



Pillar 1

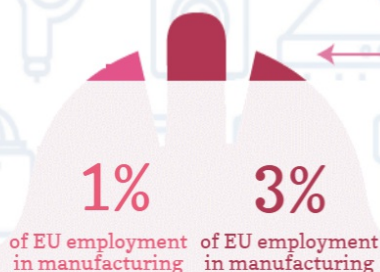
Achieve Smarter & Better Regulation

#HA2025

Home Appliance Europe 2015 / 2016

PILLAR 1

Home appliance manufacturers in Europe are slowly but surely recovering from the economic and financial crisis. To maintain competitiveness and realise our future potential, we call on the EU to put in place a collaborative process with ongoing dialogue, that results in a clear, coherent and smart policy framework for our sector from now until 2025, to help maintain our sector's competitiveness and unlock our full capacity to contribute to EU economic recovery, sustainable growth, boosting jobs and skills, education and training programmes, and advancing investment.



209,500

direct home
appliance
employment

921,800

direct & indirect
home
appliance
employment

€43,8bn

turnover
in the EU

€48,7bn

direct & indirect
value added to GDP

€10,4bn

direct value
added to GDP

3,432

enterprises in
home appliance
manufacturing
in the EU

6,2bn

the sector's
direct
contribution to
EU wages



Pillar 2

Advance Sustainable Lifestyle

#HA2025

Home Appliance Europe 2015 / 2016

PILLAR 2

Sustainability starts at home: our home appliances improve lifestyles with innovative and resource-saving functions and promote sustainable growth. In order to further advance sustainable lifestyles, we call on the European regulators to work with us to ensure increased consumer choice to make all lifestyles sustainable, and turn the energy efficiency potential of our appliances into real energy savings. In addition, the home appliance industry has made considerable investments in the infrastructure for WEEE Management, to contribute to a circular economy and enhance resource efficiency. Official reporting and registering of all flows of WEEE, measures to ensure monitoring of WEEE across national borders, and better harmonisation of national registration processes would further improve WEEE Management.



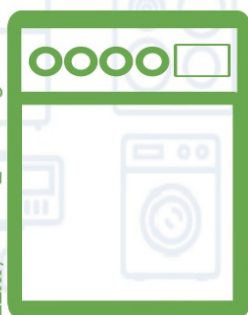
In 2013, almost

100%

of all cold appliances placed on the market were in the highest energy efficiency classes

A+

or

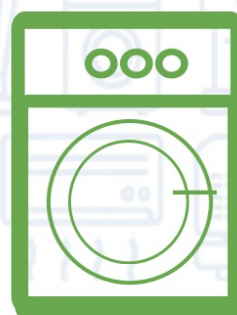


75%

of all dishwashers placed on the market were in the highest energy efficiency classes

A+

or



40% A+++

of all washing machines placed on the market were in the highest energy efficiency classes

91%

Recovery rate large home appliances % (2013)

84%

Recycling rate large home appliances % (2013)

87%

Recovery rate small home appliances % (2013)

77%

Recycling rate small home appliances % (2013)

"Recycling and recovery rates of large and small home appliances exceeded the targets established by the WEEE Directive, targets valid until 2016."

WEEE Forum



Pillar 3

Make the Connected Home a Reality

#HA2025

Home Appliance Europe 2015 / 2016

PILLAR 3

The home appliance industry is a forward-thinking sector, that is continuously investing in Research & Development to find innovative ways to respond to the challenge of designing connected, smart and state-of-the-art appliances that will make European homes more comfortable and sustainable. The sector needs a supportive, policy-friendly environment that includes a Connected Appliances Platform - as part of the EU Digital Single Market - to discuss trends and market uptake with industry and to prepare the ground for connected homes with clear, consistent policy and infrastructure.

€1,4bn
R&D expenditure
in 2014

11,562
deposited patents for home
appliances in Europe

8%
of all patent applications
in 2013 in the EU
came from the home
appliance sector

Sales value of
Smart home appliances

€225m
(Q2 2016)

Between January and June 2015, the number of smart large home appliance purchases has significantly increased across selling brands and selling items





Pillar 4

Accelerate Europe's Economic Growth

#HA2025

Home Appliance Europe 2015 / 2016

PILLAR 4

European economic growth and competitiveness depends on a free, balanced, open and fair trading system, both within the European Single Market and for imports/exports with third countries. We therefore support an EU strategy that focuses on keeping markets open and trade flowing. Given our relatively strong trade flows within the European market, we are also committed to help enhance market surveillance by working with authorities to improve best-practice sharing and cooperation, thereby unlocking the potential of existing EU regulation and helping to secure a level-playing field for our industry, boosting free and fair trade.



In 2015, approximately

125m units small home appliances & **100m** units large home appliances were traded in Europe

NORTH AMERICA

2014 **49.508**
2015 **52.934**

+ 6,92%

CHINA

2014 **93.273**
2015 **95.564**

+ 2,46%

Europe is the 2nd largest market in the world for large home appliances

EUROPE

2014 **75.277**
2015 **77.124**

+ 2,45%

KOREA

2014 **5.200**
2015 **5.250**

+ 0,96%

JAPAN

2014 **13.267**
2015 **12.144**

- 8,46%

Sources: Eurostat / CECED Membership / IRHMA

Over **75%**



of large appliance exports remain in the EU

Almost **80%**



of small appliance exports remain in the EU

€11,077m

€8,841m



Imports large home appliances (intra-EU)

Imports small home appliances (intra-EU)