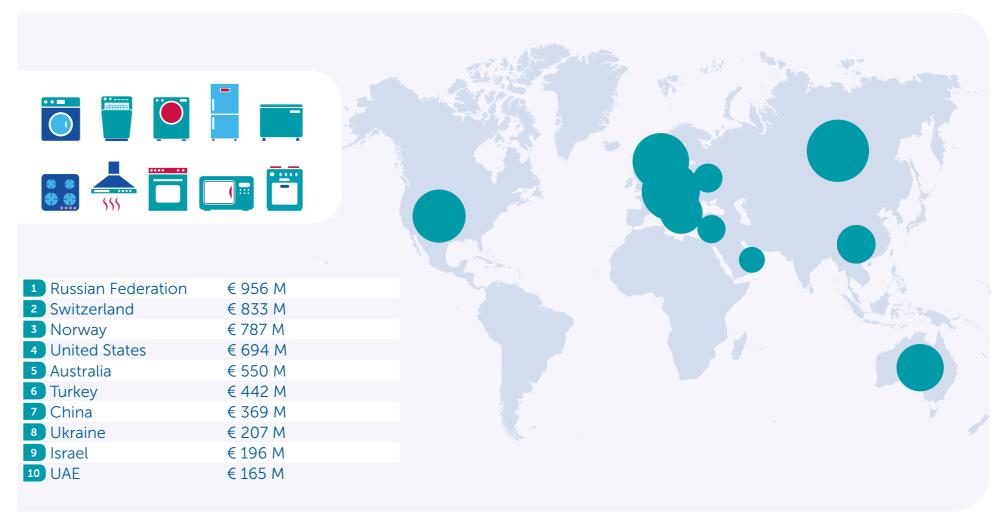
Source: Eurostat

Oceania

South America

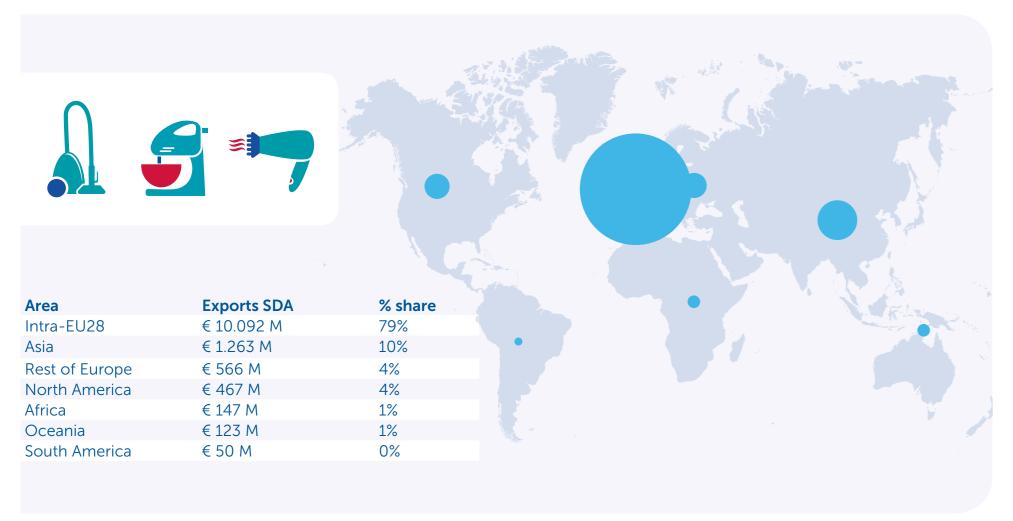
Africa

Top 10 export destinations for large home appliances in 2016 (outside of Europe)



EU export destinations of small home appliances by continent in 2016

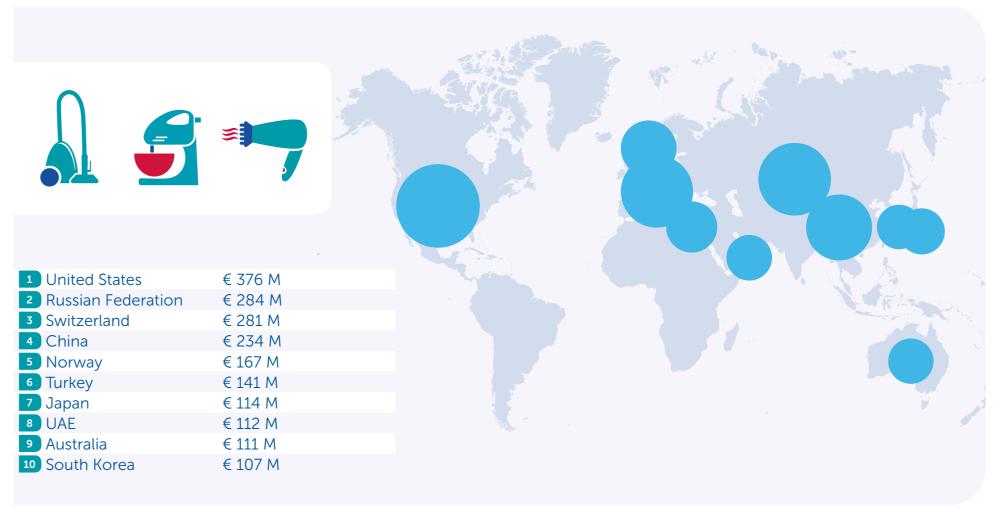




Value market share in 2016. SDA include vacuum cleaners, appliances for food and beverage preparation and personal care appliances.

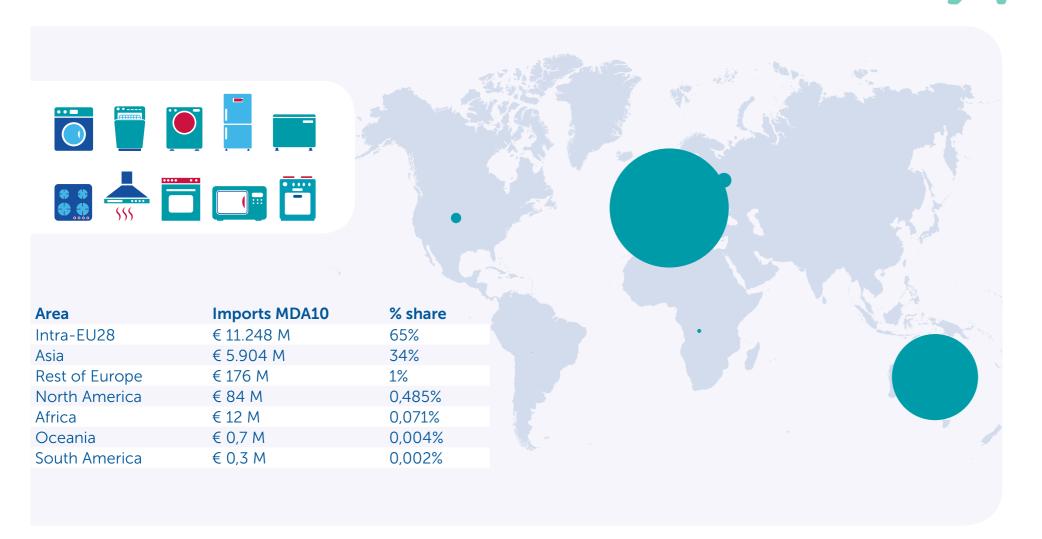
Source: Eurostat

Top 10 EU export destinations for SDA in 2016 (outside of Europe)



SDA refers to vacuum cleaners, appliances for food and beverage preparation, and personal care appliances Source: Eurostat

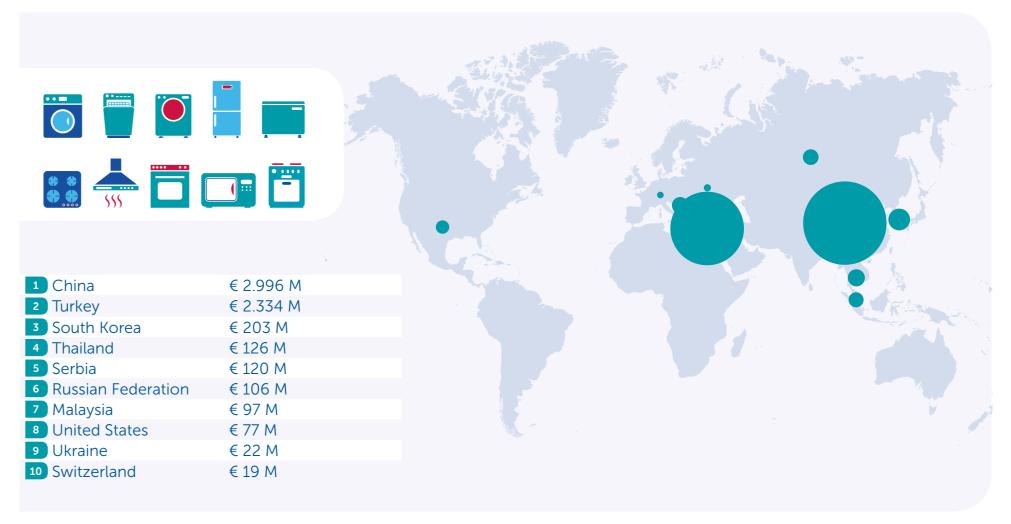
EU imports of large home appliances by continent in 2016



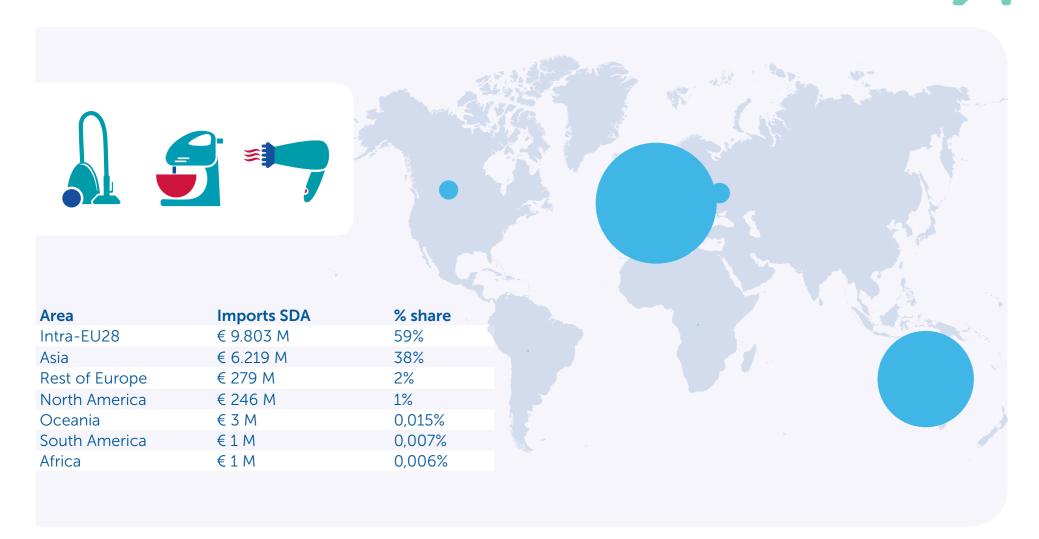
Value market share in 2016. MDA10 include refrigerators, freezers, dishwashers, washing machines, tumble dryers, free-standing cookers, built-in ovens, hobs, hoods and microwaves.

Source: Eurostat

Top 10 countries of origin for large home appliances in 2016 (outside of Europe)



EU imports of small home appliances by continent in 2016



Value market share in 2016. SDA include vacuum cleaners, appliances for food and beverage preparation and personal care appliances.

Source: Eurostat

Top 10 countries of origin for small home appliances in 2016 (outside of Europe)

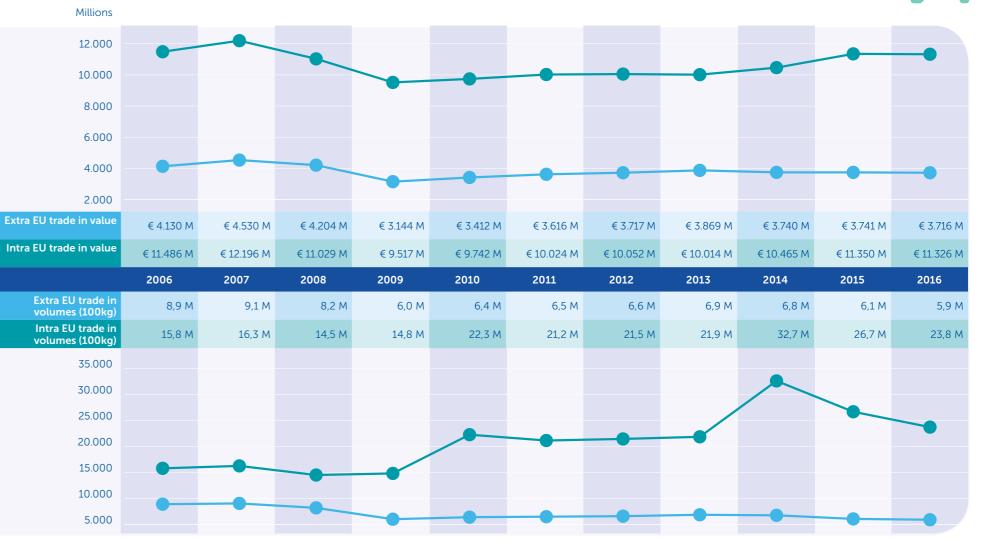


Import trends of large home appliances, 2016-2006



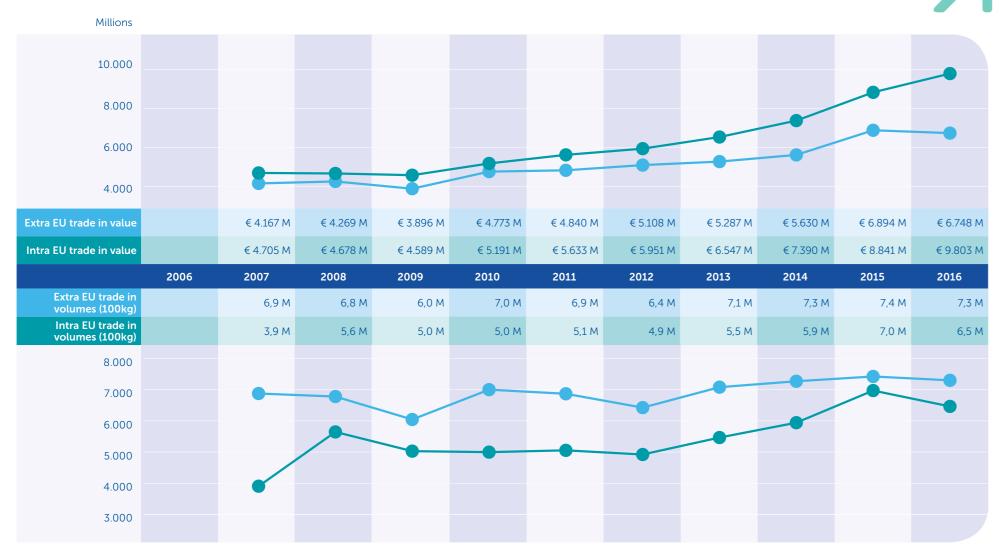
Source: Eurostat

Export trends of large home appliances, 2016-2006



Thousands

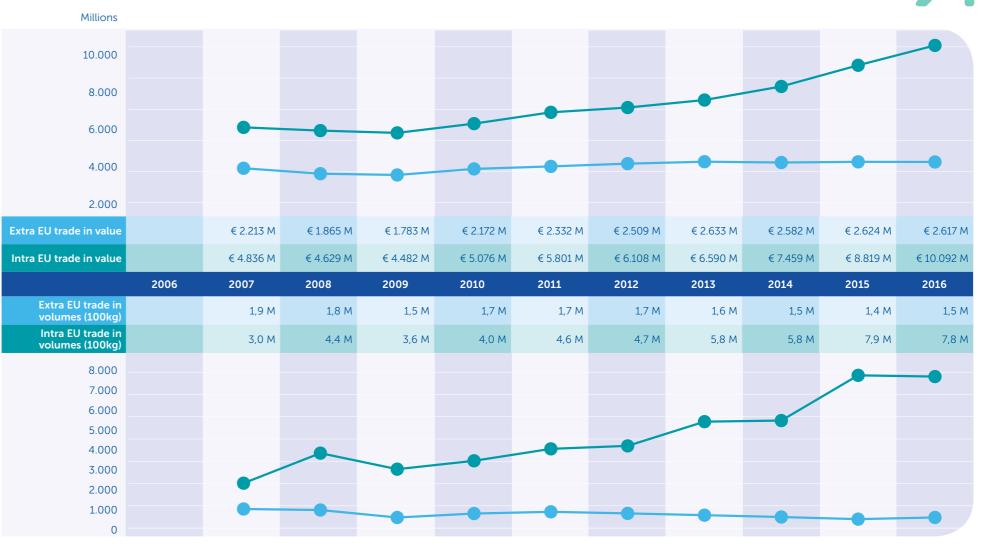
Import trends of small home appliances, 2016-2006



Thousands

Source: Eurostat

Export trends of small home appliances, 2016-2006



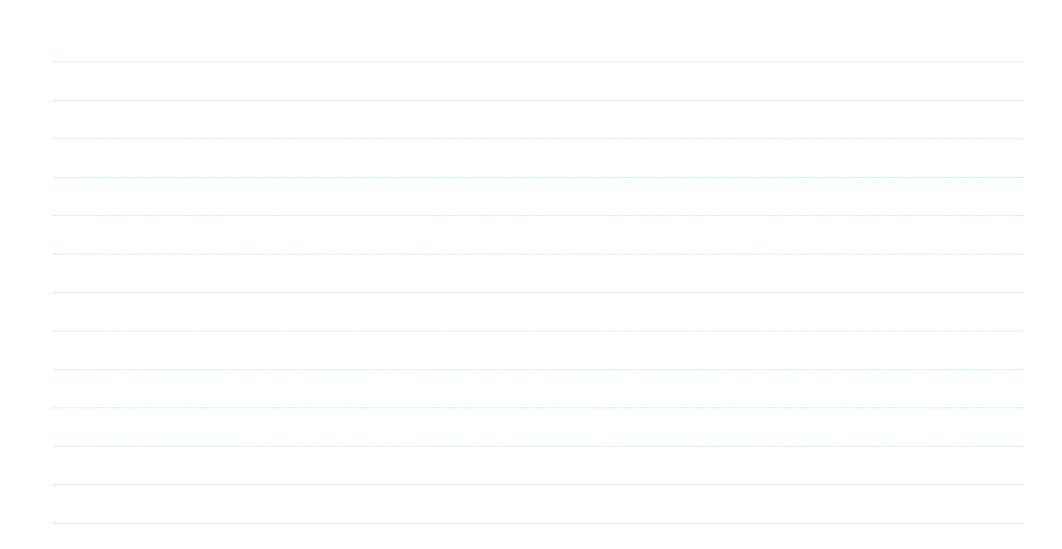
Thousands

APPLiA Direct Members' Manufacturing Sites in Europe in 2016



Source: APPLiA Membership

Notes



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