

Home Appliance Europe

2015 / 2016





President

It is with great pleasure that I present to you the Home Appliance Europe 2015/2016 report. Updated with the latest data, it provides an overview of one of Europe's most established industries, making the report a valuable tool for all those interested in the state of the home appliance industry in Europe.

In addition, this report – together with our ten-year Home Appliance 2025 vision and call for action that was launched in 2015 – clearly sets out how our sector can be part of the solution for the challenges Europe faces today. Our vision is of a Europe that cares for our industry, the jobs we provide, the economic value we create and the important steps we continue to take towards innovation, trade, energy efficiency and sustainability. Our vision is also of a Europe that gets economic, social and environmental value from the appliances we deliver.

I wish you an interesting read!

Dr. Reinhard Zinkann, CECEC President



Director

In 2015, CECEC launched the Home Appliance 2025 vision and call for action, calling for a commitment from policy makers to create conditions within which the home appliance sector, as an important part of the European economy, could flourish. The vision included four key pillars: achieving smart and better regulation; advancing sustainable lifestyles; making the connected home a reality; and accelerating Europe's economic growth. I am proud that you will see clearly demonstrated in the pages of this report, how much our industry has already achieved in all four pillars. You will also see that our industry can make many further positive contributions. I therefore take this opportunity to invite Europe's policy makers to continue our successful collaborative process.

I hope you enjoy reading this report. It is but a snapshot of what the home appliance sector represents, and we aim to provide you with further interesting data in the future. In the meantime, we welcome any feedback you may wish to send us in response. Our door is open!

Paolo Falcioni, CECEC Director-General

DIRECT MEMBERS



CECED has 19 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 CECED National Associations in more than 50% of the countries in which the company has direct operations. CECED Direct Members

subscribe to CECED's statutes, by-laws, all industry-established agreements, and are signatories of the CECED Code of Conduct on Corporate Social Responsibility to promote fair and sustainable standards for working conditions, social compliance and environmental performance.

Arçelik A.Ş.

ARISTON
THERMO GROUP

B/S/H/

CANDY

DAIKIN

DeLonghi

dyson

Electrolux

gorenje

LG

LIEBHERR

Miele

PHILIPS

Panasonic

SAMSUNG

S
GRUPE
SEB

VESTEL

VORWERK

Whirlpool
CORPORATION

NATIONAL ASSOCIATIONS



Home Appliance Europe

2015/2016



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Key figures #HA2025



Pillar 1

Achieve Smarter and Better Regulation

Number of enterprises in the EU	3.432 enterprises (2013)
Turnover in the EU	€43,8bn (2014)
Direct value added to GDP	€10,4bn (2013)
Direct & indirect value added to GDP	€48,7bn (2013)
Number of direct employees	209.500 people = 1% of EU employment in manufacturing (2014)
Number of direct & indirect employees	921.800 people = 3% of EU employment in manufacturing (2014)
Wages & salaries	€6,2bn (2014)



Pillar 2

Advance Sustainable Lifestyle

Energy efficiency - cold appliances	Almost 100% in class A+ or higher (2013)
Energy efficiency - dishwashers	75% in class A+ or higher (2013)
Energy efficiency - washing machines	40% in highest class A+++ (2013)
Recovery rate % - large home appliances	91% (2013)
Recovery rate % - small home appliances	87% (2013)
Recycling rate % - large home appliances	84% (2013)
Recycling rate % - small home appliances	77% (2013)



Pillar 3

Make the Connected Home a Reality

Research & Innovation	€1,4bn in R&D expenditure (2014)
Patents deposited	11.562 = 8% of all patent applications in the EU (2013)
Smart home appliances	€225m sales value (Q2 2016)



Pillar 4

Accelerate Europe's Economic Growth

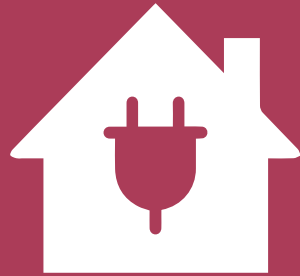
Units traded in the EU - large home appliances	100m units (2015)
Units trade in the EU - small home appliances	125m units (2015)
Imports (intra-EU) - large home appliances	€11.077m (2015)
Exports (intra-EU) - large home appliances	€11.349m (2015)
Imports (intra-EU) - small home appliances	€8.841m (2015)
Exports (intra-EU) - small home appliances	€8.819m (2015)
Imports (extra-EU) - large home appliances	€5.997m (2015)
Exports (extra-EU) - large home appliances	€3.741m (2015)
Imports (extra EU) - small home appliances	€6.894m (2015)
Exports (extra EU) - small home appliances	€2.624m (2015)



#HA2025



#HA2025



Achieve
Smarter
and Better
Regulation

The background of the entire page is a repeating pattern of white line-art icons representing various home appliances. These include refrigerators, ovens, blenders, washing machines, dryers, kettles, toasters, and coffee makers, arranged in a grid-like fashion.

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.



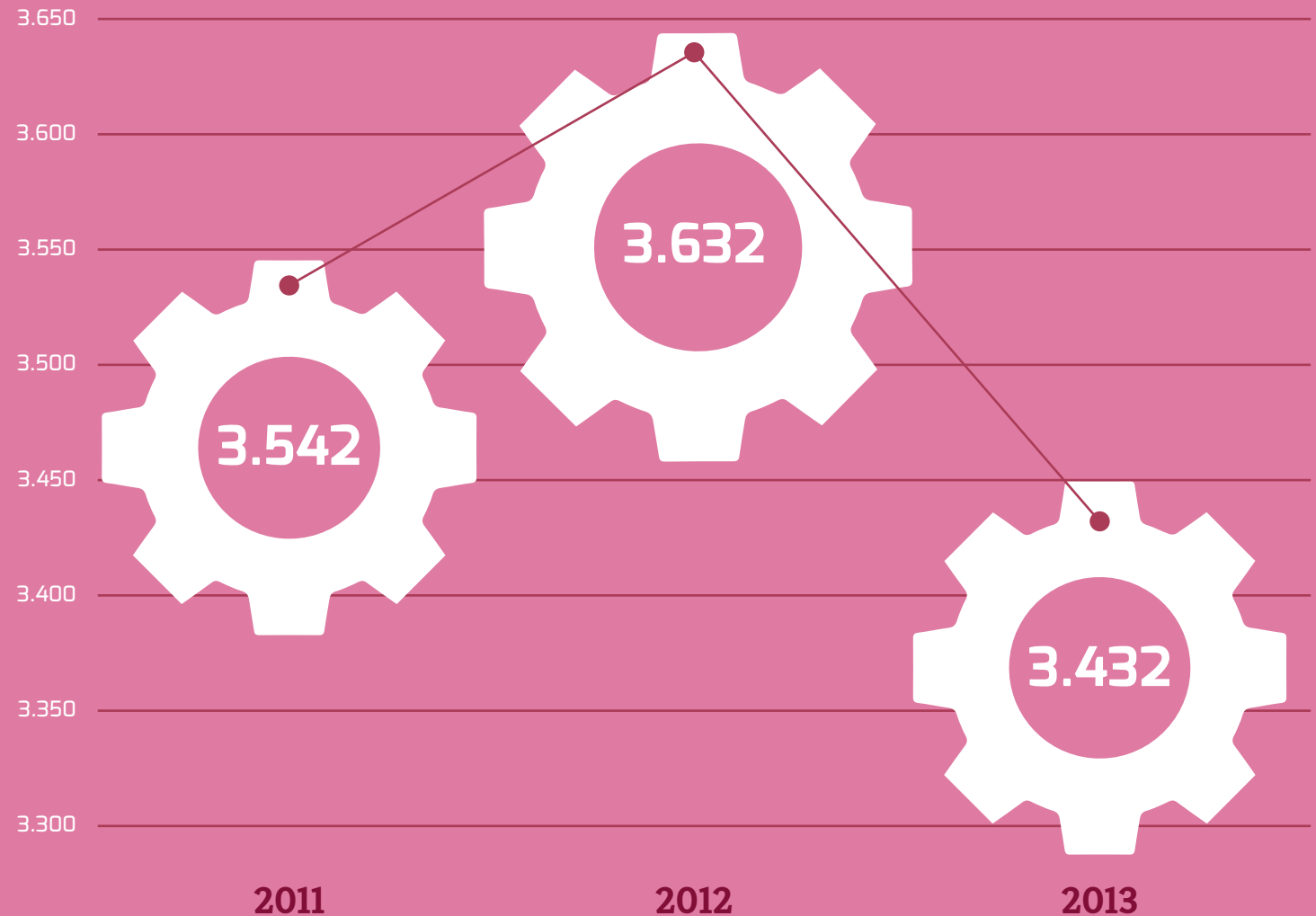
Number of Enterprises in the EU

NUMBER OF ENTERPRISES IN HOME APPLIANCE MANUFACTURING

“There were over 3.400 enterprises involved with manufacturing of home appliances in the EU in 2013”

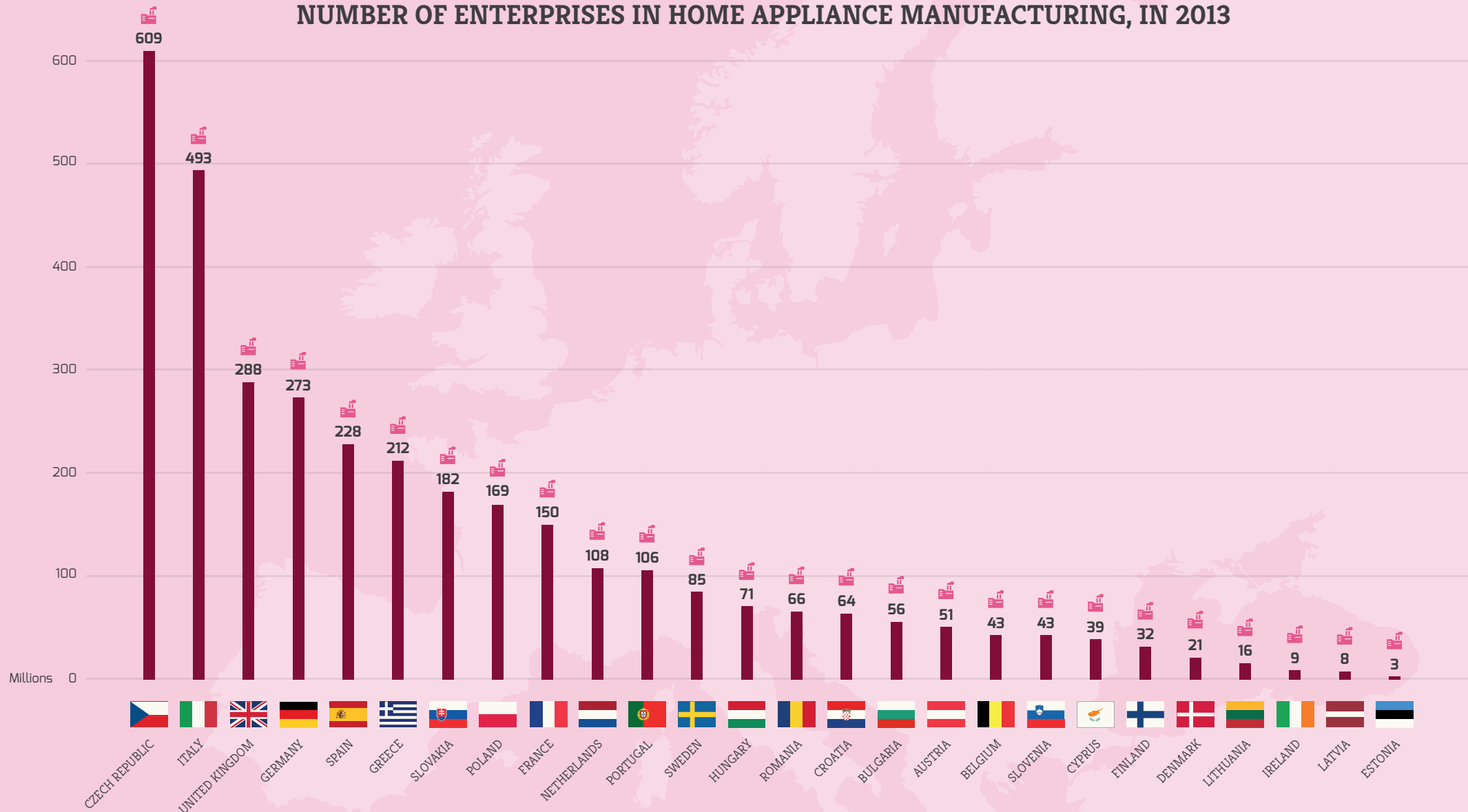


EU28



SOURCE: Eurostat

NUMBER OF ENTERPRISES IN HOME APPLIANCE MANUFACTURING, IN 2013



No data available for Luxembourg and Malta. Latest data for Turkey dates from 2002, when there were 2.200 enterprises in home appliance manufacturing in Turkey.

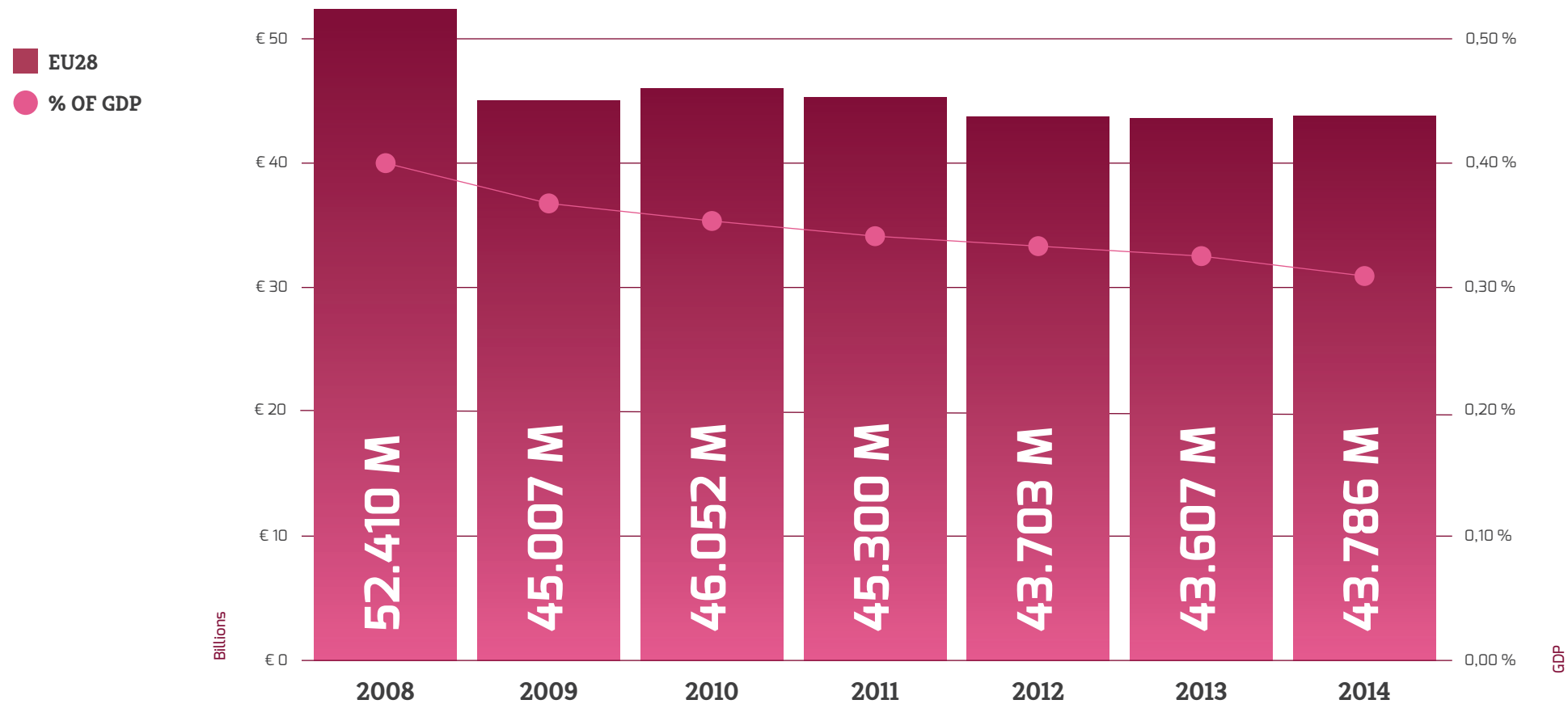
NOTE: Data reflects 'Manufacture of domestic appliances' as defined in Eurostat NACE rev.2: 27.5, including Manufacture of electric domestic appliances (NACE rev.2: 27.51) and Manufacture of non-electric domestic appliances (NACE rev.2: 27.52).



Turnover in the EU

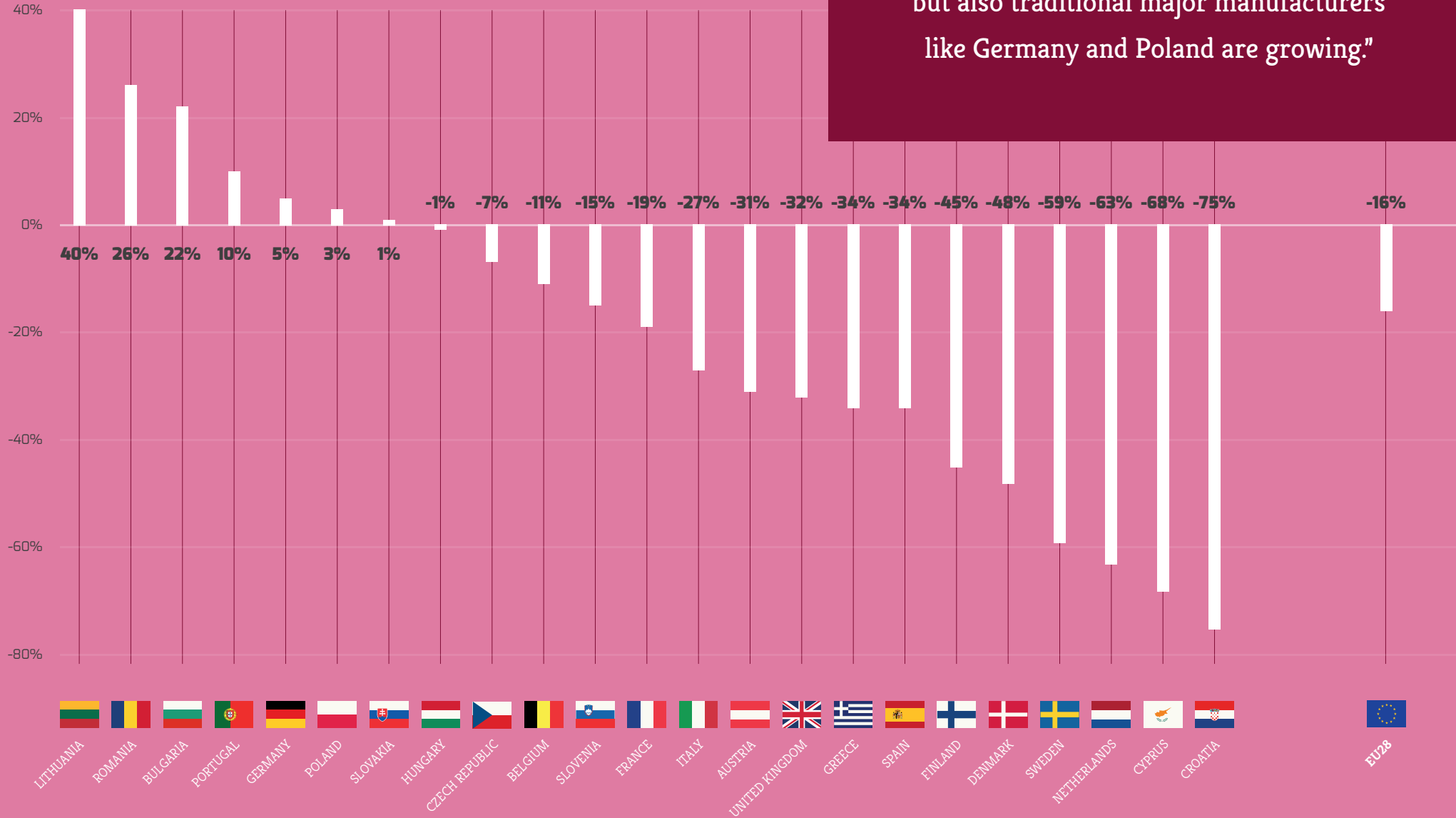
HOME APPLIANCE MANUFACTURING, IN 2008-2014

“Turnover fell both in absolute terms and as a share of national income from 2008 to 2013, but is now slightly recovering.”



SOURCE: Eurostat

TURNOVER GROWTH BY COUNTRY, IN HOME APPLIANCE MANUFACTURING, IN 2008-2014



“Total turnover has increased most in Lithuania, but also traditional major manufacturers like Germany and Poland are growing.”





























SOURCE: Eurostat

No data available for Estonia, Ireland, Latvia, Luxembourg and Malta.



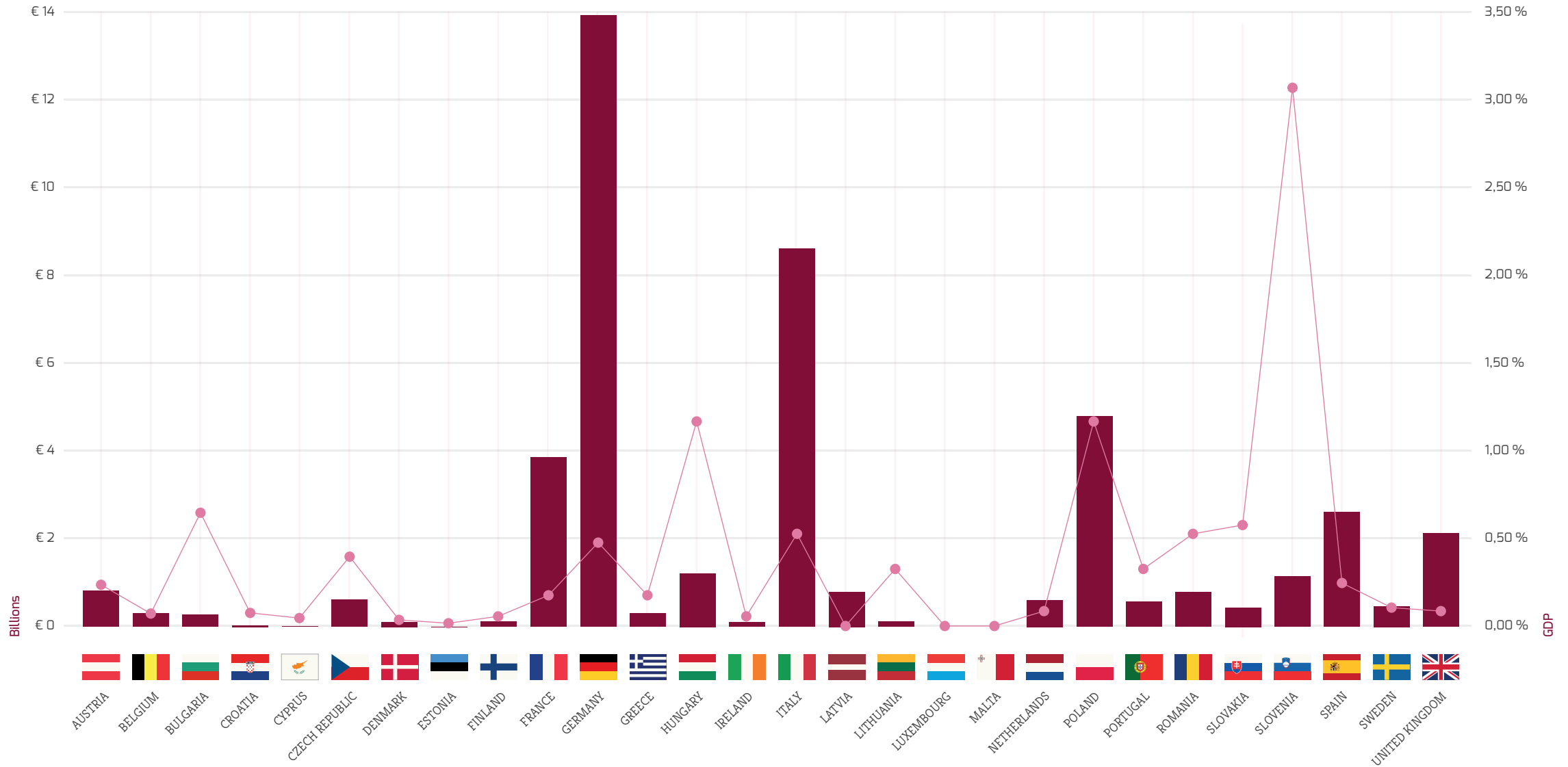
Turnover in the EU

TURNOVER BY COUNTRY, IN HOME
APPLIANCE MANUFACTURING, IN 2014

	Turnover in home appliance manufacturing	% of GDP
 Austria	820M	0,25%
 Belgium	304M	0,08%
 Bulgaria	277M	0,65%
 Croatia	33M	0,08%
 Cyprus	9M	0,05%
 Czech Republic	622M	0,40%
 Denmark	114M	0,04%
 Estonia	3M	0,02%
 Finland	123M	0,06%
 France	3.857M	0,18%
 Germany	13.930M	0,48%
 Greece	311M	0,18%
 Hungary	1.219M	1,17%
 Ireland	109M	0,06%
 Italy	8.611M	0,53%
 Latvia	800M	0,00%
 Lithuania	122M	0,33%
 Luxembourg	0M	0,00%
 Malta	0M	0,00%
 Netherlands	613M	0,09%
 Poland	4.797M	1,17%
 Portugal	569M	0,33%
 Romania	794M	0,53%
 Slovakia	439M	0,58%
 Slovenia	1.147M	3,07%
 Spain	2.613M	0,25%
 Sweden	469M	0,11%
 United Kingdom	2.134M	0,09%

TURNOVER IN HOME APPLIANCE MANUFACTURING

% OF GDP



SOURCE: Eurostat

NOTE: Belgian data relates to 2012, Estonia, Irish, Lithuanian, Swedish data relates to 2013, Latvian data relates to 2011.



Value Added to GDP

VALUE ADDED TO EU GDP, IN 2009-2013

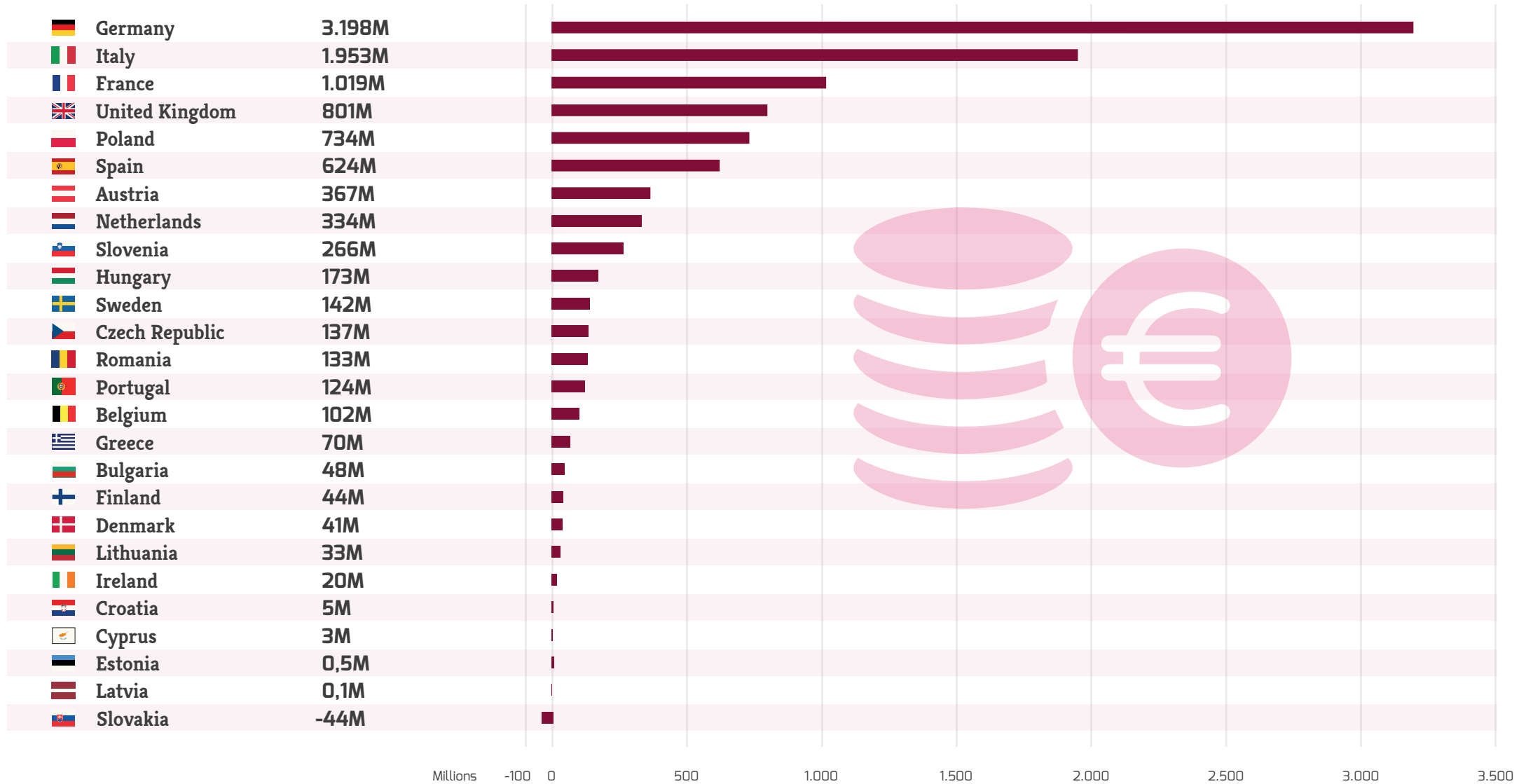
“In 2013, the direct value added of the home appliance sector was € 10,4bn.”

SOURCE: Eurostat

	Direct value added	Direct + indirect value added
2009	€11.017M	€51.967M
2010	€11.507M	€54.280M
2011	€11.300M	€53.300M
2012	€10.750M	€50.707M
2013	€10.329M	€48.721M

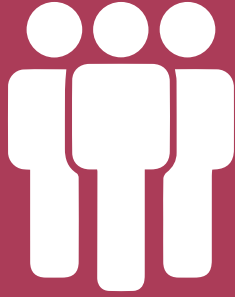
NOTE: Calculations for the direct + indirect value added are based on the 2015 report on the Economic Impact of the Home Appliances Industry in Europe.

VALUE ADDED BY COUNTRY IN 2013



SOURCE: Eurostat

NOTE: Belgian and Irish data relates to 2012, Latvian data relates to 2011.



Number of Employees

NUMBER OF EMPLOYEES BY COUNTRY,
IN HOME APPLIANCE MANUFACTURING, IN 2013

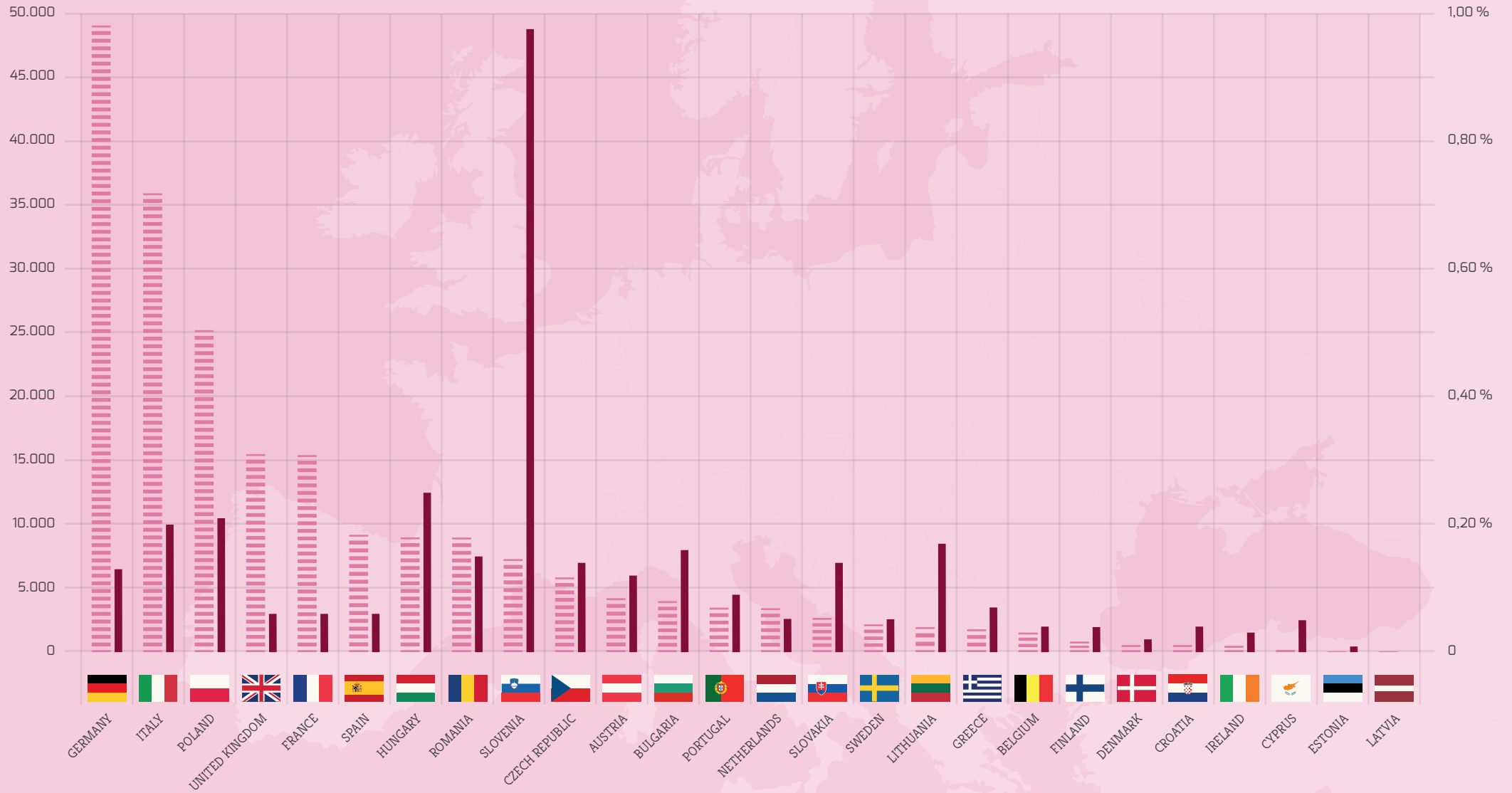
“In 2013, direct contribution of EU
home appliance manufacturing to EU
employment was over 200.000.”

	Home appliance employees in 2013	% of total employment in 2013
Germany	49.142	0,13%
Italy	35.982	0,20%
Poland	25.250	0,21%
United Kingdom	15.531	0,06%
France	15.451	0,06%
Spain	9.199	0,06%
Hungary	8.995	0,25%
Romania	8.985	0,15%
Slovenia	7.293	0,98%
Czech Republic	5.859	0,14%
Austria	4.226	0,12%
Bulgaria	3.996	0,16%
Portugal	3.484	0,09%
Netherlands	3.448	0,05%
Slovakia	2.684	0,14%
Sweden	2.178	0,05%
Lithuania	1.962	0,17%
Greece	1.784	0,07%
Belgium	1.532	0,04%
Finland	827	0,04%
Denmark	551	0,02%
Croatia	548	0,04%
Ireland	492	0,03%
Cyprus	163	0,05%
Estonia	36	0,01%
Latvia	28	0,00%

SOURCE: Eurostat

HOME APPLIANCE EMPLOYEES

% OF TOTAL EMPLOYMENT



NOTE: Belgian and Irish data relates to 2012, UK data relates to 2009.



EU Manufacturing Employment

% SHARE IN 2013

Direct home appliance
employment (manufacturing)
209.500

EU total employment
**217,7m
people**

2013

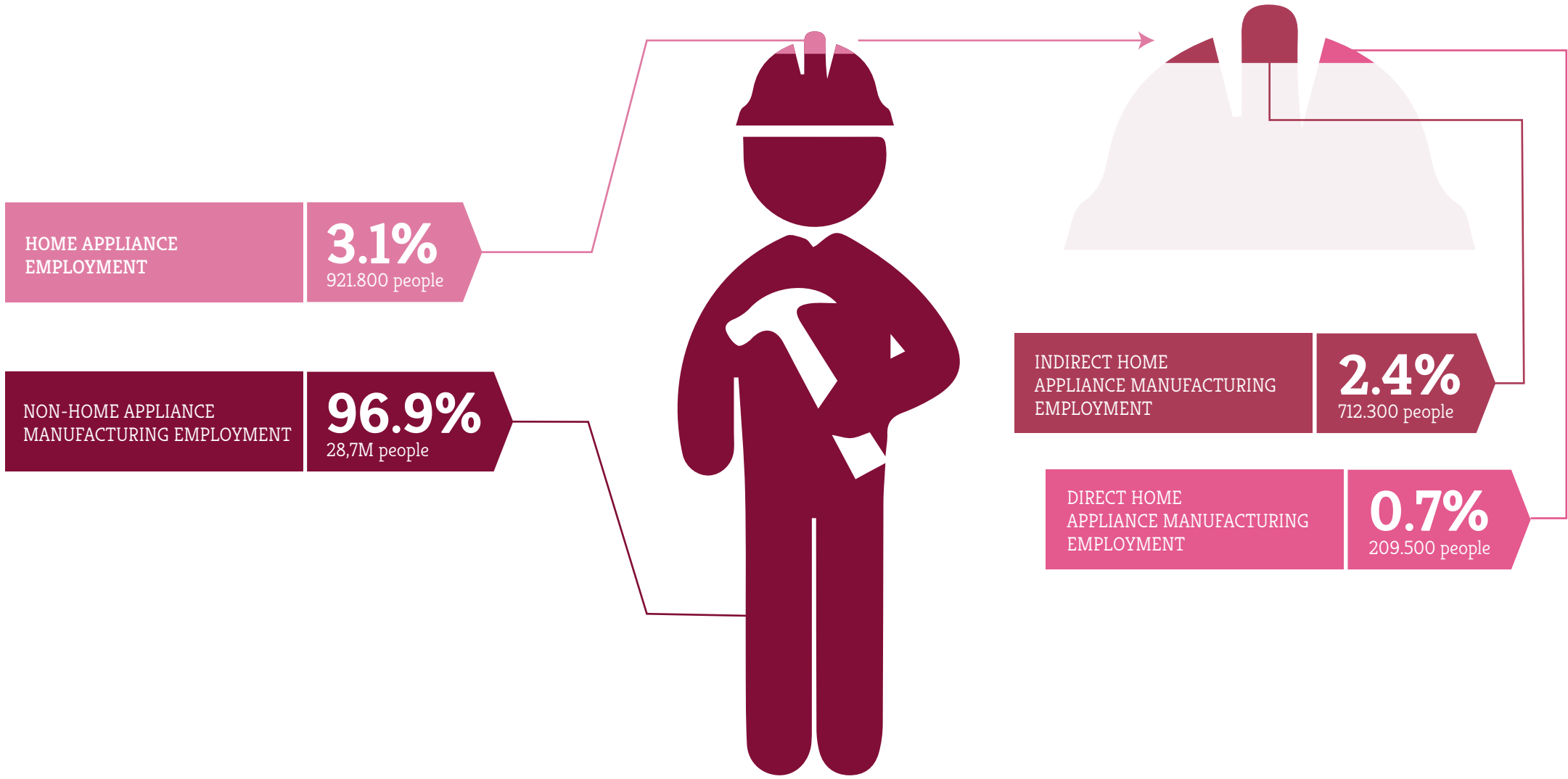
“Over 3% of EU
manufacturing
employment is in the
home appliances
sector.”

Direct and indirect home
appliance employment

921.800*

*Based on the Input-Output model from
the 2015 report on the Economic Impact
of the Domestic Appliances Industry in Europe

EU employment in the
manufacturing sector
**29,7m
people**

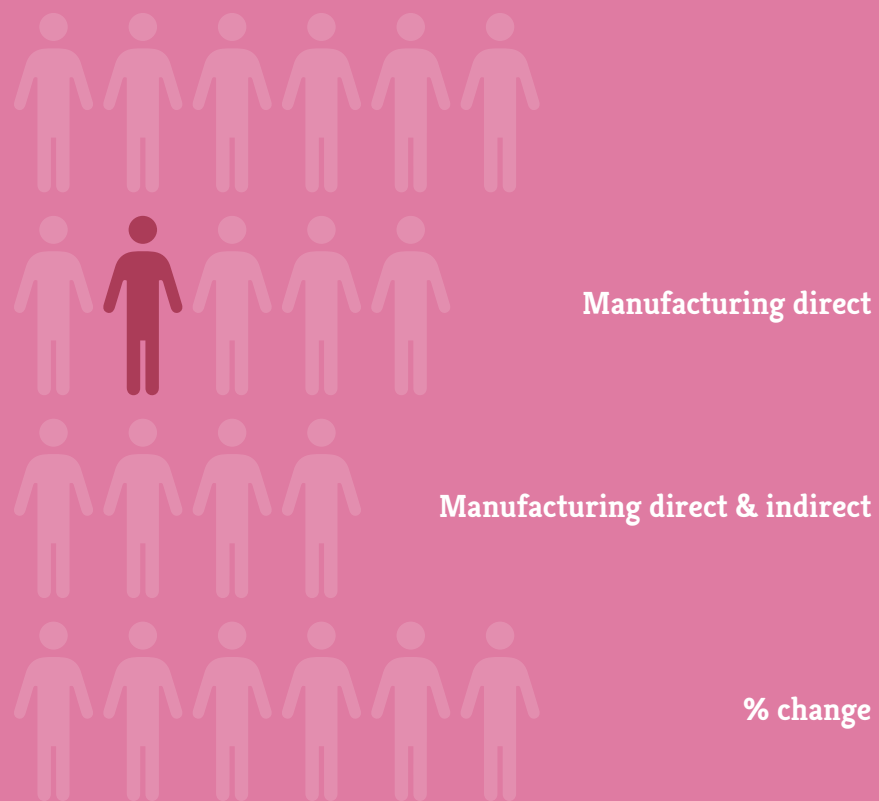




EU Manufacturing Employment

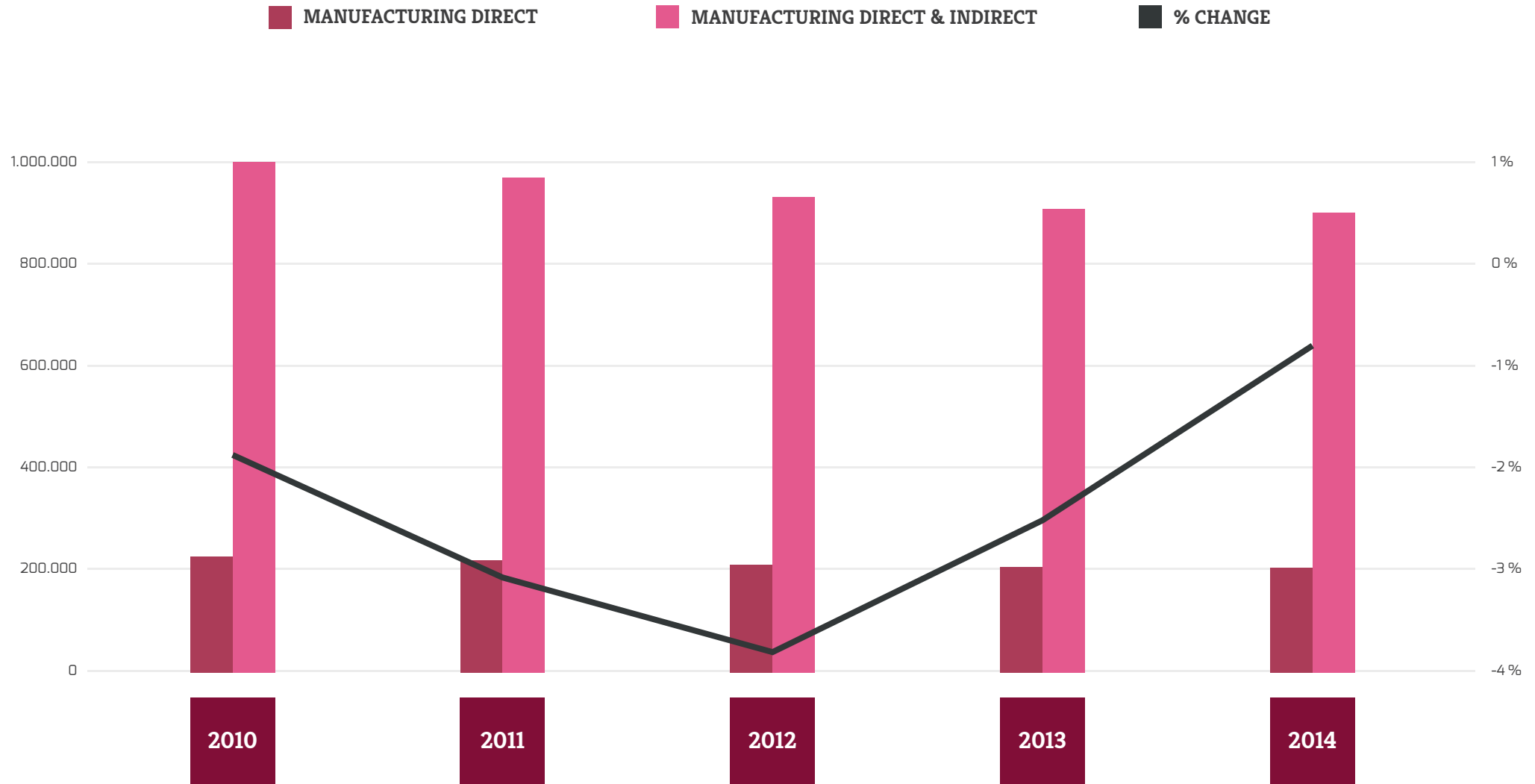
DIRECT AND INDIRECT EMPLOYMENT

“Home appliance manufacturing accounts for close to 1 million direct & indirect jobs in the EU.”



	2010	2011	2012	2013	2014
Manufacturing direct	230.474	223.400	214.900	209.500	207.814
Manufacturing direct & indirect	1.014.086	982.960	945.560	921.800	914.382
% change	-1,87%	-3,07%	-3,80%	-2,51%	-0,80%

SOURCE: Eurostat













“Since 2012, the decline in home appliance manufacturing jobs is slowly but surely recovering.”



Wages & Salaries

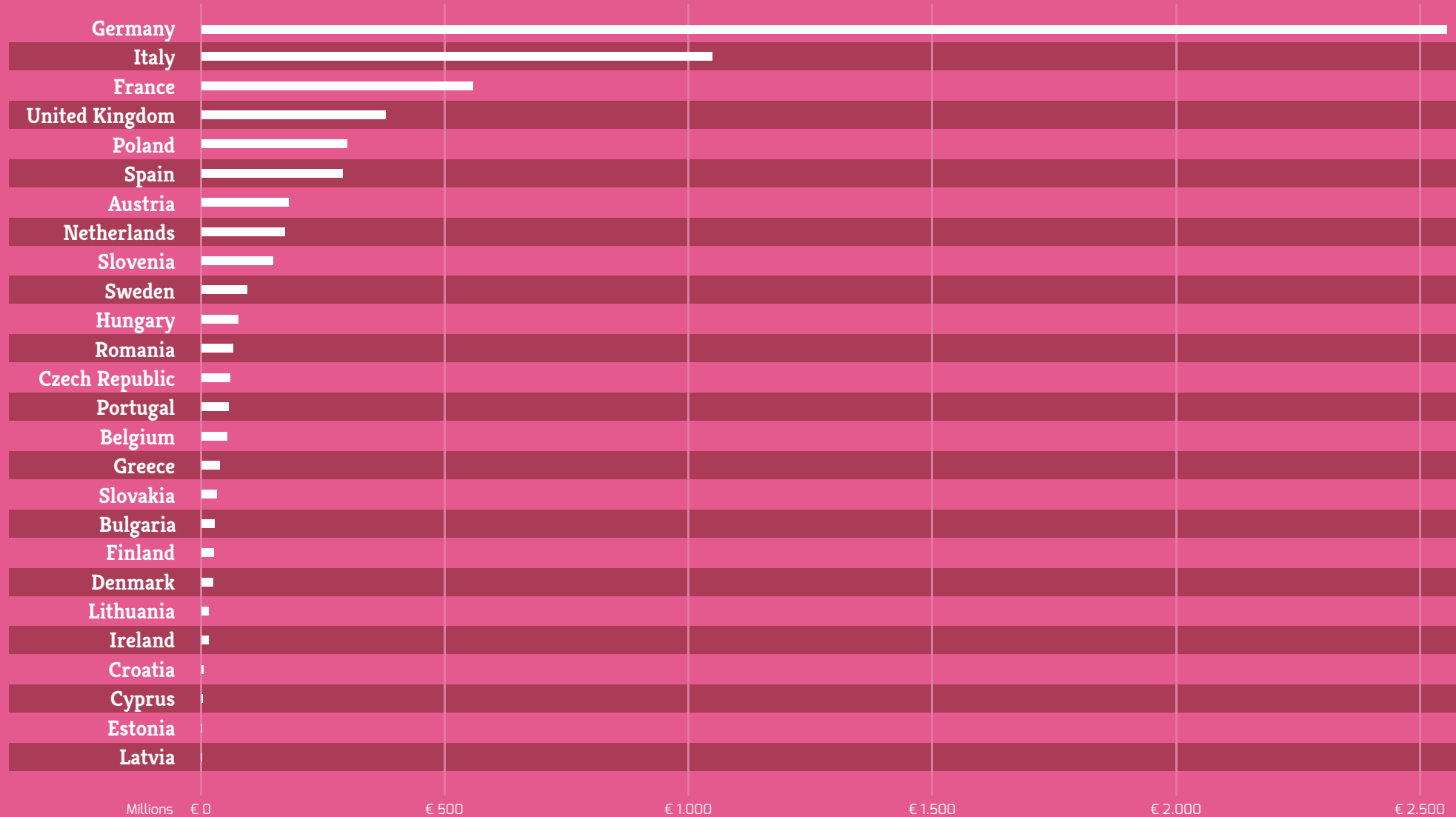
WAGES & SALARIES BY COUNTRY, IN HOME
APPLIANCE MANUFACTURING, IN 2014

HOME APPLIANCE MANUFACTURING, IN 2014

	Germany	€2.554M
	Italy	€1.048M
	France	€557M
	United Kingdom	€378M
	Poland	€299M
	Spain	€290M
	Austria	€179M
	Netherlands	€171M
	Slovenia	€147M
	Sweden	€93M
	Hungary	€75M
	Romania	€64M
	Czech Republic	€58M
	Portugal	€55M
	Belgium	€53M
	Greece	€37M
	Slovakia	€31M
	Bulgaria	€26M
	Finland	€25M
	Denmark	€23M
	Lithuania	€15M
	Ireland	€14M
	Croatia	€4M
	Cyprus	€2M
	Estonia	€0,3M
	Latvia	€0,1M

SOURCE: Eurostat

“In 2014, our direct contribution to EU wages was approx. €6,2bn.”



NOTE: Belgian data relates to 2012, Estonian, Irish, Lithuanian and Swedish data relates to 2013, Latvian data relates to 2011.



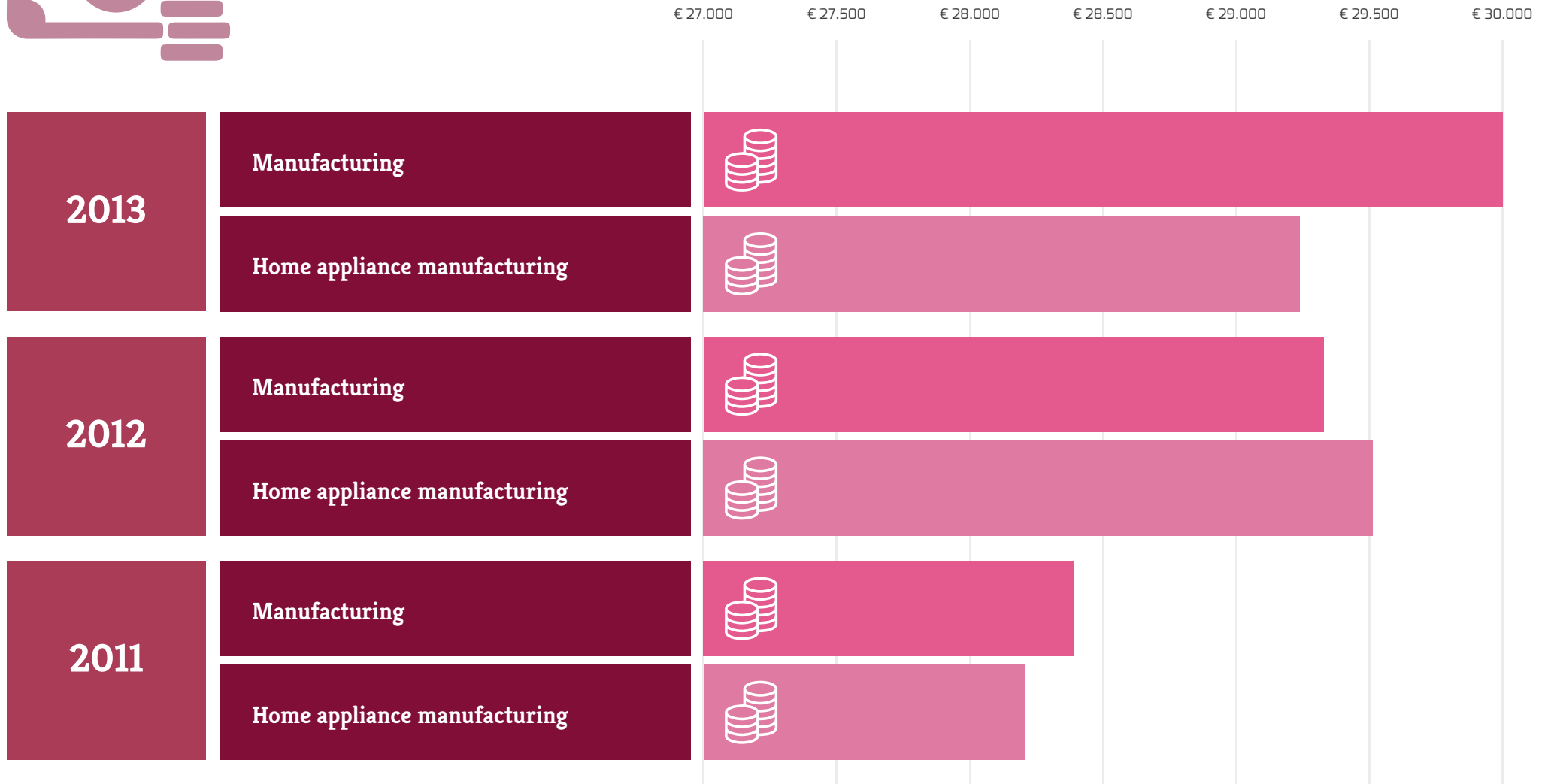
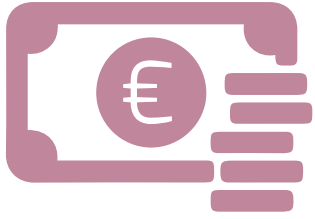
Wages & Salaries

WAGES & SALARIES PER EMPLOYEE, IN 2011-2013

2013	Manufacturing	€ 30.000
	Home appliance manufacturing	€ 29.239
2012	Manufacturing	€ 29.329
	Home appliance manufacturing	€ 29.513
2011	Manufacturing	€ 28.392
	Home appliance manufacturing	€ 28.207



SOURCE: Eurostat



NOTE: Belgian data relates to 2012, Estonian, Irish, Lithuanian and Swedish data relates to 2013, Latvian data relates to 2011.



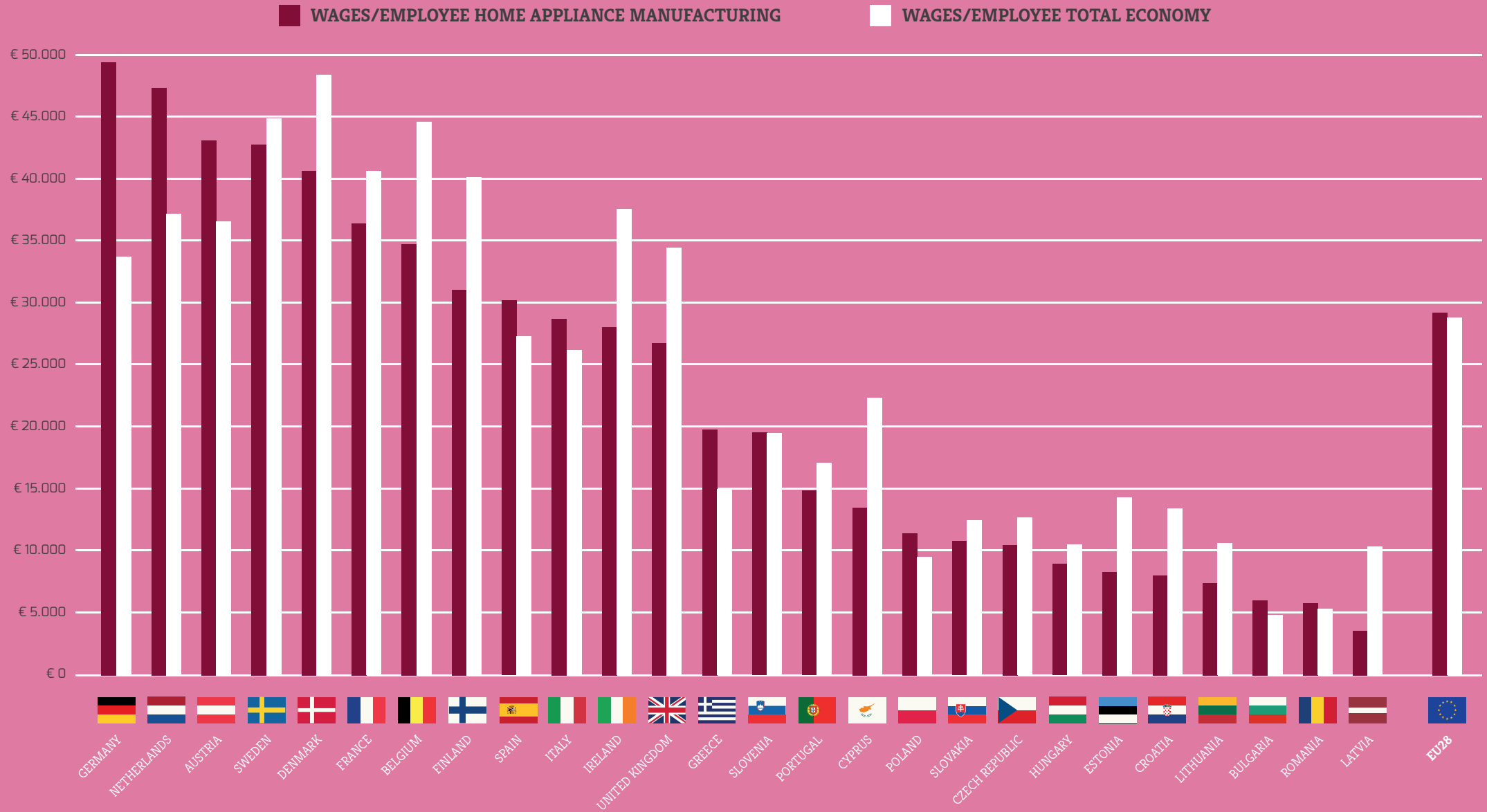
Wages & Salaries

WAGES PER EMPLOYEE, IN 2013

	Wages/employee home appliance manufacturing in 2013	Wages/employee total economy in 2013
Germany	€ 49.383	€ 33.745
Netherlands	€ 47.332	€ 37.173
Austria	€ 43.090	€ 36.579
Sweden	€ 42.746	€ 44.862
Denmark	€ 40.653	€ 48.392
France	€ 36.425	€ 40.624
Belgium	€ 34.726	€ 44.586
Finland	€ 31.076	€ 40.153
Spain	€ 30.199	€ 27.341
Italy	€ 28.723	€ 26.197
Ireland	€ 28.049	€ 37.545
United Kingdom	€ 26.766	€ 34.455
Greece	€ 19.787	€ 14.990
Slovenia	€ 19.553	€ 19.544
Portugal	€ 14.868	€ 17.141
Cyprus	€ 13.497	€ 22.376
Poland	€ 11.434	€ 9.534
Slovakia	€ 10.805	€ 12.507
Czech Republic	€ 10.497	€ 12.698
Hungary	€ 8.961	€ 10.525
Estonia	€ 8.333	€ 14.356
Croatia	€ 8.029	€ 13.446
Lithuania	€ 7.441	€ 10.638
Bulgaria	€ 6.056	€ 4.861
Romania	€ 5.799	€ 5.343
Latvia	€ 3.571	€ 10.373
EU28	€ 29.239	€ 28.803

SOURCE: Eurostat

“In 2013, EU wages for home appliance manufacturing were above the total economy average.”



NOTE: Belgian and Irish data relates to 2012, UK data relates to 2009.



#HA2025



Advance Sustainable
Lifestyle



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.

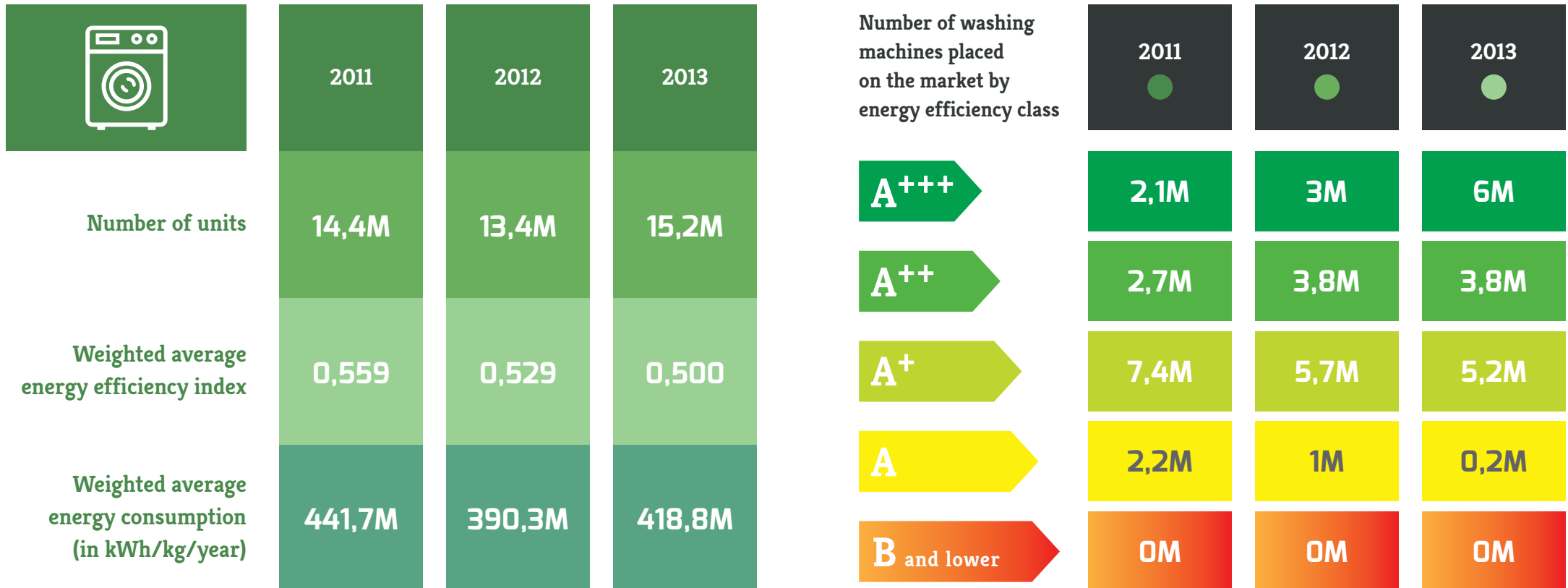


Energy Efficiency

ENERGY EFFICIENCY OF WASHING MACHINES IN EUROPE, IN 2011-2013

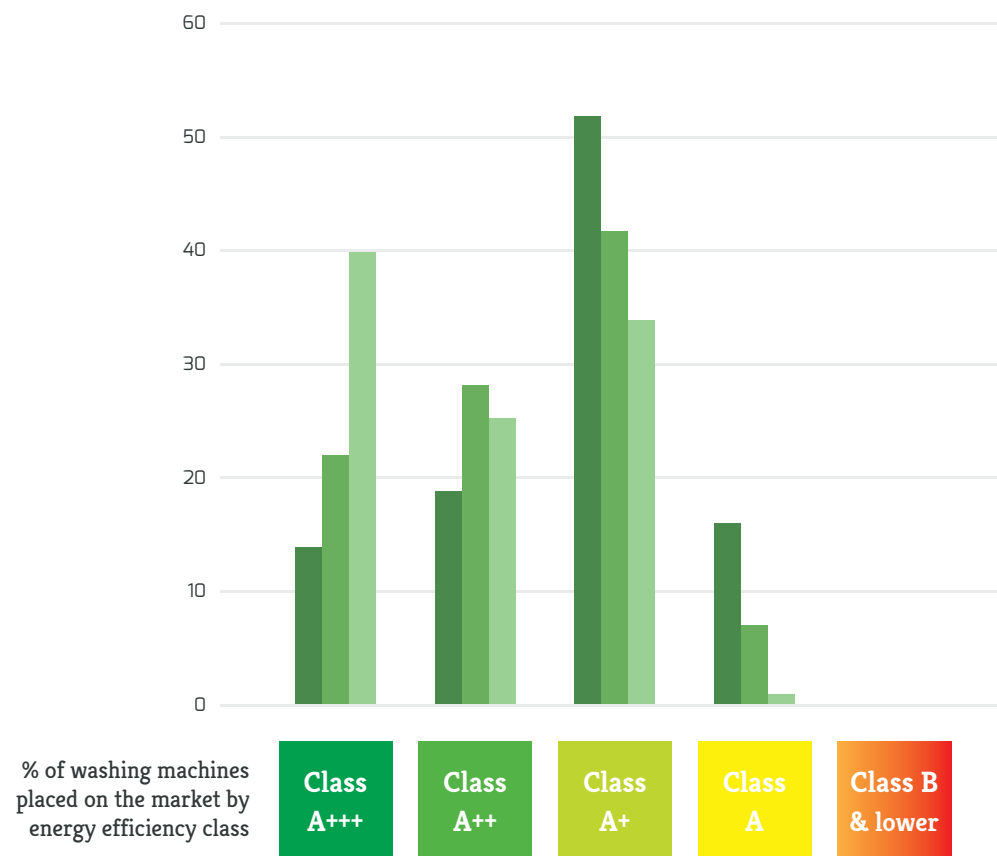
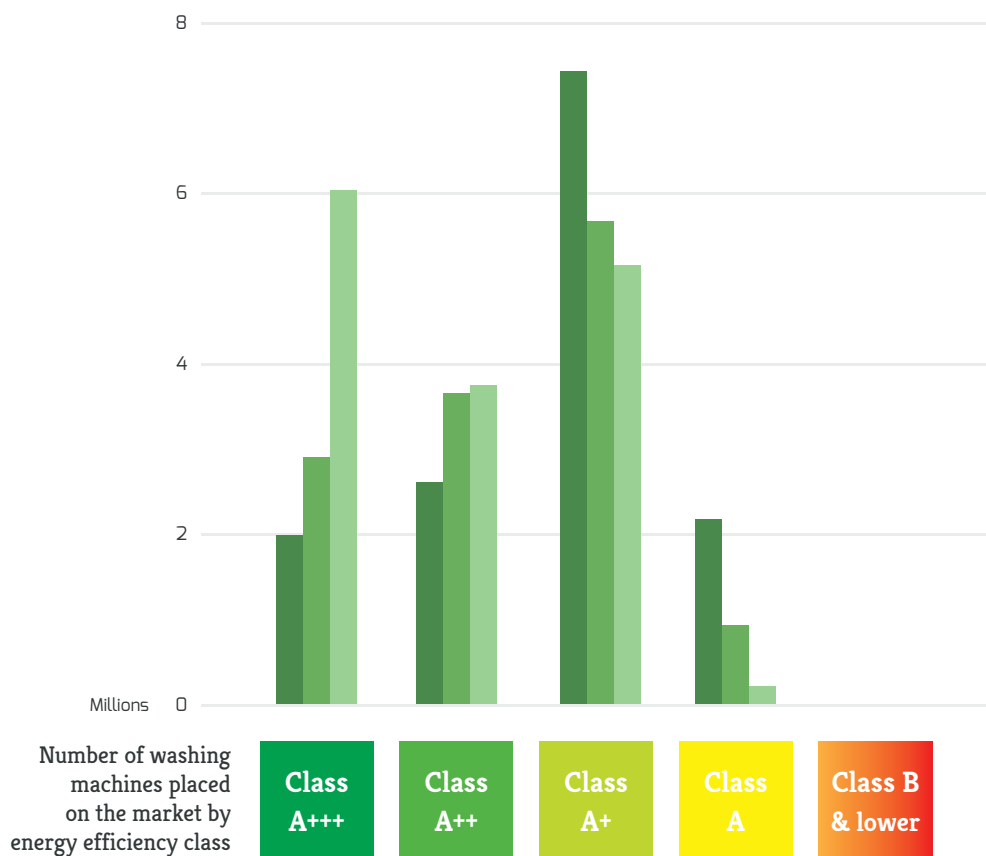
"The weighted average energy efficiency index increased by

6% on an annual basis, between 2011 and 2013."



“Within 3 years, the number of washing machines in energy class A+++ tripled, while the number of washing machines in the lowest energy class A was reduced by **91%.**”

“In 2013, **40%** of washing machines placed on the market were in the highest energy efficiency class (A+++).”



● 2011 ● 2012 ● 2013



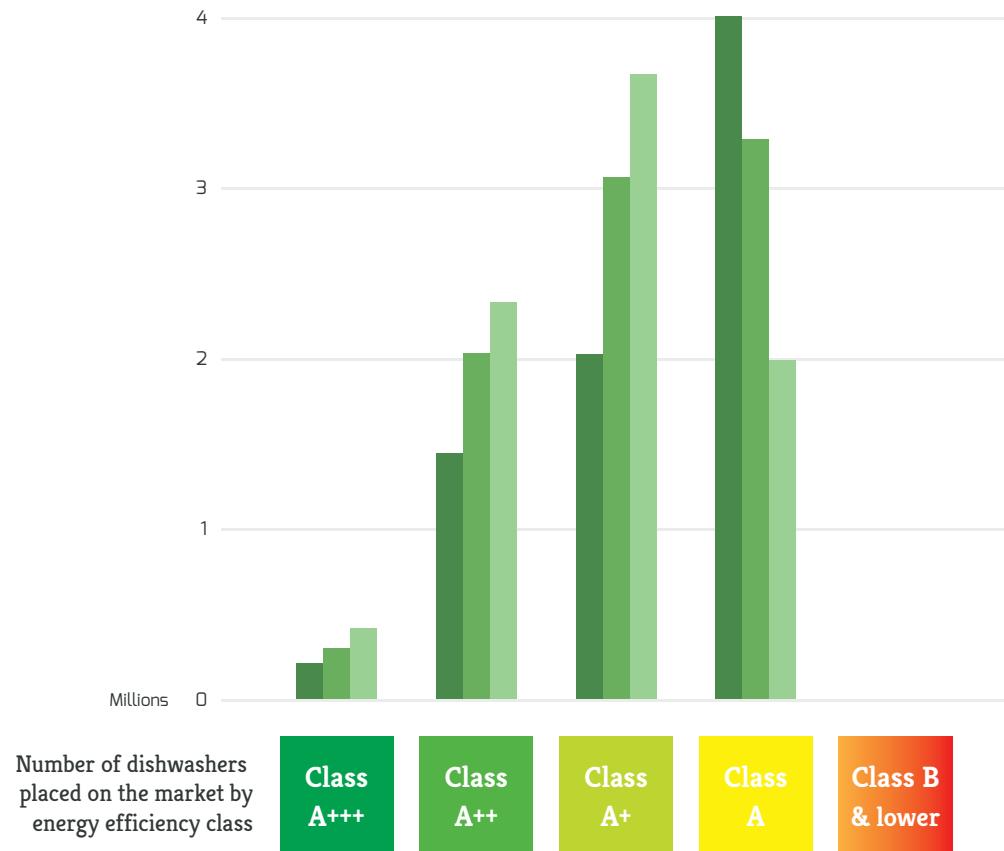
Energy Efficiency

ENERGY EFFICIENCY OF DISHWASHERS IN EUROPE, IN 2011-2013

Within 3 years, the number of dishwashers in energy **class A+++** doubled, while the number of dishwashers in the lower energy class A was cut in half

Energy class	Number of units	Weighted average energy consumption (in kWh/year)	Weighted average energy efficiency index	Number of dishwashers placed on the market by energy efficiency class	2011	2012	2013
A+++	0,4M	96M	0,5M	A+++	0,2M	0,3M	0,4M
A++	2,4M	616M	0,6M	A++	1,5M	2M	2,4M
A+	3,7M	1.046M	0,6M	A+	2M	3,1M	3,7M
A	2M	609M	0,7M	A	4M	3,3M	2M
B and lower	0M	0M	0M	B and lower	0M	0M	0M

"In 2013, more than 75% of all dishwashers placed on the market were in the energy efficiency class **class A⁺** or higher"



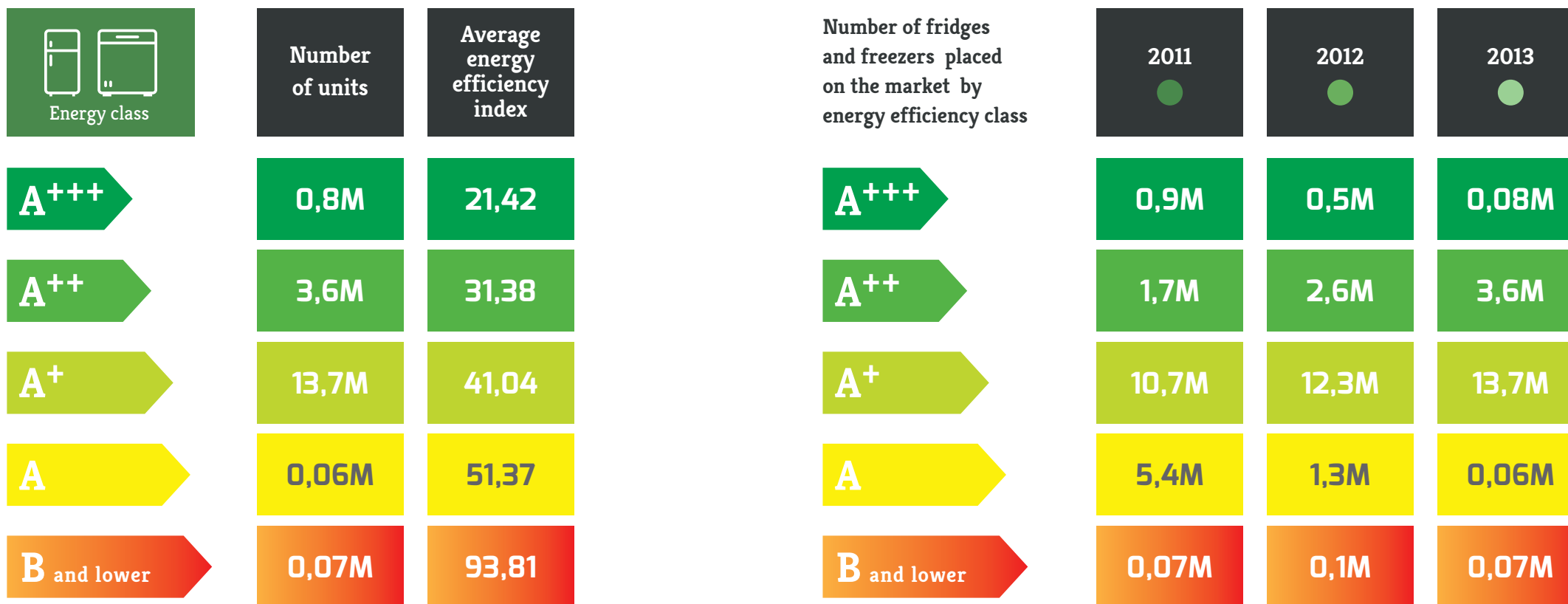
● 2011 ● 2012 ● 2013



Energy Efficiency

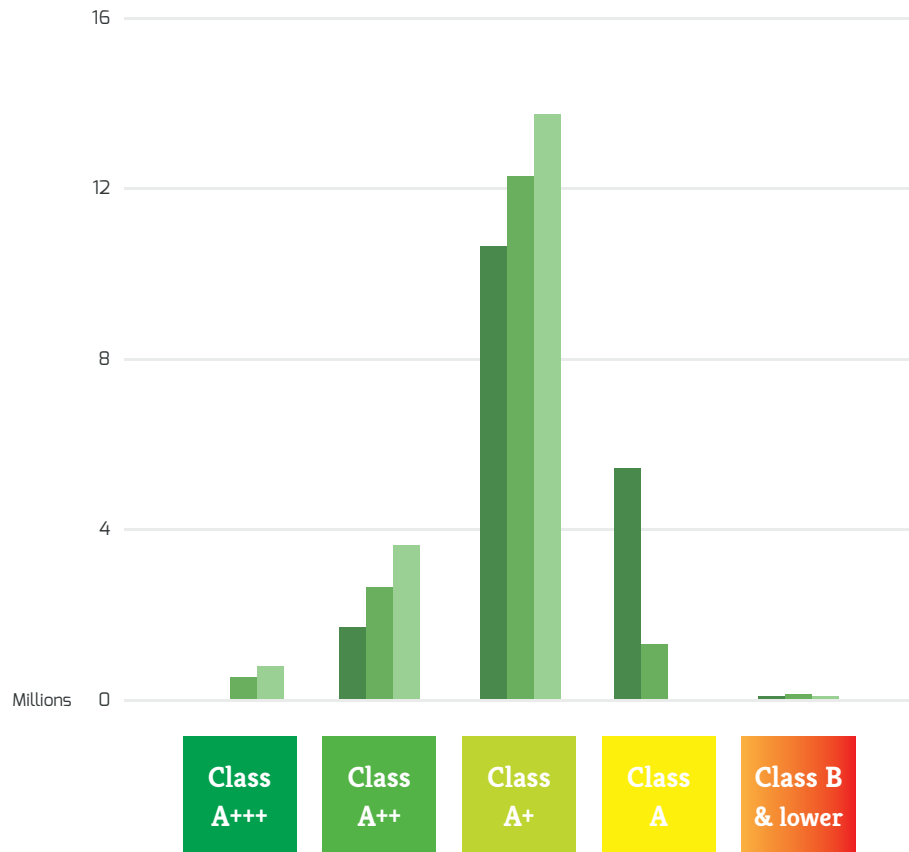
ENERGY EFFICIENCY OF COLD APPLIANCES IN EUROPE, IN 2011-2013

In 2013, almost **100%** of all cold appliances placed on the market were in the highest energy efficiency classes (A+ and higher)





Number of fridges and freezers placed on the market by energy efficiency class



% of fridges and freezers placed on the market by energy efficiency class



2011 2012 2013




Waste of Electrical and Electronic Equipment (WEEE) in Europe


ACCORDING TO COUNTERING WEEE ILLEGAL TRADE PROJECT FOUNDED BY THE EUROPEAN COMMISSION

SOURCE: CWIT project

For the EU28 plus Norway and Switzerland (EU28+2), the estimated total amount of WEEE generated in 2012 is...

9,45 
million tons



3,3 
million tons


Are reported by Member States as collected and recycled

 **0,75**
million tons

Are estimated to end up in the waste bin

 **2,2**
million tons

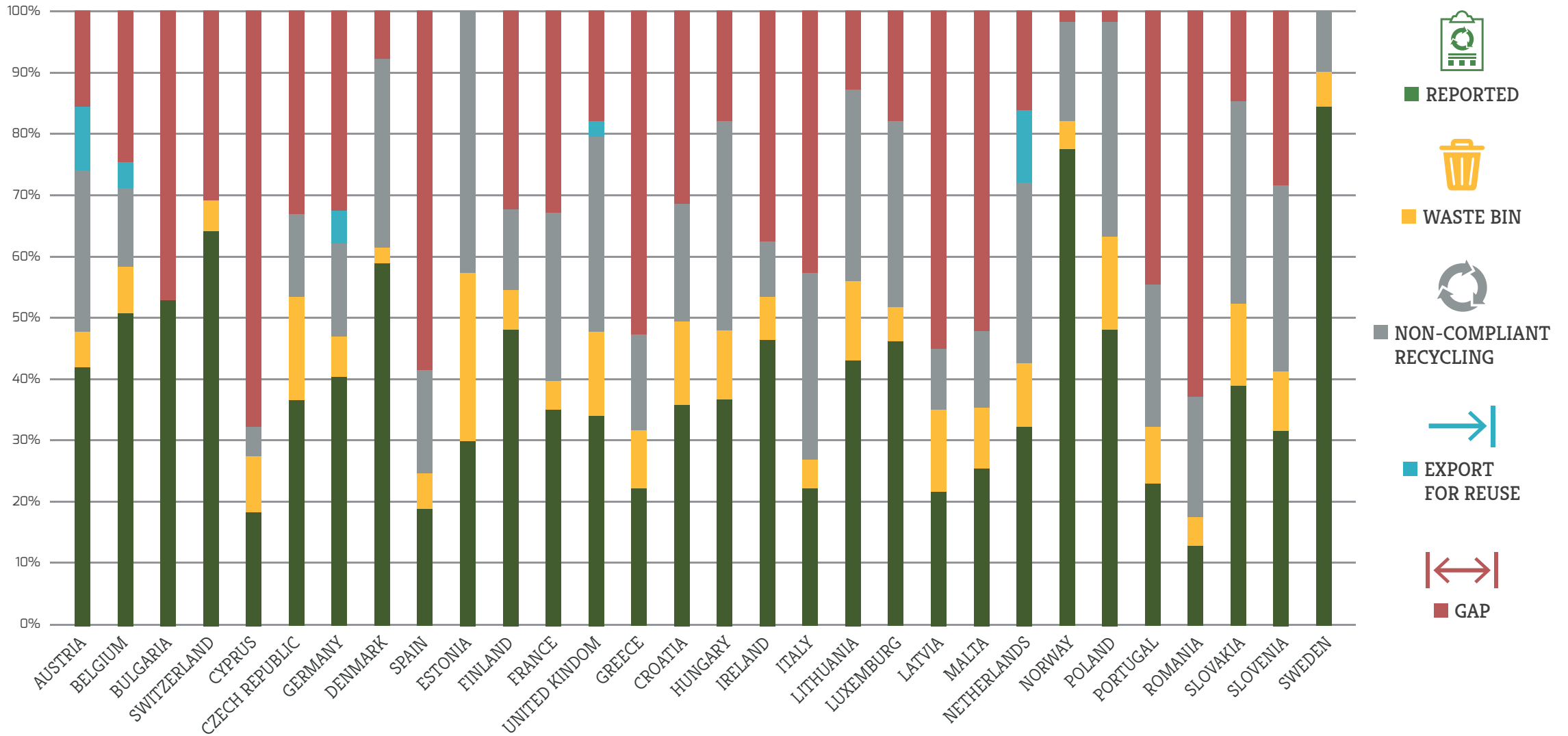
Of WEEE are mixed with metal scrap

 gap of **3,2**
million tons



ONLY ONE THIRD OF WEEE GENERATED IS FORMALLY ACCOUNTED AND REPORTED BY MEMBER STATES

EU WEEE AMOUNTS DOCUMENTED PER MEMBER STATE



SOURCE: CWIT project



Collection of Waste of Electrical and Electronic Equipment (WEEE) in Europe

“The majority of European countries met the collection target established by the WEEE Directive of 4kg per inhabitant per year, which was the reference target until 18 August 2016.”

SOURCE: Eurostat

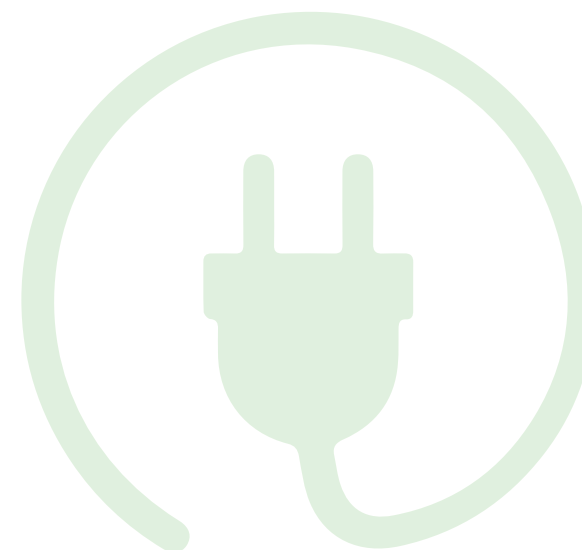
TOTAL WEEE COLLECTED IN THE EU PER YEAR (KG PER INHABITANT)				
EU28 + 3 EEA COUNTRIES				
	2010	2011	2012	2013
AUSTRIA	8,879	8,993	9,182	9,061
BELGIUM	9,688	10,408	10,465	10,763
BULGARIA	6,092	5,504	5,26	4,84
CYPRUS	3,145	3,203	2,91	2,649
CZECH REPUBLIC	5,059	5,282	5,108	5,156
GERMANY	9,502	8,683	8,588	9,027
DENMARK	14,949	15,137	13,628	12,837
ESTONIA	4,228	4,983	4,132	3,534
GREECE	4,184	3,815	3,371	3,49
SPAIN	3,394	3,292	3,378	4,494
FINLAND	9,484	9,745	9,784	10,649
FRANCE	6,695	7,22	7,191	7,296
CROATIA	-	4,09	3,792	3,532
HUNGARY	4,052	3,716	4,462	5,032
IRELAND	9,743	8,658	8,977	9,271
ICELAND	4,996	-	-	7,626
ITALY	9,826	9,171	8,354	7,257
LIECHTENSTEIN	-	4,353	3,812	7,85
LITHUANIA	2,882	3,908	4,772	5,462
LUXEMBOURG	9,514	9,616	9,435	9,526
LATVIA	2,044	2,263	2,307	2,398
MALTA	3,703	3,757	3,59	4,025
NETHERLANDS	7,711	7,919	7,382	6,992
NORWAY	22,042	22,173	20,903	20,656
POLAND	2,951	3,766	4,605	4,514
PORTUGAL	4,414	5,615	4,156	4,786
ROMANIA	1,296	1,043	1,151	-
SWEDEN	17,215	18,687	17,713	18,392
SLOVENIA	4,234	4,552	4,584	4,145
SLOVAKIA	4,065	4,372	4,192	4,172
UNITED KINGDOM	7,637	8,176	7,906	7,68
AVERAGE EU	7,022	7,070	6,836	7,237
INCREASE		1%	-3%	6%

TOTAL WEEE COLLECTED IN THE EU PER YEAR (TONNES)

EU28 + 3 EEA COUNTRIES

	2010	2011	2012	2013
AUSTRIA	74.256	75.464	77.402	76.835
BELGIUM	105.556	114.981	116.458	120.365
BULGARIA	45.056	40.442	38.431	35.162
CYPRUS	2.609	2.725	2.514	2.283
CZECH REPUBLIC	52.989	55.438	53.685	54.215
GERMANY	777.035	710.250	690.711	727.998
DENMARK	82.931	84.319	76.200	72.080
ESTONIA	5.630	6.615	5.465	4.658
GREECE	46.527	42.360	37.235	38.268
SPAIN	158.099	153.867	157.994	209.505
FINLAND	50.867	52.509	52.972	57.919
FRANCE	433.959	470.192	470.556	479.694
CROATIA		17.518	16.187	15.025
HUNGARY	40.521	37.053	44.262	49.778
IRELAND	44.431	39.628	41.177	42.629
ICELAND	1.589			2.469
ITALY	582.482	544.577	497.378	437.090
LIECHTENSTEIN		158	140	290
LITHUANIA	8.928	11.835	14.259	16.154
LUXEMBOURG	4.823	4.985	5.010	5.176
LATVIA	4.287	4.662	4.694	4.827
MALTA	1.535	1.564	1.506	1.704
NETHERLANDS	128.119	132.197	123.684	117.499
NORWAY	107.767	109.823	104.905	104.927
POLAND	112.246	143.331	175.295	171.728
PORTUGAL	46.673	59.282	43.695	50.051
ROMANIA	26.247	21.008	23.083	
SWEDEN	161.444	176.580	168.612	176.567
SLOVENIA	8.674	9.344	9.430	8.539
SLOVAKIA	21.916	23.601	22.671	22.584
UNITED KINGDOM	479.356	517.192	503.611	492.490
TOTAL	3.616.552	3.663.500	3.579.222	3.598.509
INCREASE		1%	-2%	1%

“In 2012, the total amount of collected WEEE decreased, but then this rate increased again slightly in 2013.”







SOURCE: Eurostat

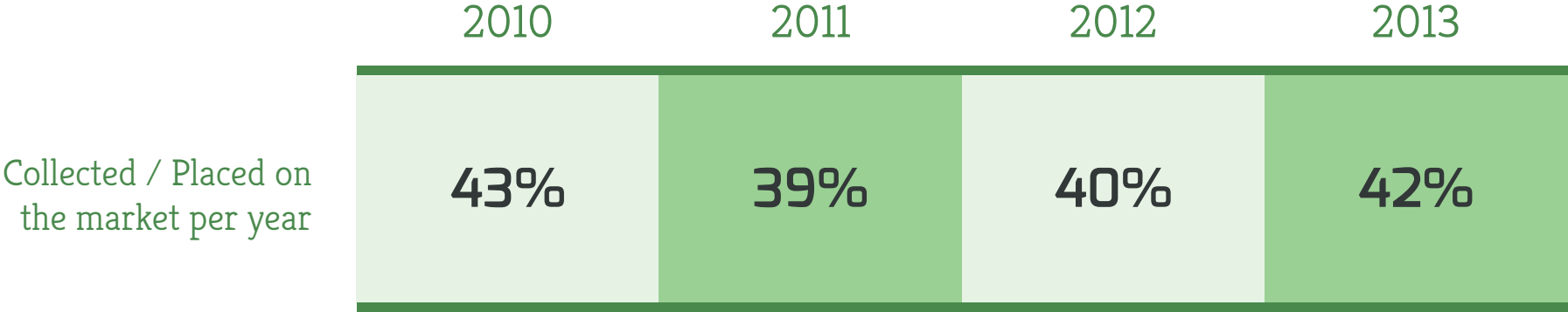


Electrical and Electronic Equipment (EEE) Placed on the EU Market per year (tonnes)

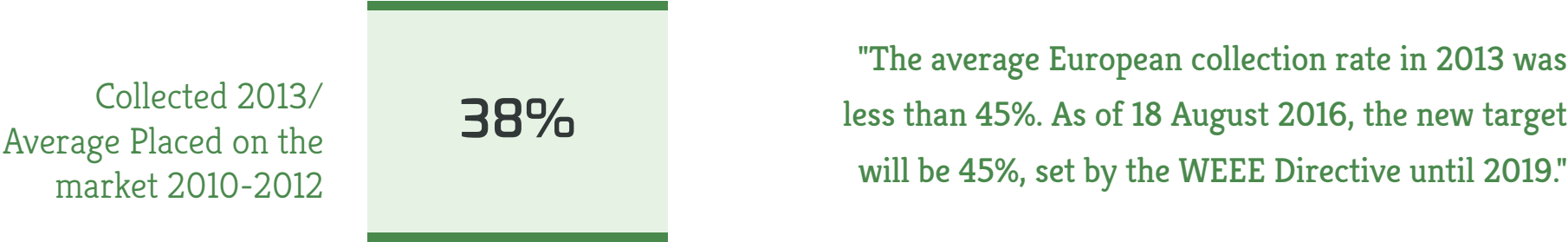
Placed on the Market
POM
quantities substantially
decreased in 2013

	2010	2011	2012	2013
Total	 9,60M	 9,33M	 9,24M	 8,28M
Increase		-3%	-1%	-10%

Average EU WEEE Return Rate



Average EU WEEE Collection Rate 2013



Note: calculations based on data obtained from Eurostat



Collection of Large Home Appliances in Europe



SOURCE: Eurostat





LARGE HOME APPLIANCES PLACED ON THE MARKET IN THE EU PER YEAR (TONNES)

	2010	2011	2012	2013
Total	4,69M	4,59M	4,63M	4,29M
Increase		-2%	1%	-7%

NOTE: Data from all EU Member States and EEA countries is not available. 2010 year data from Croatia and Liechtenstein are missing. 2013 year data from Romania and Spain are missing. 2011 and 2012 data from Iceland are missing.

"Even though quantities of large home appliances placed on the market have slightly decreased in 2013, the amounts collected increased."

LARGE HOME APPLIANCES COLLECTED IN THE EU PER YEAR (TONNES)

	2010	2011	2012	2013
Total	1,56M 	1,56M 	1,54M 	1,66M 
Increase		0%	-1%	7%

NOTE: Data from all EU Member States and EEA countries is not available. 2010 year data from Croatia and Liechtenstein are missing. 2013 year data from Romania are missing. 2011 and 2012 data from Iceland are missing. Data from Italy is missing.



Large Home Appliances make up....

% of Total EEE Placed on the EU Market

2010	2011	2012	2013
48%	47%	50%	51%

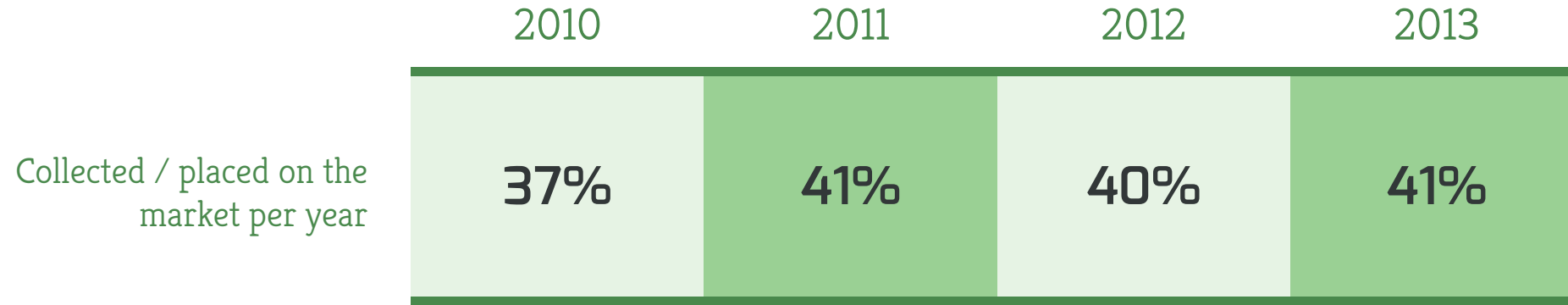
% of Total WEEE Collected in the EU

2010	2011	2012	2013
43%	43%	43%	46%

"On average, large home appliances represent half of total EEE placed on the market and WEEE collected (in weight)."



Average EU Return Rate of Large Home Appliances



Average EU Collection Rate of Large Home Appliances 2013

Collected 2013/
Average placed on the
market 2010-2012

36%

"For large home appliances:
on average, the return rate is slightly
higher than the 2013 collection rate."

NOTE: calculations based on data obtained from Eurostat.



Collection of Small Home Appliances in Europe



SOURCE: Eurostat





SMALL HOME APPLIANCES PLACED ON THE MARKET IN THE EU PER YEAR (TONNES)

	2010	2011	2012	2013
Total	0,86M	0,86M	0,89M	0,83M
Increase		0%	4%	-7%

NOTE: Data from all EU Member States and EEA countries is not available. 2010 year data from Croatia and Liechtenstein are missing. 2013 year data from Romania and Spain are missing. 2011 and 2012 data from Iceland are missing.

“Small home appliances quantities collected in WEEE streams are lower than large home appliances quantities collected. However, collected quantities of small home appliances have increased more in the past years than collected large home appliance quantities.”

SMALL HOME APPLIANCES COLLECTED IN THE EU PER YEAR (TONNES)

	2010	2011	2012	2013
Total	0,20M 	0,22M 	0,23M 	0,26M 
Increase		12%	3%	13%

NOTE: Data from all EU Member States and EEA countries is not available. 2010 year data from Croatia and Liechtenstein are missing. 2013 year data from Romania are missing. 2011 and 2012 data from Iceland are missing. Data from Italy is missing.



Small Home Appliances make up....

% of Total EEE Placed on the EU Market

2010	2011	2012	2013
8%	9%	10%	10%

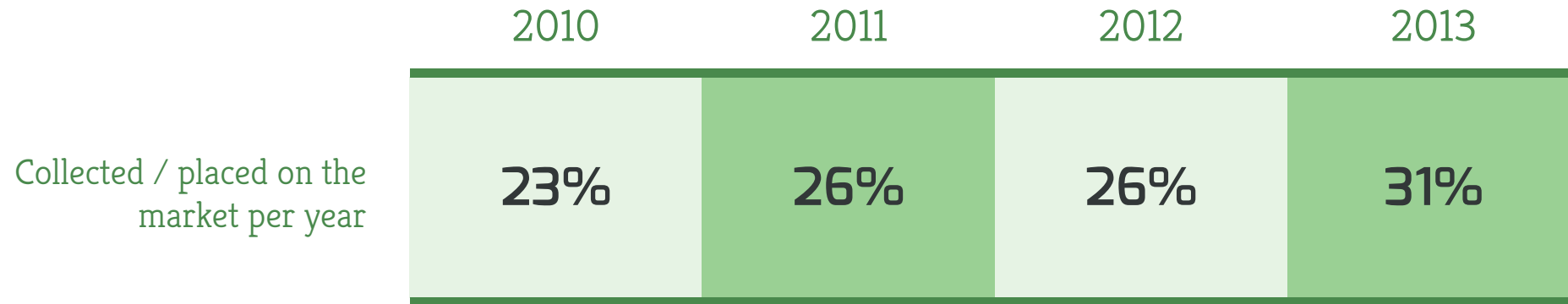
% of Total WEEE Collected in the EU

2010	2011	2012	2013
7%	7%	7%	8%

"Small home appliances represent only a small share of total EEE placed on the market and total WEEE collected quantities (in weight)."



Average EU Return Rate of Small Home Appliances



Average EU Collection Rate of Small Home Appliances 2013

Collected 2013/
Average placed on the
market 2010-2012

30%

"For small home appliances:
on average, the return rate is slightly
lower than the 2013 collection rate."

NOTE: calculations based on data obtained from Eurostat.



Treatment of Large & Small Home Appliances in Europe

"Over the last years, treatment of large and small home appliances has regularly increased. As a result, recovery and recycling have as well increased."













SOURCE: Eurostat

Large Home Appliances Treated, Recovered and Recycled (inside & outside EU)

	2010	2011	2012	2013
Treated (inside & outside EU, in tonnes)	1,38M	1,41M	1,39M	1,51M
Increase		3%	-2%	9%
Recovered (tonnes)	1,02M	1,07M	1,05M	1,15M
Recycled (tonnes)	0,94M	0,98M	0,96M	1,04M

NOTE: Data from all EU Member States and EEA countries is not available. There is no data for United Kingdom and Italy. 2013 year data from Romania is missing. Data from Iceland only available for 2013

Small Home Appliances Treated, Recovered and Recycled (inside & outside EU)

	2010	2011	2012	2013
Treated (inside & outside EU, in tonnes)	0,19M 	0,22M 	0,21M 	0,24M 
Increase		15%	-2%	14%
Recovered (tonnes)	0,16M 	0,18M 	0,18M 	0,21M 
Recycled (tonnes)	0,13M 	0,15M 	0,15M 	0,18M 

NOTE: Data from all EU Member States and EEA countries is not available. There is no data for United Kingdom and Italy. 2013 year data from Romania is missing. Data from Iceland only available for 2013

Recovery & Recycling Rates of Large & Small Home Appliances, in Europe

	2012	2013
Recovery rate large home appliances %	93%	91%
Recycling rate large home appliances %	84%	84%
Recovery rate small home appliances %	80%	87%
Recycling rate small home appliances %	76%	77%

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

SOURCE: WEEE Forum

SOURCE: Eurostat





#HA2025



Make the
Connected
Home a Reality



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.
















Research & Innovation

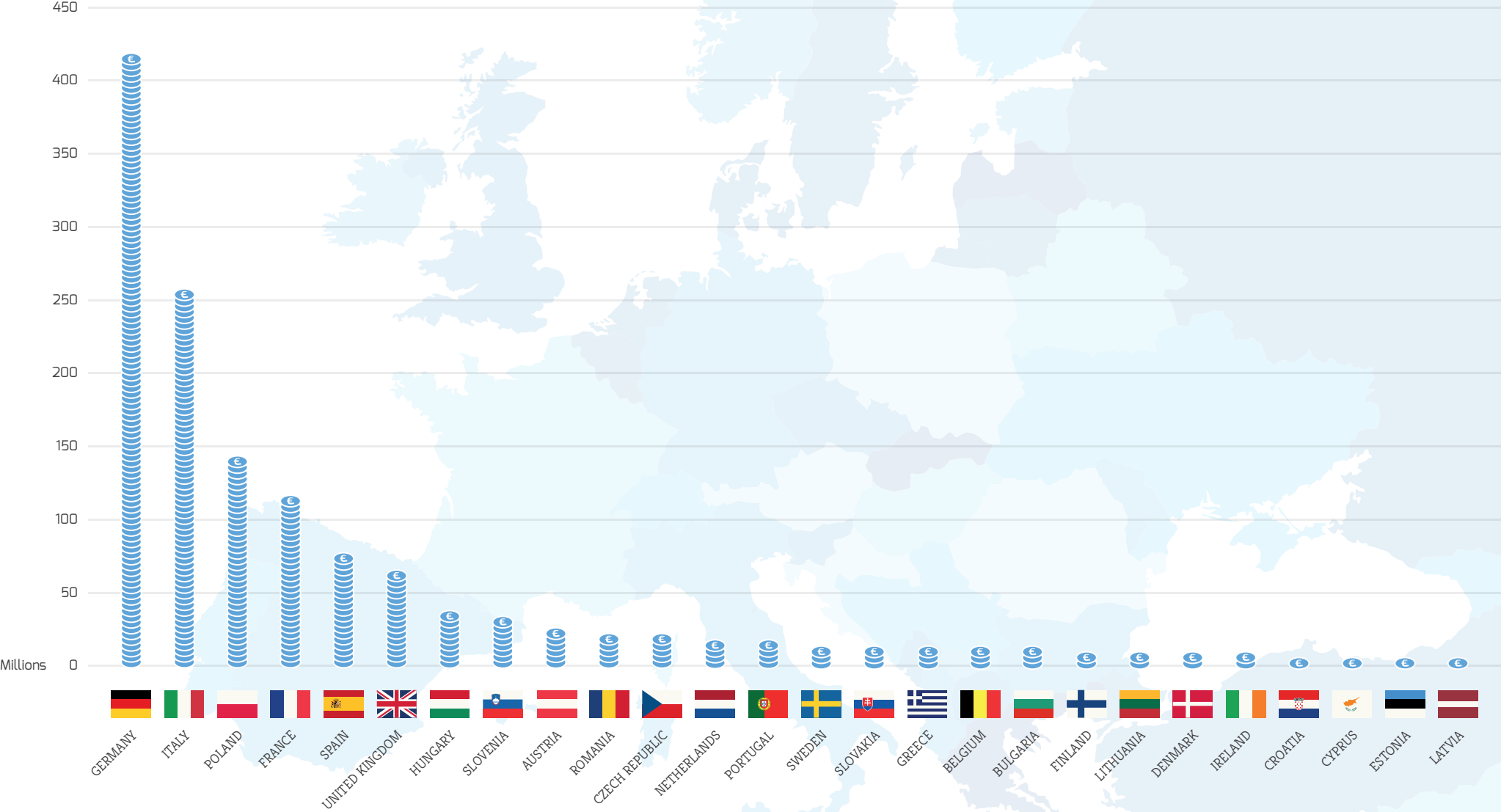
R&D EXPENDITURE IN HOME APPLIANCE MANUFACTURING BY COUNTRY, IN 2014

“R&D expenditure in home appliance manufacturing in the EU in 2014 was around €1,4bn.”

	R&D expenditure 2014
 GERMANY	€417,9M
 ITALY	€258,3M
 POLAND	€143,9M
 FRANCE	€115,7M
 SPAIN	€78,4M
 UNITED KINGDOM	€64M
 HUNGARY	€36,6M
 SLOVENIA	€34,4M
 AUSTRIA	€24,6M
 ROMANIA	€23,8M
 CZECH REPUBLIC	€18,7M
 NETHERLANDS	€18,4M
 PORTUGAL	€17,1M

	R&D expenditure 2014
 SWEDEN	€14,1M
 SLOVAKIA	€13,2M
 GREECE	€9,3M
 BELGIUM	€9,1M
 BULGARIA	€8,3M
 FINLAND	€3,7M
 LITHUANIA	€3,7M
 DENMARK	€3,4M
 IRELAND	€3,3M
 CROATIA	€1M
 CYPRUS	€0,3M
 ESTONIA	€0,09M
 LATVIA	€0,02M

R&D EXPENDITURE IN HOME APPLIANCE MANUFACTURING, IN 2014



NOTE: No data available for Luxembourg and Malta.



Research & Innovation

R&D EXPENDITURE GROWTH BY EU COUNTRY,
IN 2008-2014

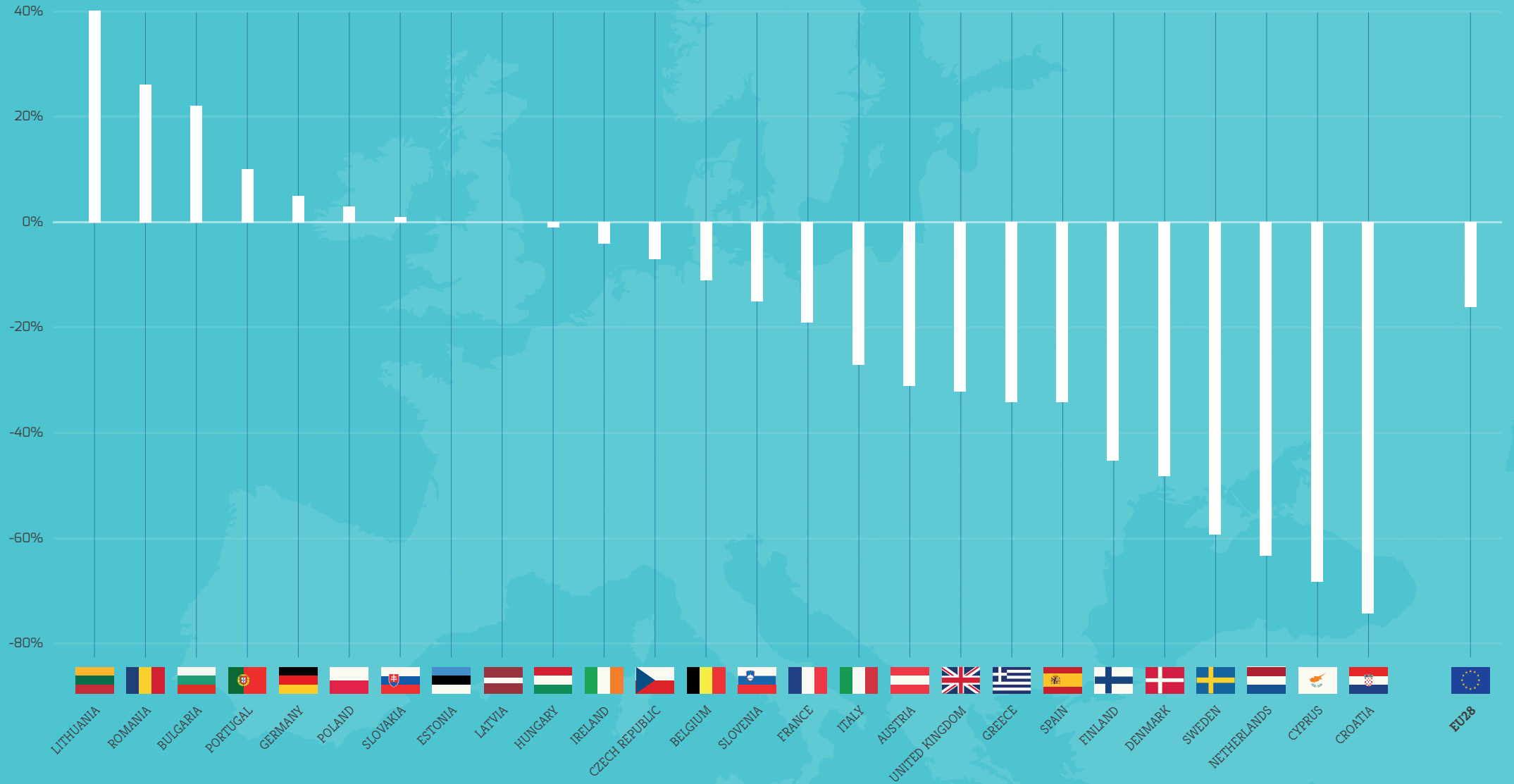
"The home appliance industry in Europe encourages the development of a regulatory environment that stimulates R&D in Europe, and helps companies maintain their global competitiveness."

	2008 R&D expenditure	2014 R&D expenditure	2008-2014 % Growth
Austria	€35.5M	€24.6M	-31%
Belgium	€10.3M	€9.1M	-11%
Bulgaria	€6.8M	€8.3M	22%
Croatia	€3.8M	€1M	-74%
Cyprus	€0.8M	€0.26M	-68%
Czech Republic	€20.1M	€18.7M	-7%
Denmark	€6.5M	€3.4M	-48%
Estonia	€0M	€0.09M	0%
Finland	€6.8M	€3.7M	-45%
France	€142.7M	€115.7M	-19%
Germany	€400M	€418M	5%
Greece	€14.1M	€9.3M	-34%
Hungary	€37M	€36.6M	-1%
Ireland	€0M	€3.2M	-4%
Italy	€355M	€258.3M	-27%
Latvia	€0M	€0.02M	0%
Lithuania	€2.6M	€3.7M	40%
Netherlands	€50M	€18.4M	-63%
Poland	€140.2M	€144M	3%
Portugal	€15.5M	€17.1M	10%
Romania	€18.9M	€23.8M	26%
Slovakia	€13.1M	€13.1M	1%
Slovenia	€40.3M	€34.4M	-15%
Spain	€119.3M	€78.4M	-34%
Sweden	€34.2M	€14.1M	-59%
United Kingdom	€93.9M	€64M	-32%
EU28	€1,572M	€1,314M	-16%

SOURCE: Eurostat

NOTE: Belgian data relates to 2012, Estonia, Irish, Lithuanian, Swedish data relates to 2013, Latvian data relates to 2011.

% GROWTH OF R&D IN HOME APPLIANCE MANUFACTURING, IN 2008-2014



Research & Innovation

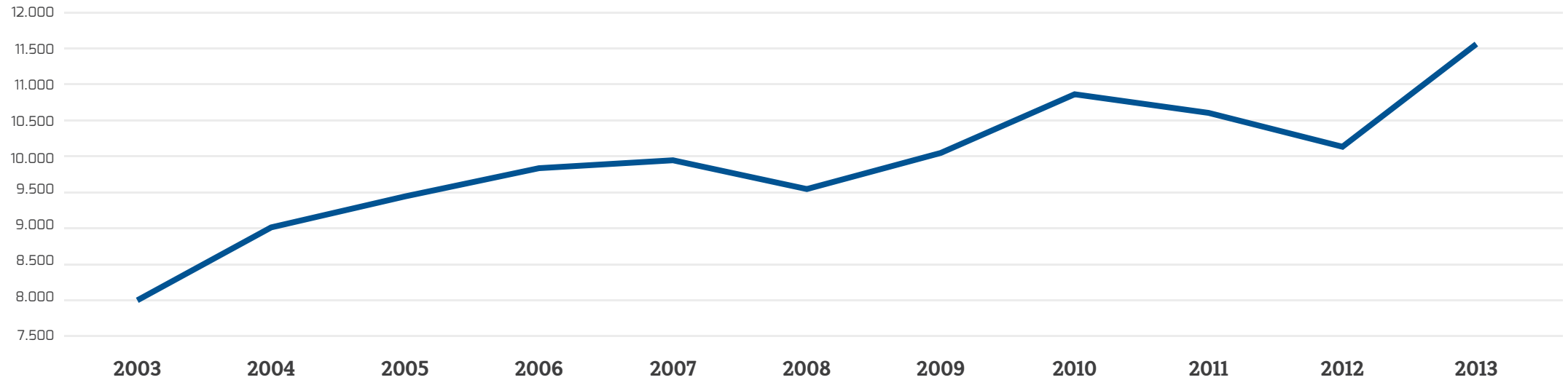
PATENTS DEPOSITED FOR HOME APPLIANCES IN EUROPE



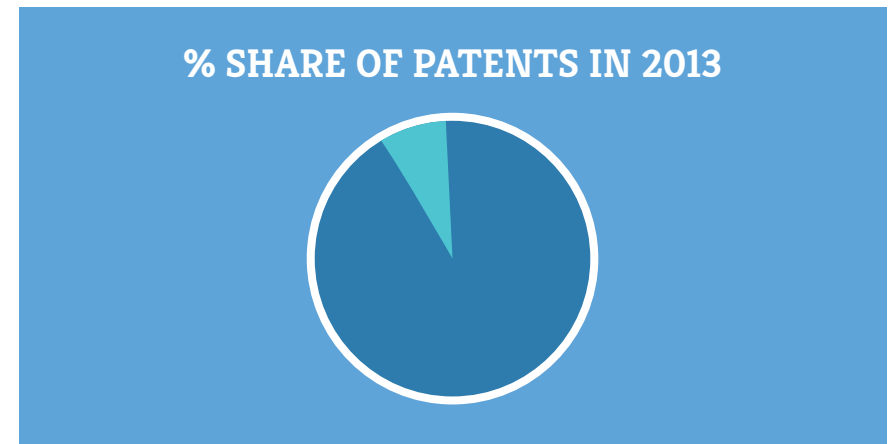
“More and more patents are deposited, to protect the results of fruitful R&D activities. Nearly 8% of all patents deposited in 2013 in the EU came from the home appliance sector.”

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Patents deposited	8.028	9.007	9.483	9.808	9.976	9.595	10.078	10.881	10.631	10.214	11.562

PATENTS DEPOSITED IN HOME APPLIANCE MANUFACTURING



Total patent applications in EU in 2013, across all sectors	147.869
Total patent applications in EU in 2013, home appliances	11.562
% Share	7,8%

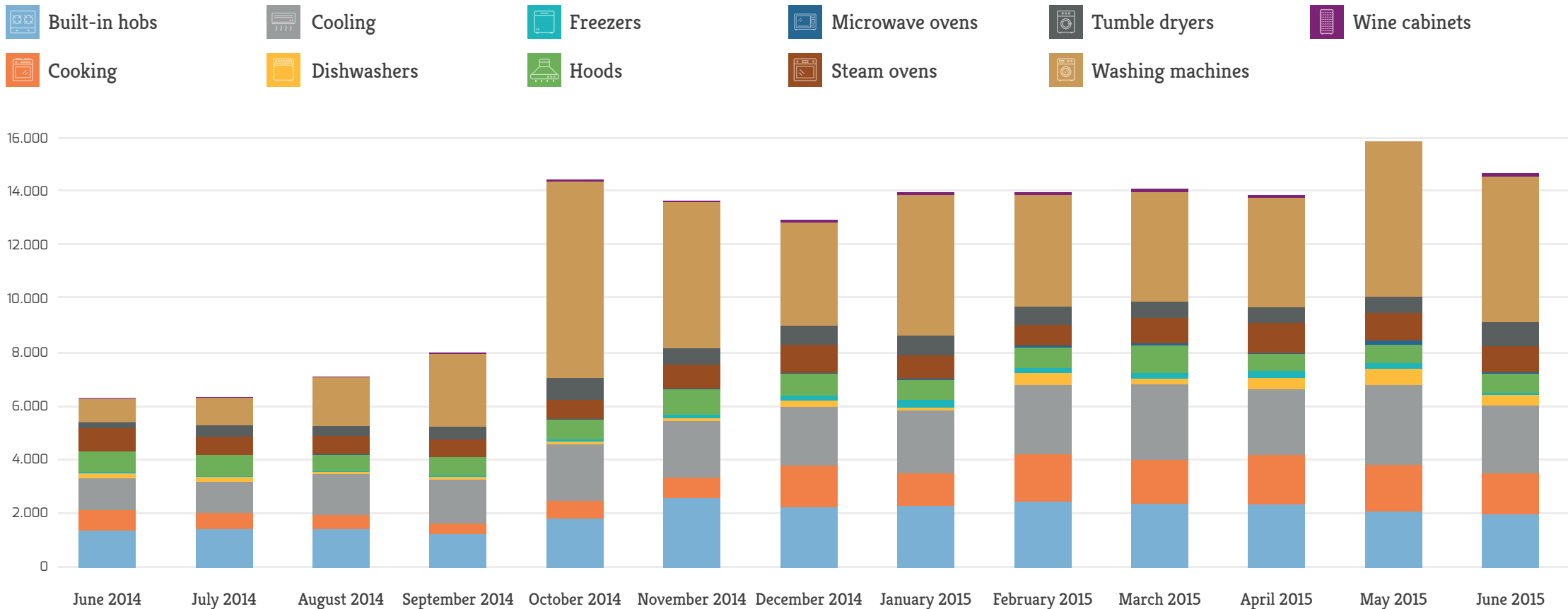




Smart Home Appliances

SMART LARGE HOME APPLIANCES SALES IN GERMANY, FRANCE AND UK (JUNE 2014 - JUNE 2015)

“In June 2014, 6.300 smart large home appliances were sold, while only 1 year later, almost 14.700 units were sold in the same month.”



SOURCE: GfK

NOTE: Data concerns smart appliances according to GfK's definition (including "smart-prepared" appliances).



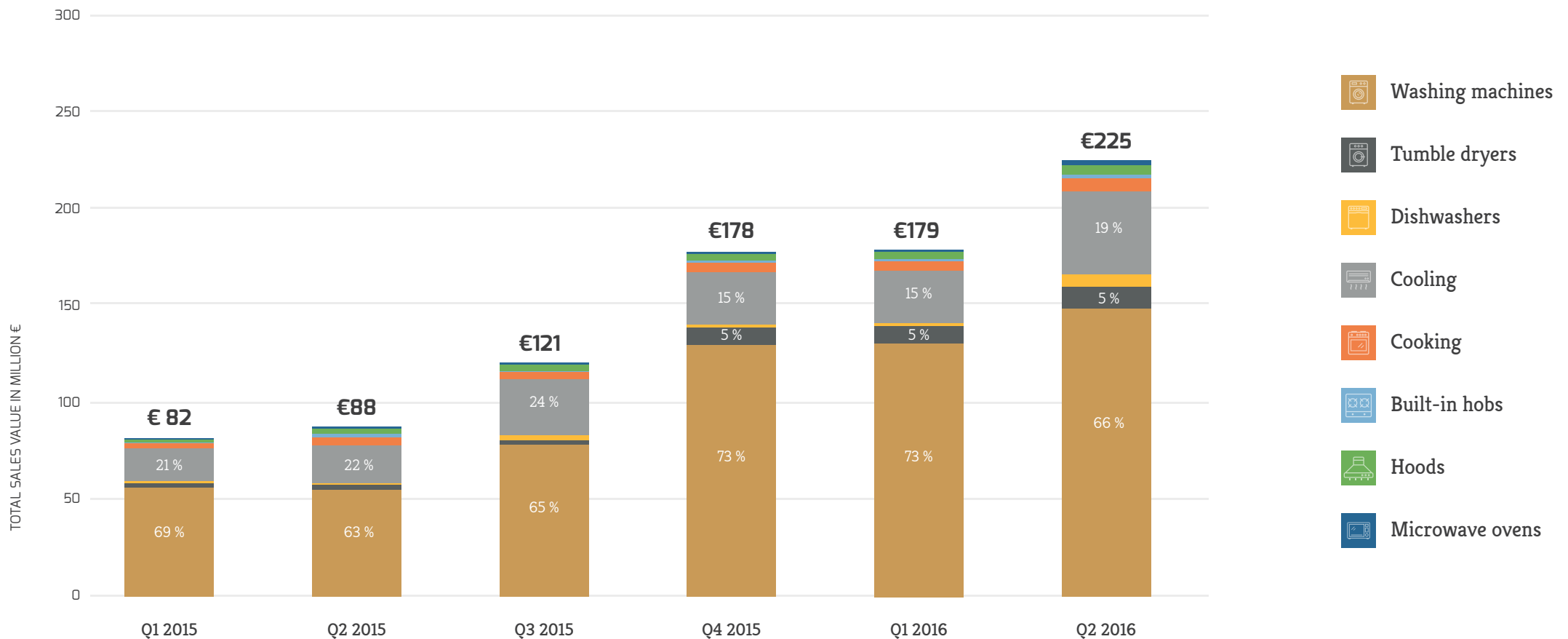
“Between June 2014 and June 2015, there was a lot of innovation within the smart large home appliances field.”



Smart Home Appliances

SMART LARGE HOME APPLIANCES SALES VALUE IN THE EU, IN JANUARY 2015 - JUNE 2016

“In June 2016, sales value of smart appliances had grown approx. three times higher than in January 2015.”



SOURCE: GfK

NOTE: Data concerns smart appliances according to GfK's definition (including "smart-prepared" appliances).

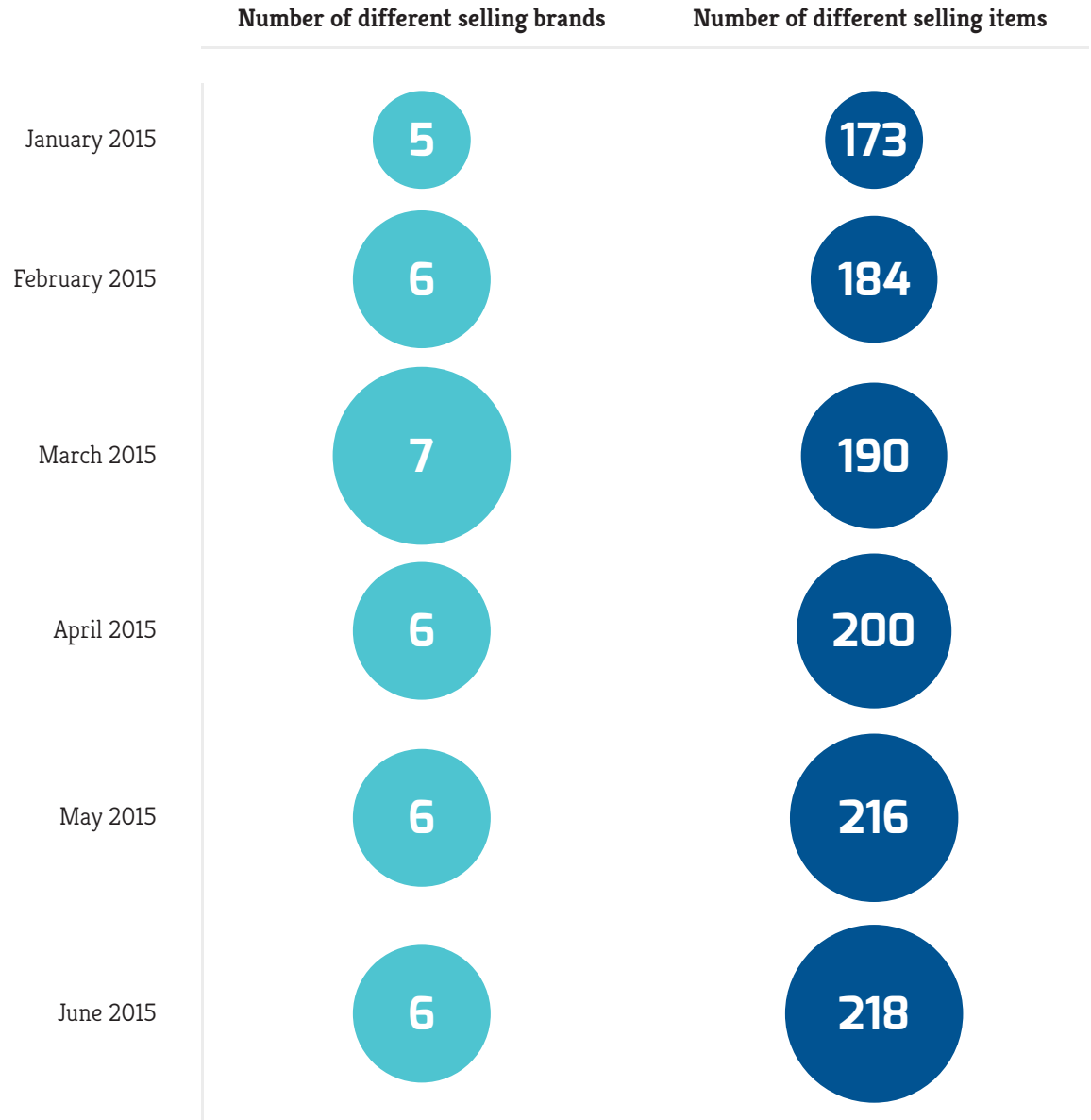


Smart Home Appliances

NUMBER OF DIFFERENT SELLING BRANDS
AND ITEMS FOR SMART LARGE HOME APPLIANCES
IN GERMANY, FRANCE AND UK (JANUARY 2015 - JUNE 2015)

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

SOURCE: GfK



NOTE: Data concerns smart appliances according to GfK's definition (including "smart-prepared" appliances)

Pillar 3 Notes



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#HA2025



Accelerate Europe's
Economic
Growth



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.

Units Traded Globally, in 2014-2015

FRIDGES, FREEZERS, DISHWASHERS, WASHING MACHINES, TUMBLE DRYERS, HOODS, MICROWAVE OVENS

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

NORTH AMERICA

2014	49.508
2015	52.934

+ 6,92%

CHINA

2014	93.273
2015	95.564

+ 2,46%

EUROPE

2014	75.277
2015	77.124

+ 2,45%

KOREA

2014	5.200
2015	5.250

+ 0,96%

JAPAN

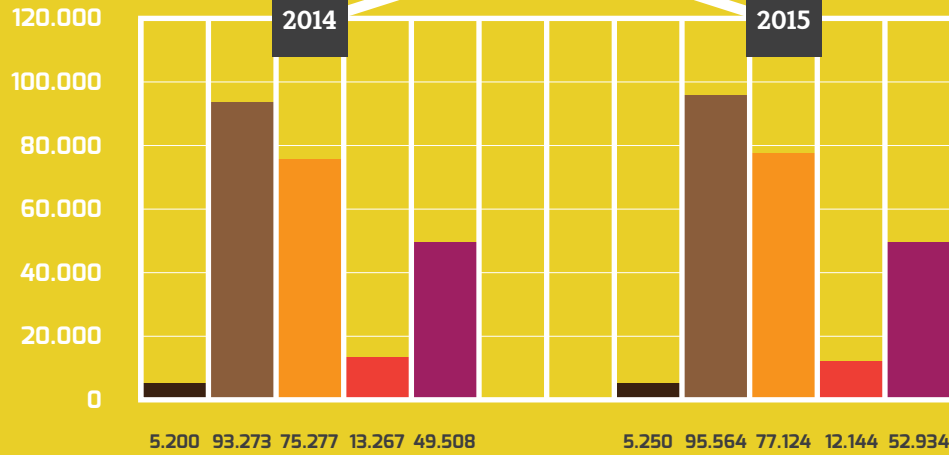
2014	13.267
2015	12.144

- 8,46%

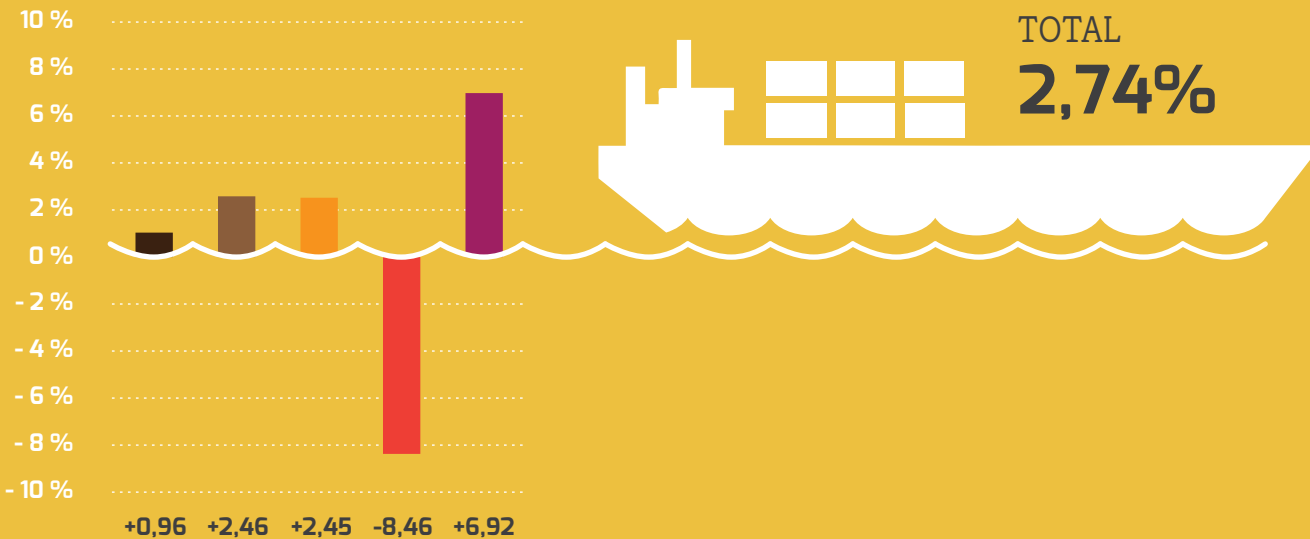
UNITS TRADED GLOBALLY, IN 2014-2015

TOTAL 2014
236.525

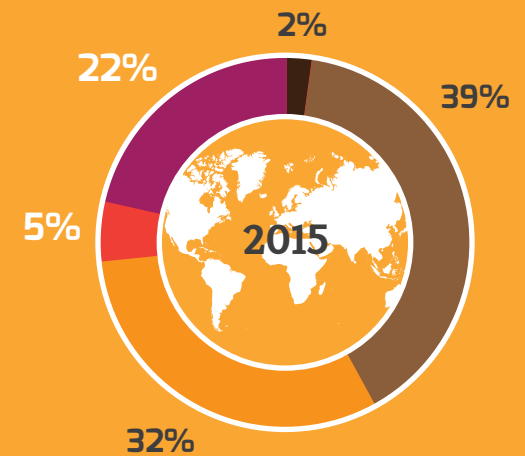
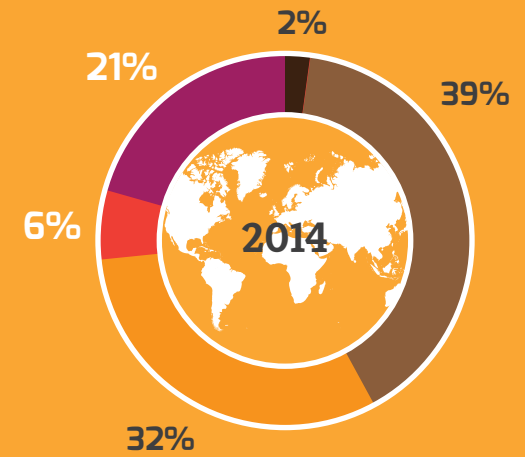
TOTAL 2015
243.016



% GROWTH, IN 2014-2015



% SHARE BY GEOGRAPHICAL AREA










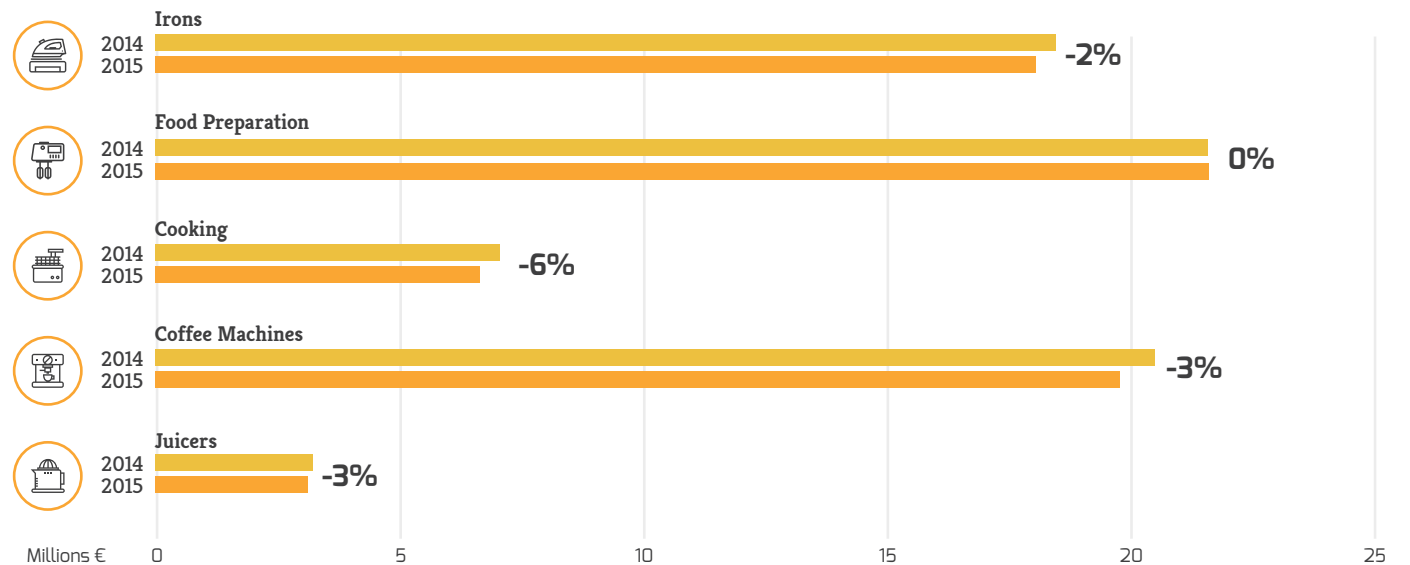
Units Traded in Europe, in 2014-2015

SMALL HOME APPLIANCES






"In 2015, approx. 125 million small home appliances were traded in Europe."

SOURCE: CECED Membership

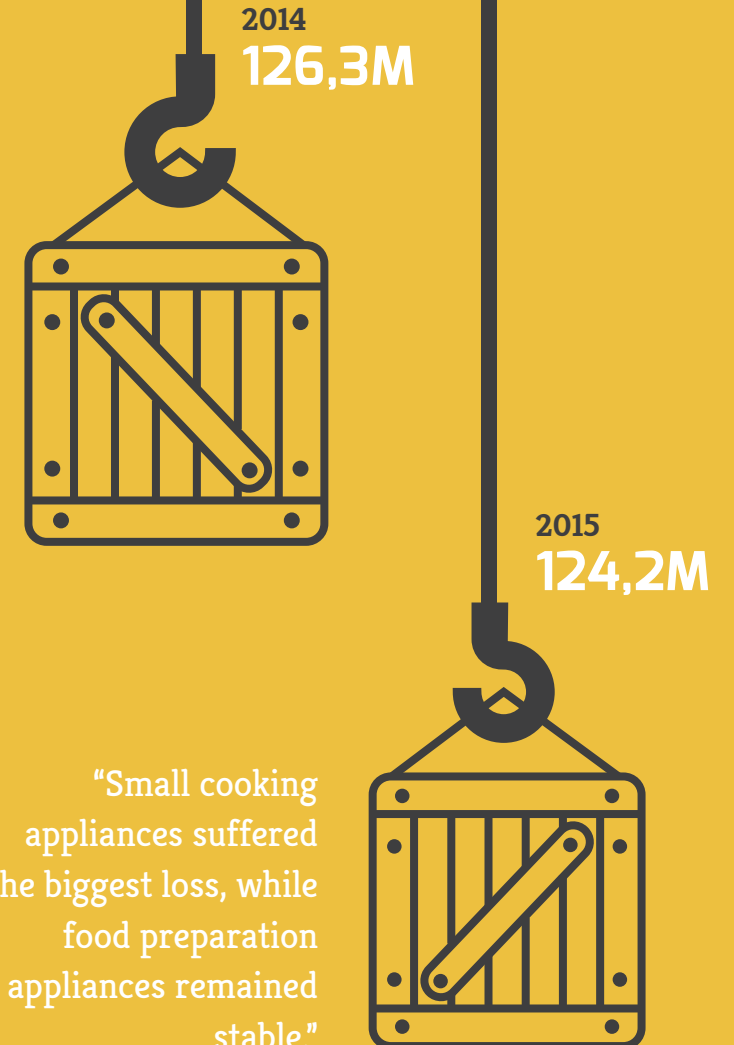
	 Irons	 Food Preparation	 Cooking	 Coffee Machines	 Juicers	Grand Total
2014	18,3M	21,4M	7M	20,3M	3,2M	126,3M
2015	17,9M	21,4M	6,6M	19,6M	3,1M	124,2M
Growth 2014 vs 2015	-2%	0%	-6%	-3%	-3%	-2%



NOTE: Countries that are included in the calculations are EU28 + Albania, Bosnia, Serbia, Montenegro, Ukraine, Russia, Turkey and Norway.









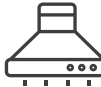

Product Groups	2015	2014	Growth 2015 vs 2014
 1. Irons	17.9M	18.3M	-2%
1.1 Traditional steam irons	14.2M	14.7M	-4%
1.2 Steam generators	3.7M	3.6M	4%
 2. Food preparation	21.4M	21.4M	0%
2.1 Hand blender	8.3M	8.6M	-4%
2.2 Kitchen machine (mixer)	1.9M	1.9M	0%
2.3 Food processor	2.1M	2M	2%
2.4 Hand mixer	4.1M	4.2M	-1%
2.5 Chopper	2.3M	2.4M	-3%
2.6 Liquidiser (blender)	2.7M	2.3M	18%
 3. Cooking	6.6M	7M	-6%
 4. Coffee machines	19.6M	20.3M	-3%
4.1 Espresso	11.5M	11.1M	4%
4.2 Filter coffee	4.9M	5.4M	-9%
 5. Juicers	3.1M	3.2M	-3%
Grand Total	124M	126M	-2%

GRAND TOTAL



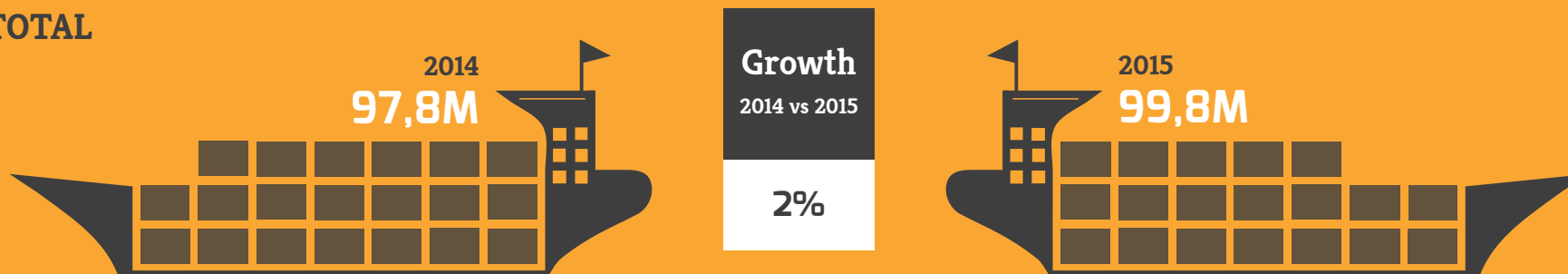
Units Traded in Europe, in 2014-2015

REFRIGERATORS, FREEZERS, DISHWASHERS, WASHING MACHINES, TUMBLE DRYERS, FREESTANDING COOKERS, BUILT-IN OVENS, HOBS, HOODS, MICROWAVES

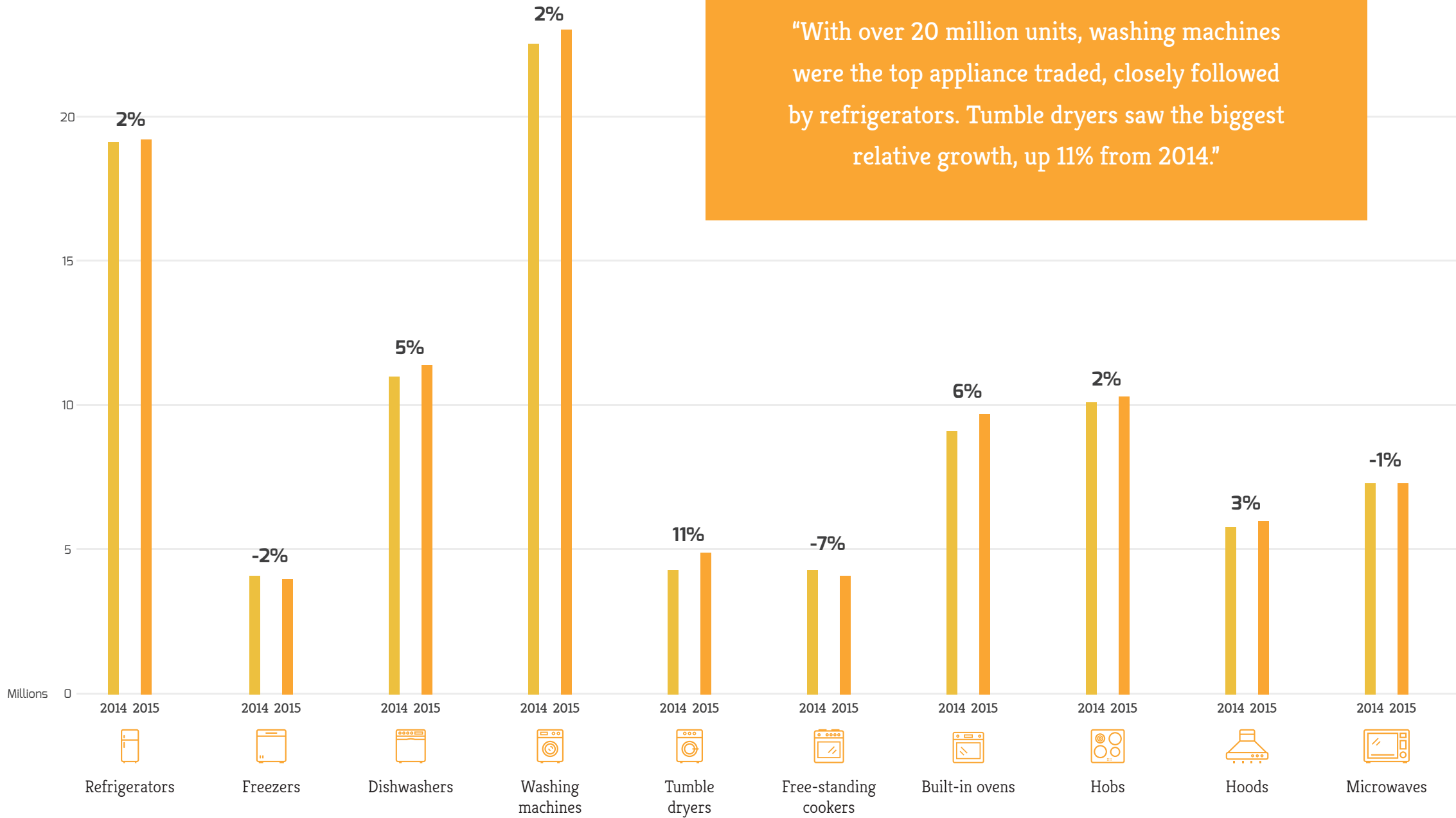
	 Refrigerators	 Freezers	 Dishwashers	 Washing machines	 Tumble dryers	 Free-standing cookers	 Built-in ovens	 Hobs	 Hoods	 Microwaves
2014	19,1M	4,1M	11M	22,5M	4,3M	4,3M	9,1M	10,1M	5,8M	7,3M
2015	19,2M	4M	11,4M	23M	4,9M	4,1M	9,7M	10,3M	6M	7,3M
Growth 2015 vs 2014	2%	-2%	5%	2%	11%	-7%	6%	2%	3%	-1%

“In 2015, approx. 100 million large home appliances were traded in Europe, up 2% from 2014.”

GRAND TOTAL



“With over 20 million units, washing machines were the top appliance traded, closely followed by refrigerators. Tumble dryers saw the biggest relative growth, up 11% from 2014.”

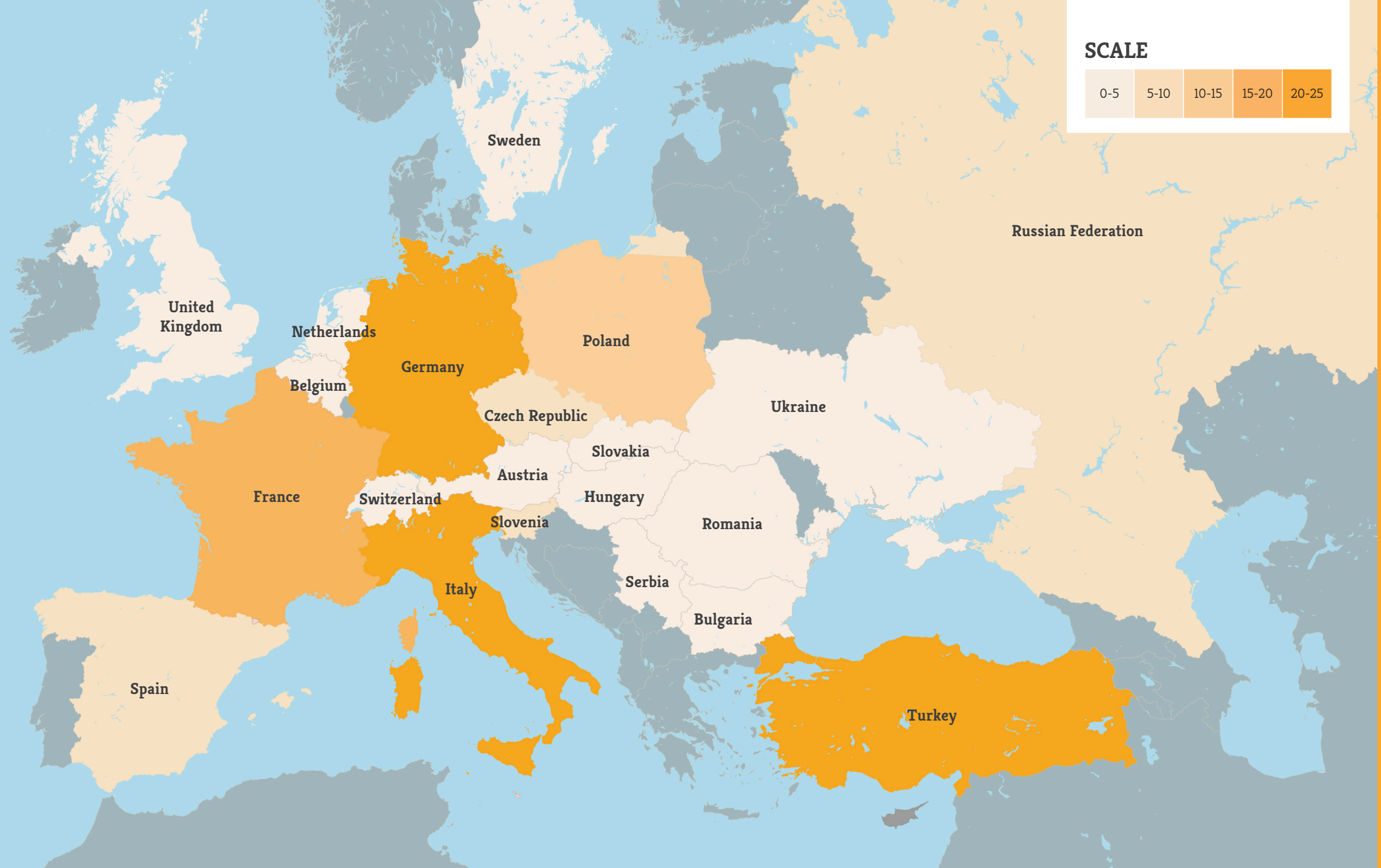


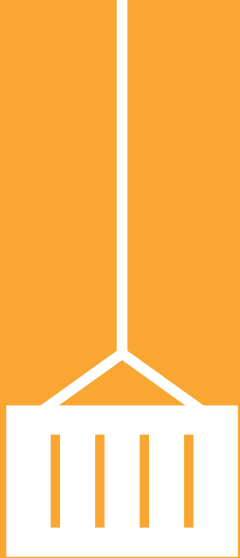


Production Facilities - CECED Direct Members

BY COUNTRY IN EUROPE, IN 2014

SCALE





Origin of Imports in 2015

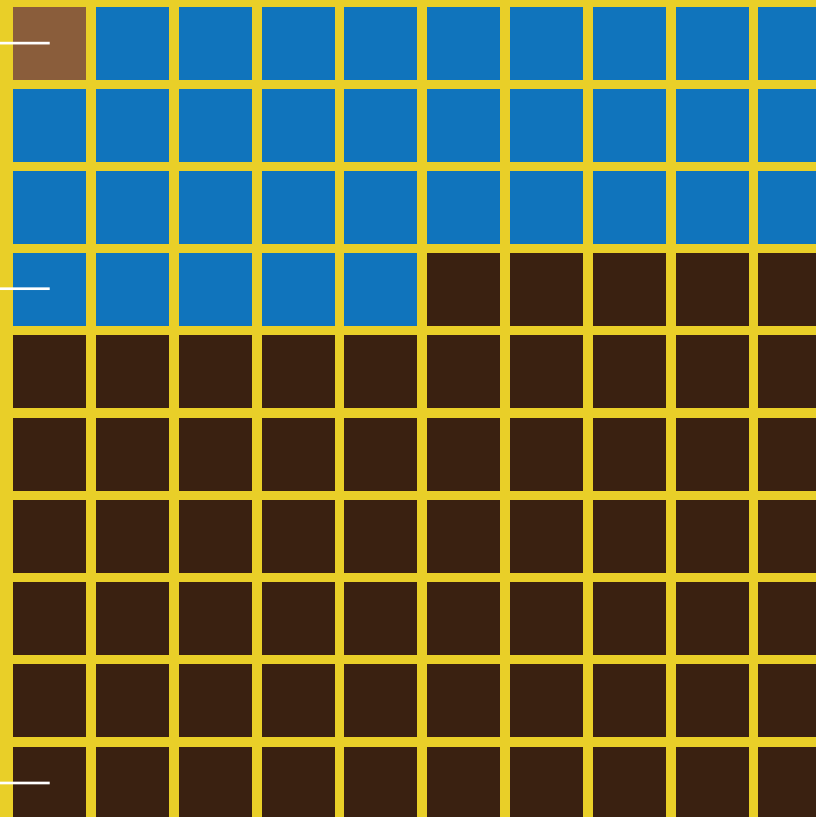
LARGE HOME APPLIANCES *

"Two-thirds of large appliance imports originate in the EU."

1%

34%

65%



*washing machines, dishwashers, tumble dryers, refrigerators, freezers, hobs, hoods, built-in ovens, freestanding cookers and microwave ovens (HS codes: 841460, 841810, 841821, 841829, 841830, 841840, 842112, 842211, 845011, 845012, 845019, 845020, 851650, 851660)

SOURCE: Eurostat

INTRA EU28

REST OF EUROPE

NORTH AMERICA

SOUTH AMERICA

OCEANIA

AFRICA

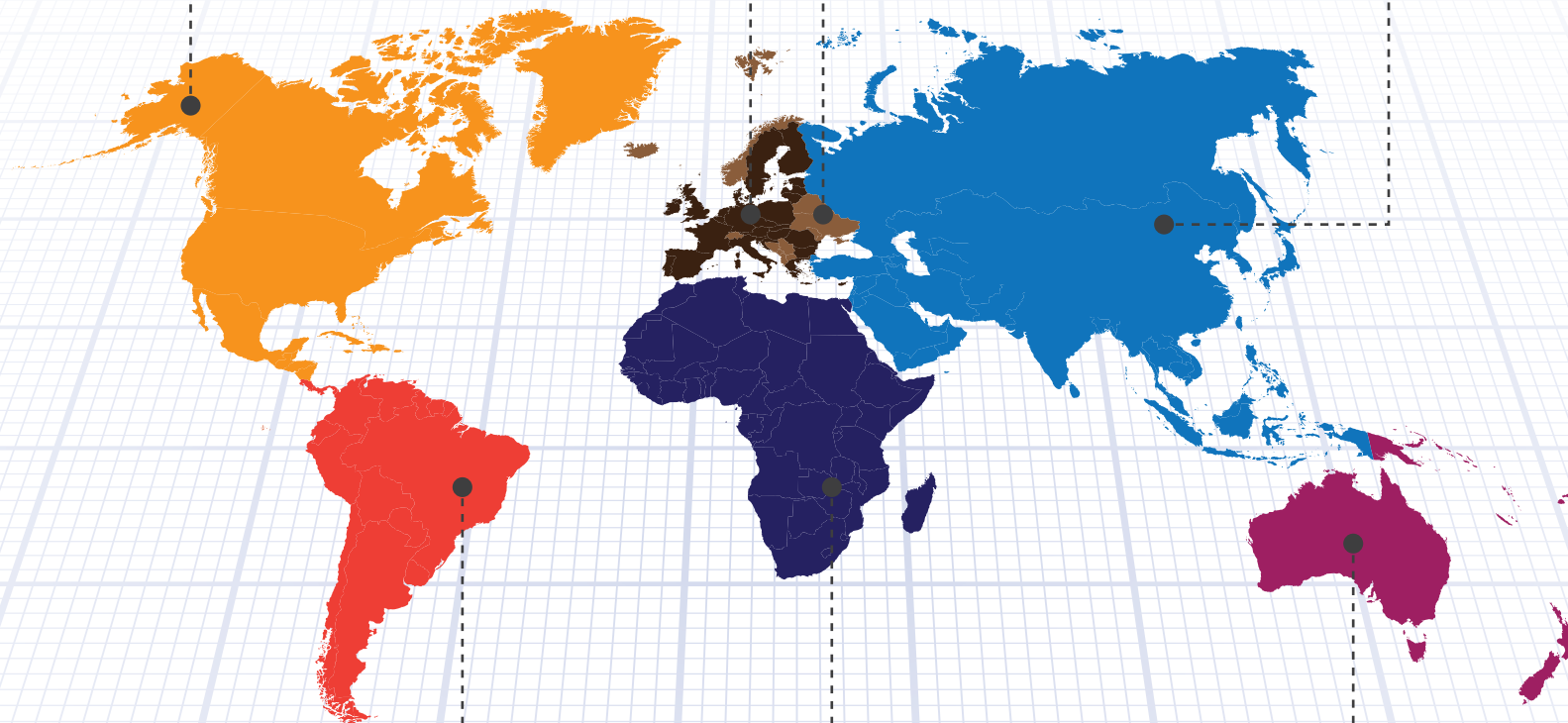
ASIA

NORTH AMERICA
€80.2M

INTRA-EU28
€11.077M

REST OF EUROPE
€163.9M

ASIA
€5.726M

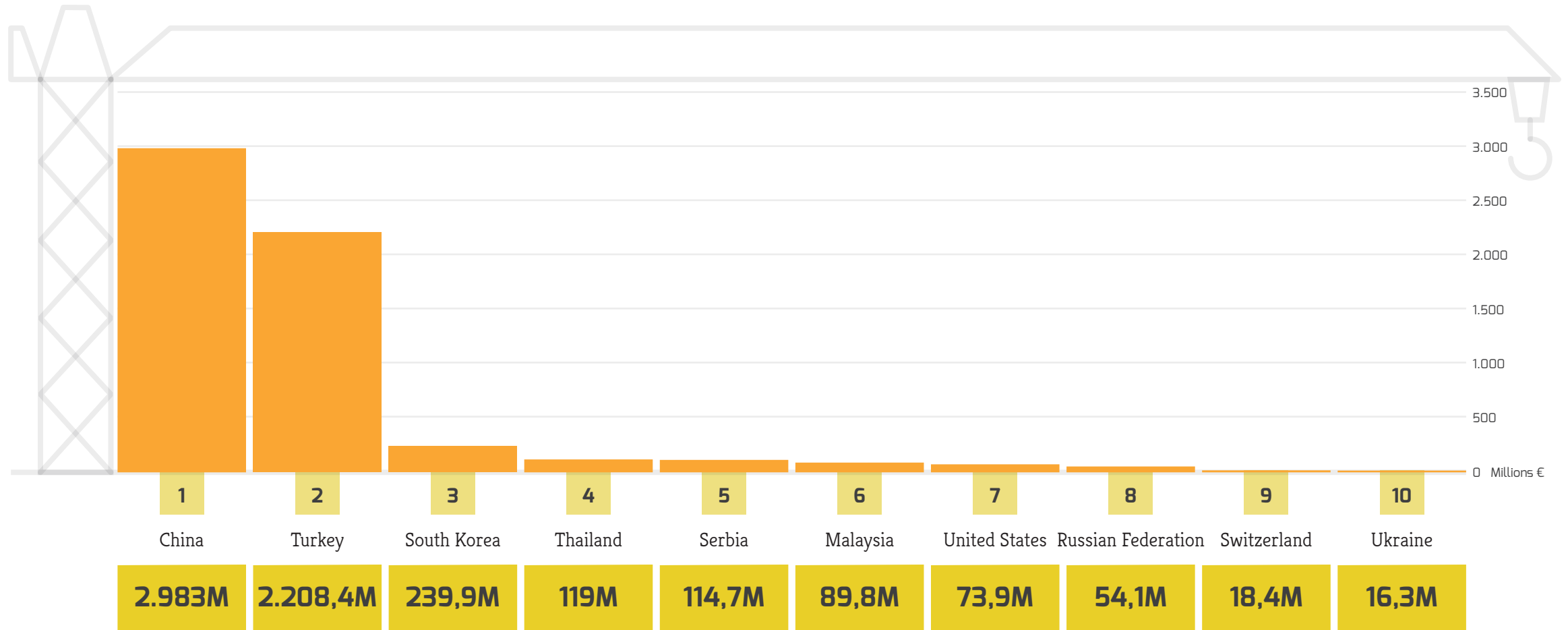


SOUTH AMERICA
€0,5M

AFRICA
€0,7M

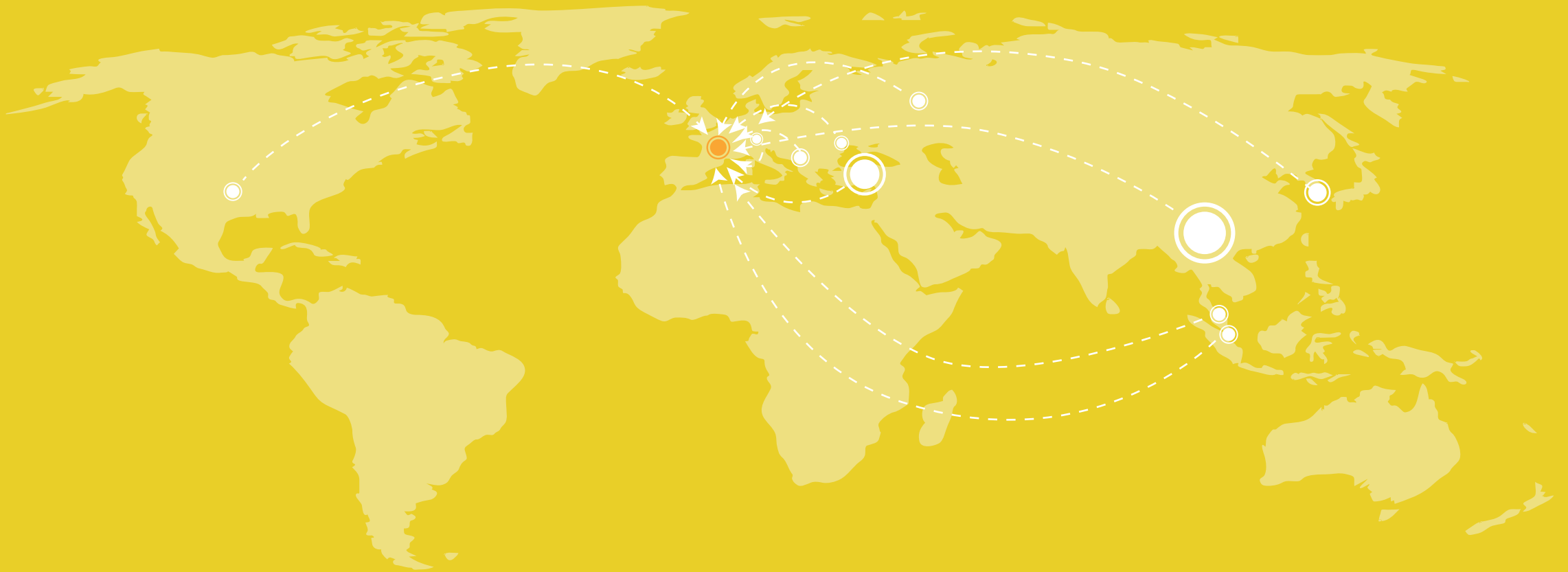
OCEANIA
€0,6M

Origin of Imports in 2015 (outside of the EU)



SOURCE: Eurostat

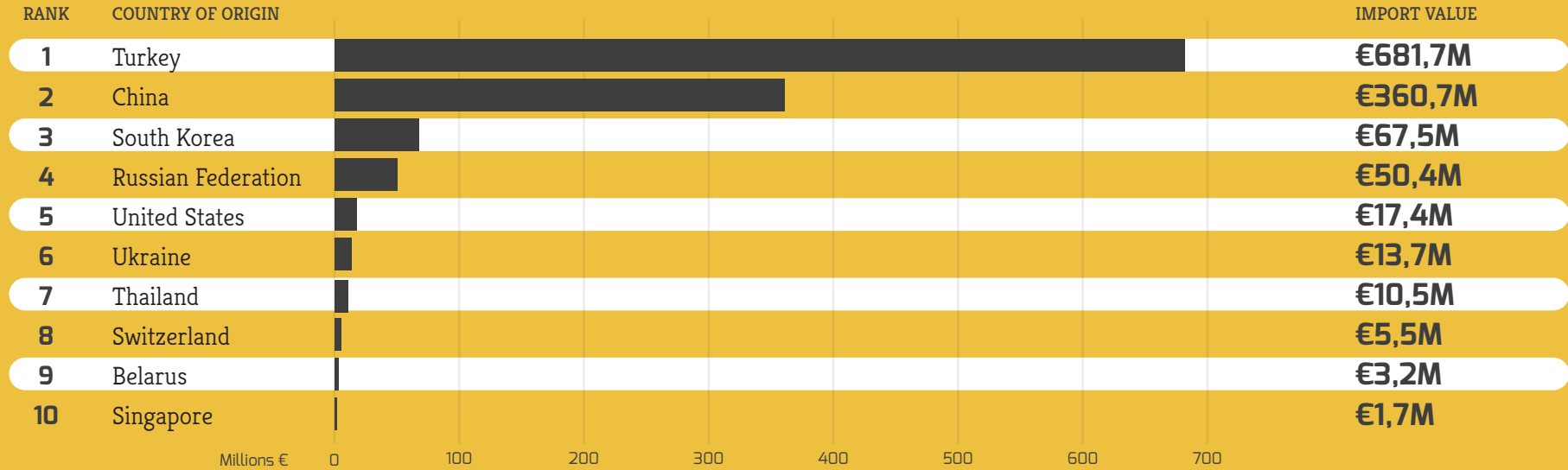
“Outside of EU, most large home appliance imports come from China.”



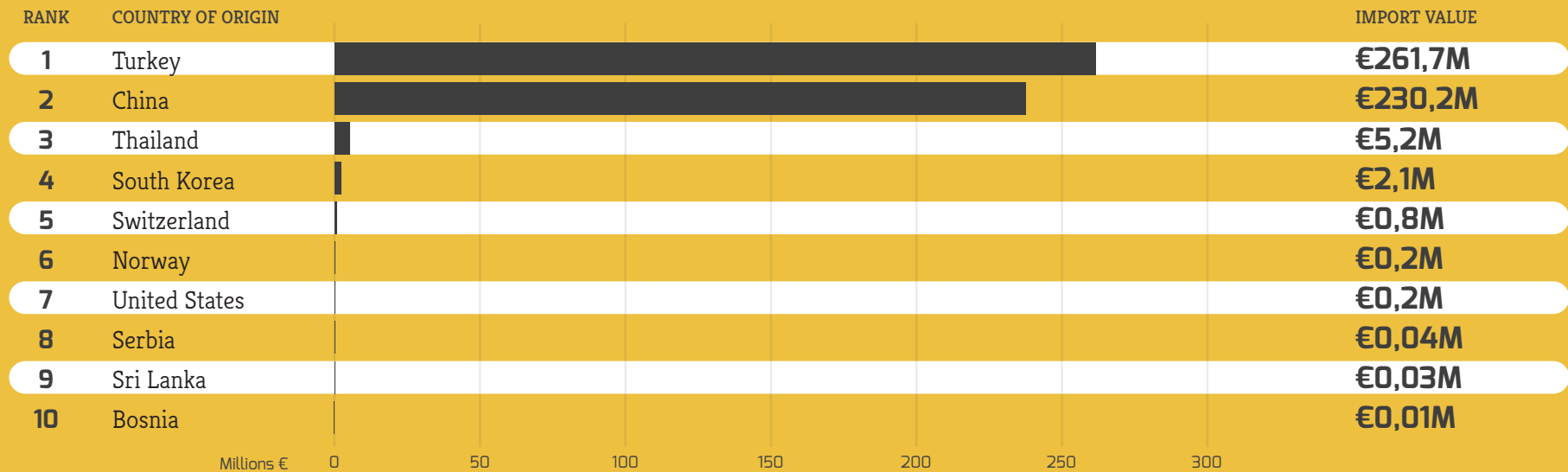
TOP 10 COUNTRIES OF ORIGIN FOR IMPORTS OF LARGE HOME APPLIANCES

TOP 10 COUNTRIES OF ORIGIN FOR IMPORTS OF:

Washing machines

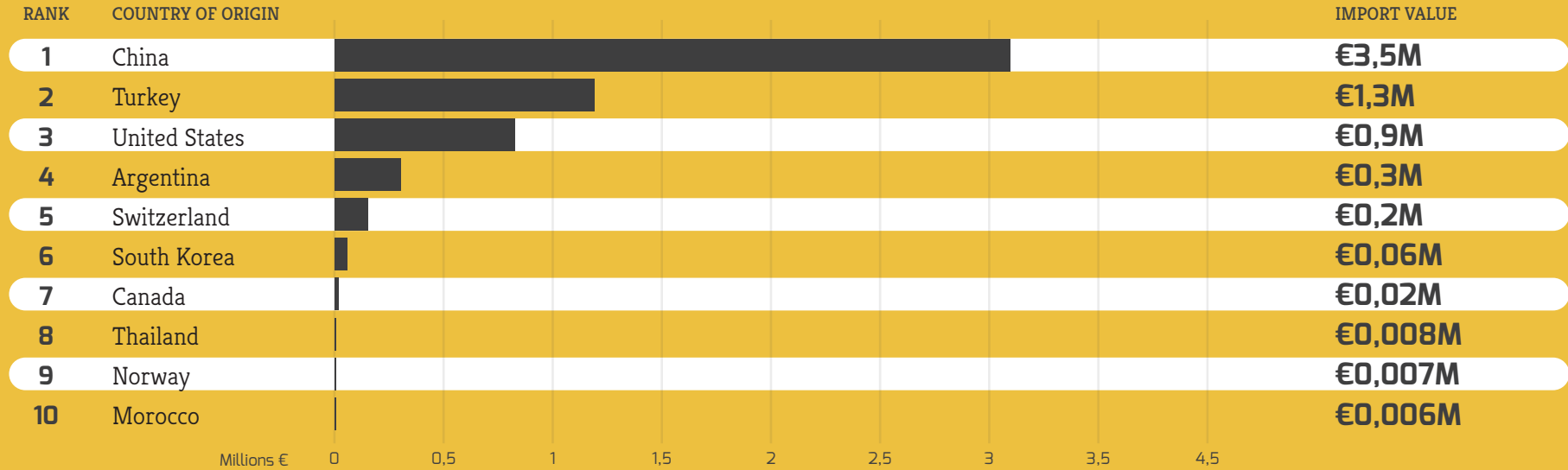
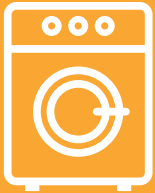


Dishwashers

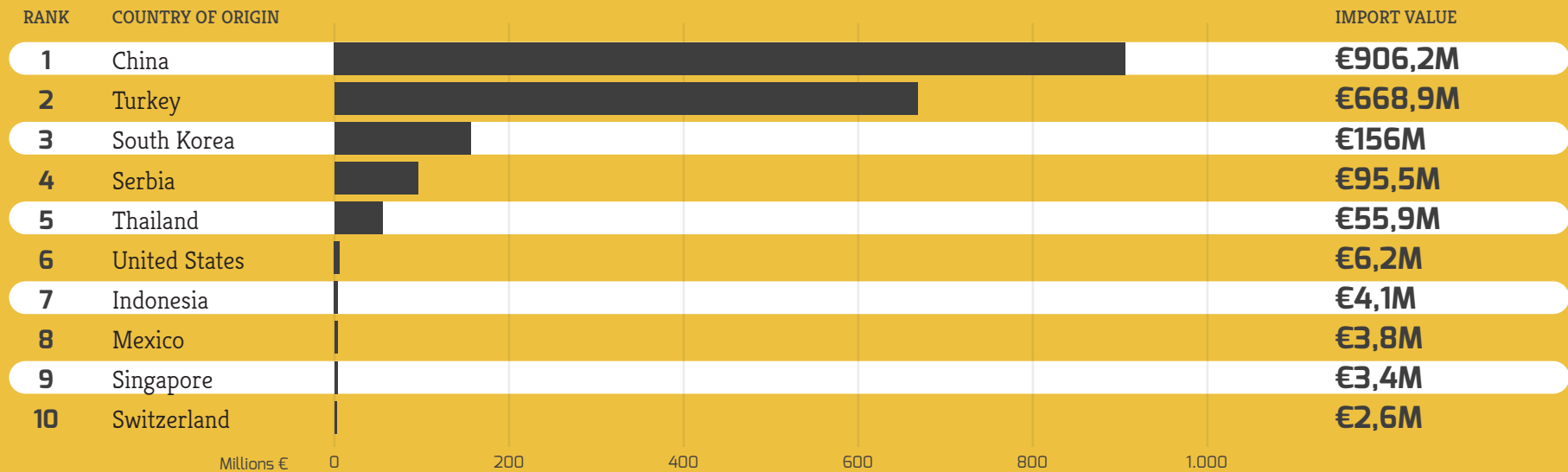


TOP 10 COUNTRIES OF ORIGIN FOR IMPORTS OF:

Tumble dryers

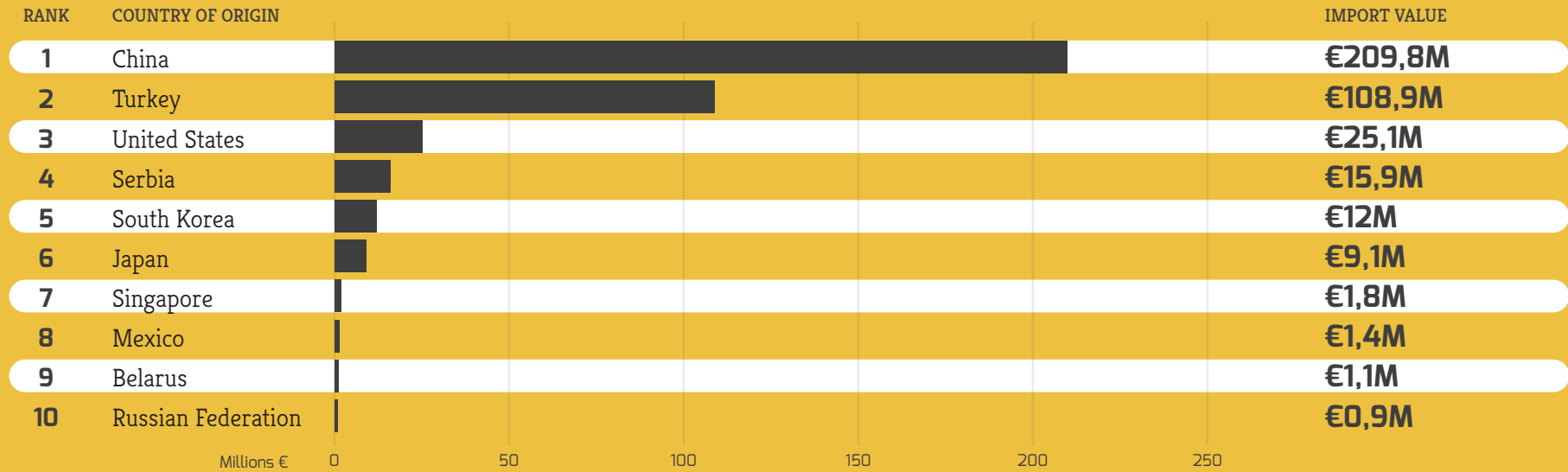


Refrigerators

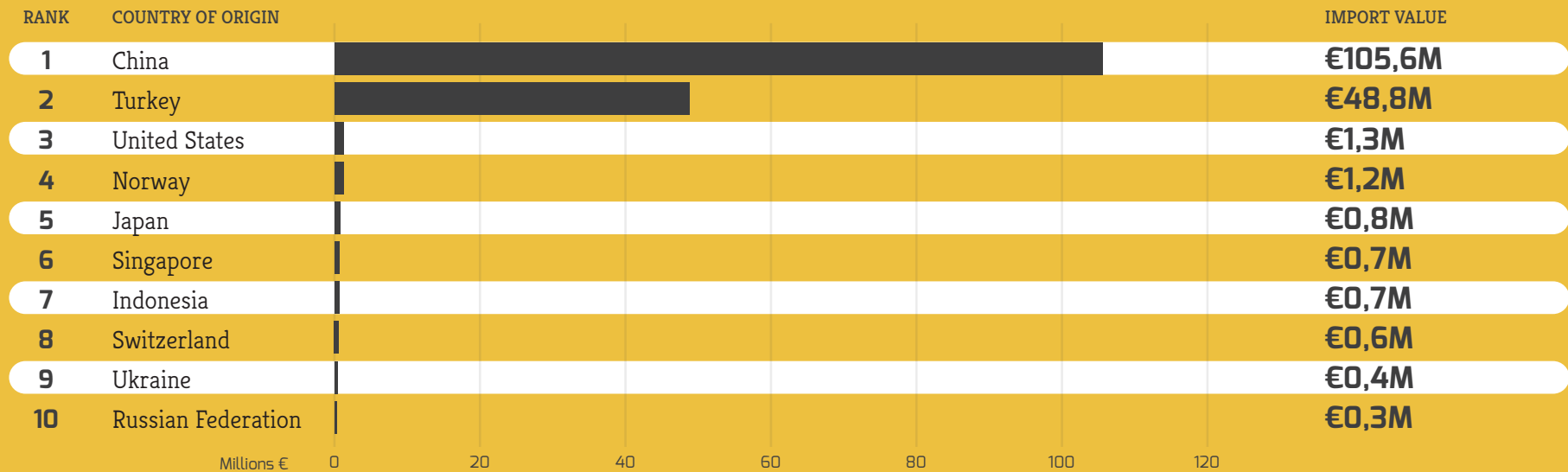
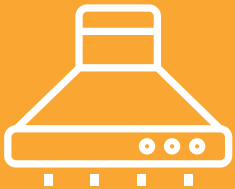


TOP 10 COUNTRIES OF ORIGIN FOR IMPORTS OF:

Freezers

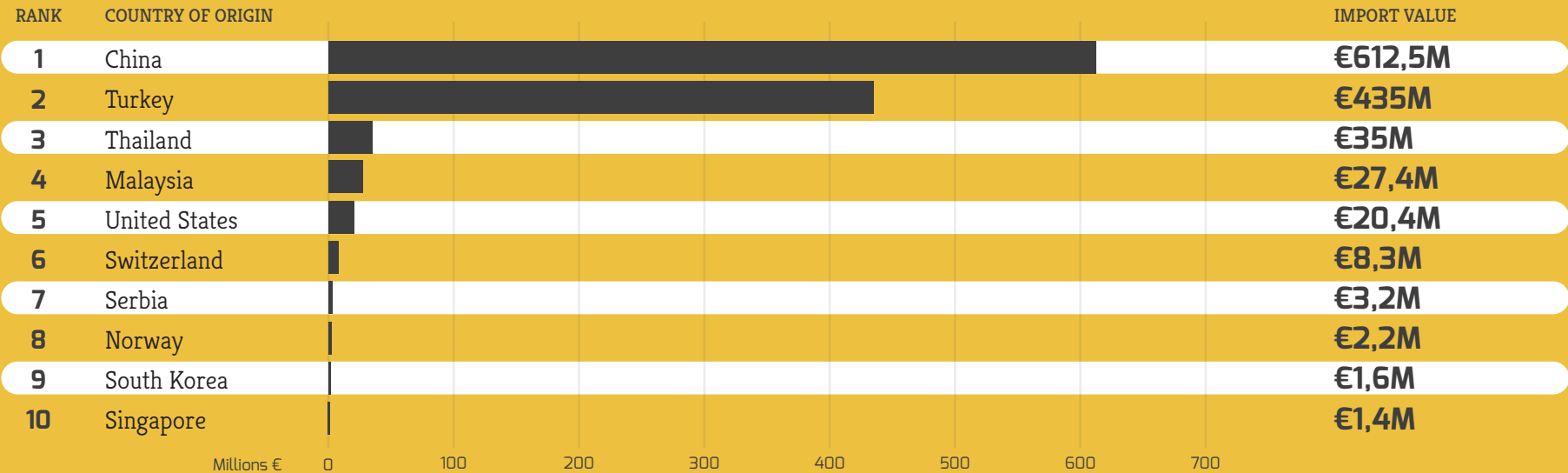


Hoods

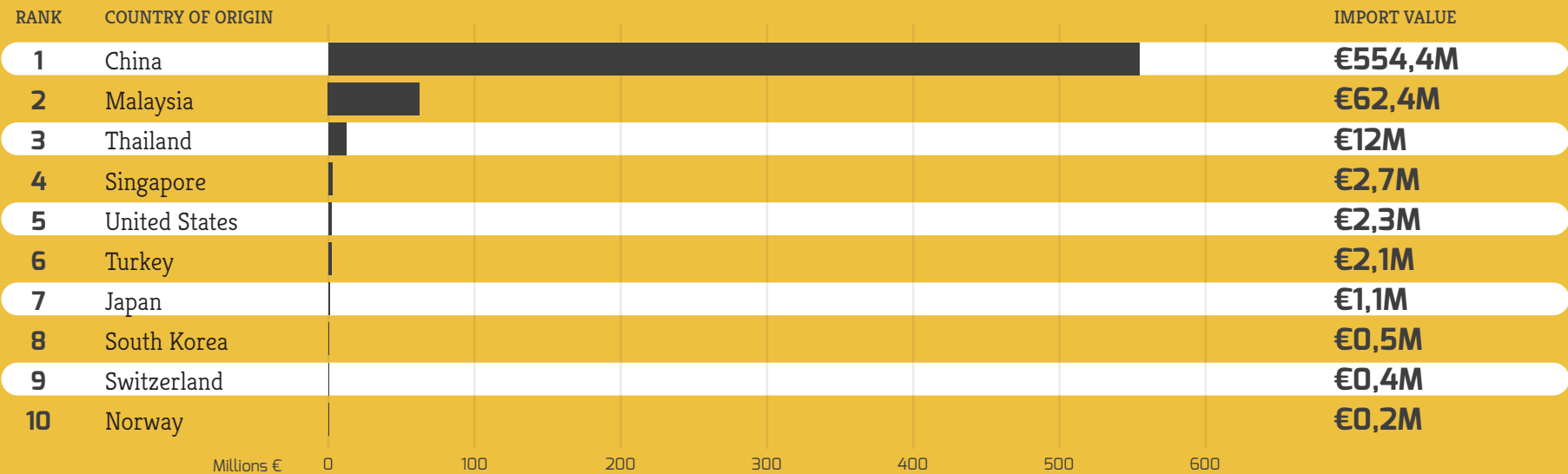


TOP 10 COUNTRIES OF ORIGIN FOR IMPORTS OF:

Hobs, cookers and ovens



Microwave ovens





Origin of Imports in 2015

SMALL HOME APPLIANCES *

“Over half of all small appliance
imports originate in the EU.”

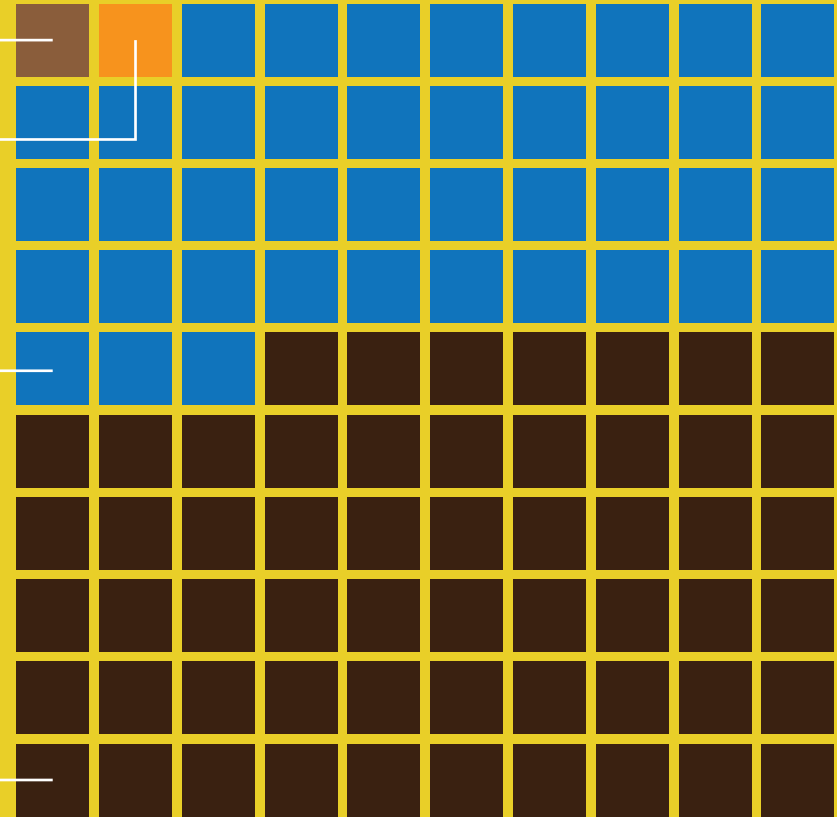
SOURCE: Eurostat

1%

1%

41%

57%



* Vacuum cleaners, appliances for food and beverage preparation, and personal care appliances (HS codes: 850811, 850819, 850860, 850870, 850940, 850980, 850990, 851671, 851672, 851679, 851010, 851020, 851030, 851090, 851631, 851632, 851633, 851640)

INTRA
EU28

REST OF
EUROPE

NORTH
AMERICA

SOUTH
AMERICA

OCEANIA

AFRICA

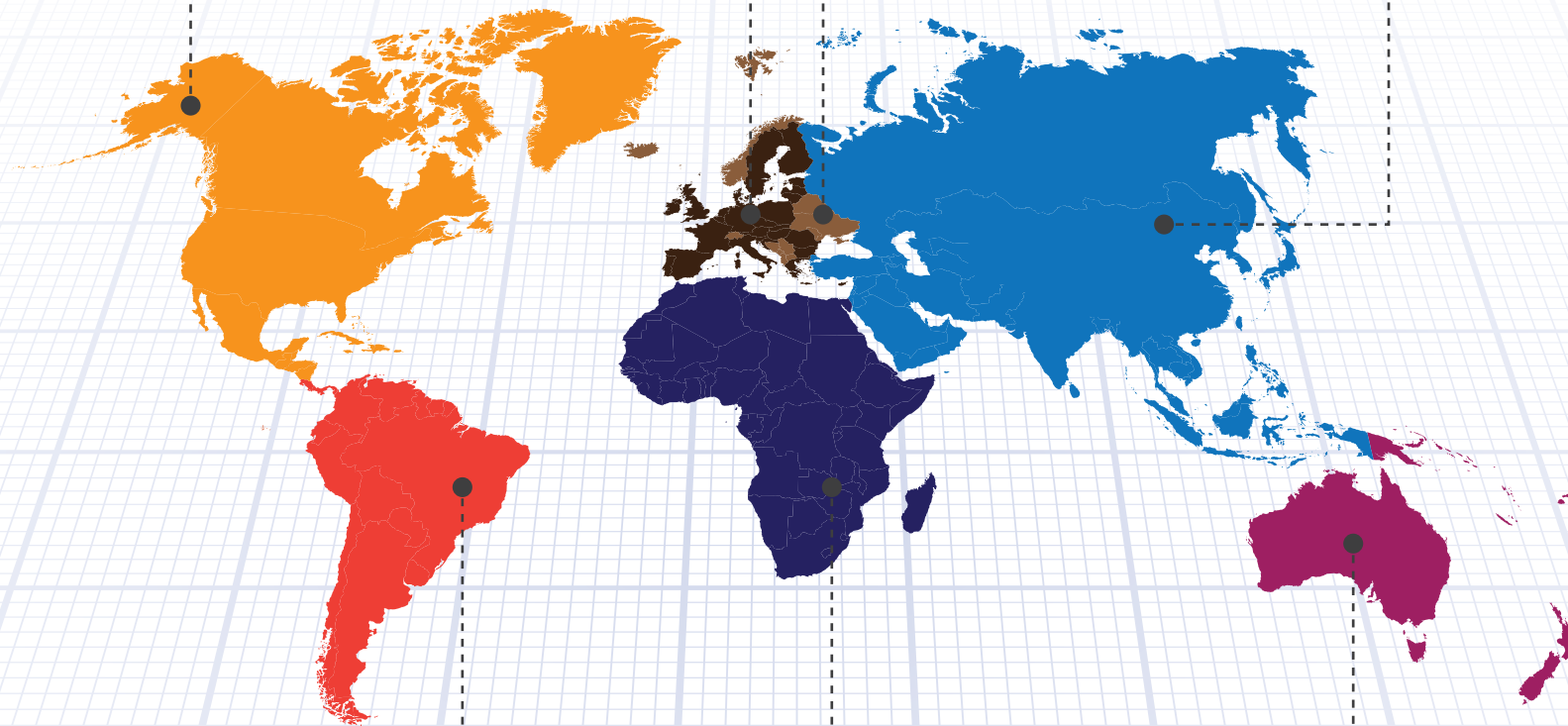
ASIA

NORTH AMERICA
€ 231M

INTRA-EU28
€ 8.841M

REST OF EUROPE
€ 119M

ASIA
€ 6.292M



SOUTH AMERICA
€ 1M

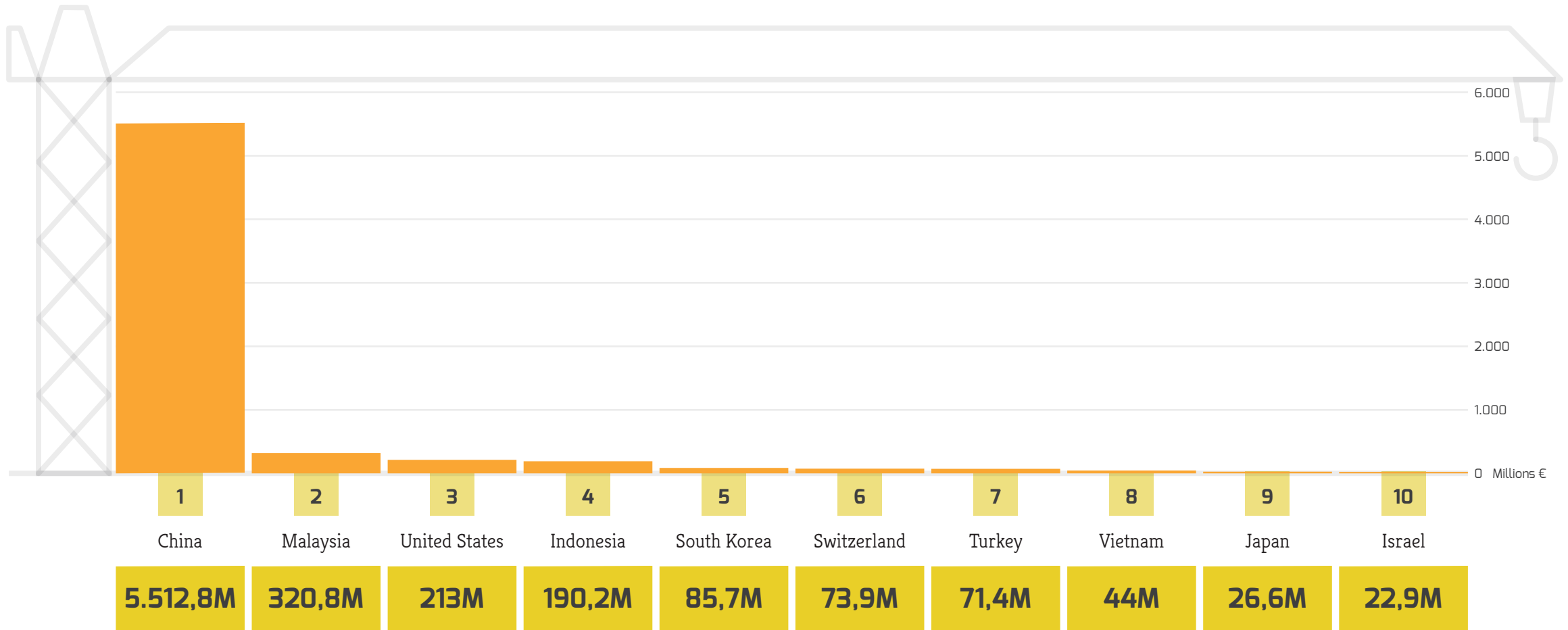
AFRICA
€ 1.7M

OCEANIA
€ 1.4M

Origin of Imports in 2015 (outside of the EU)

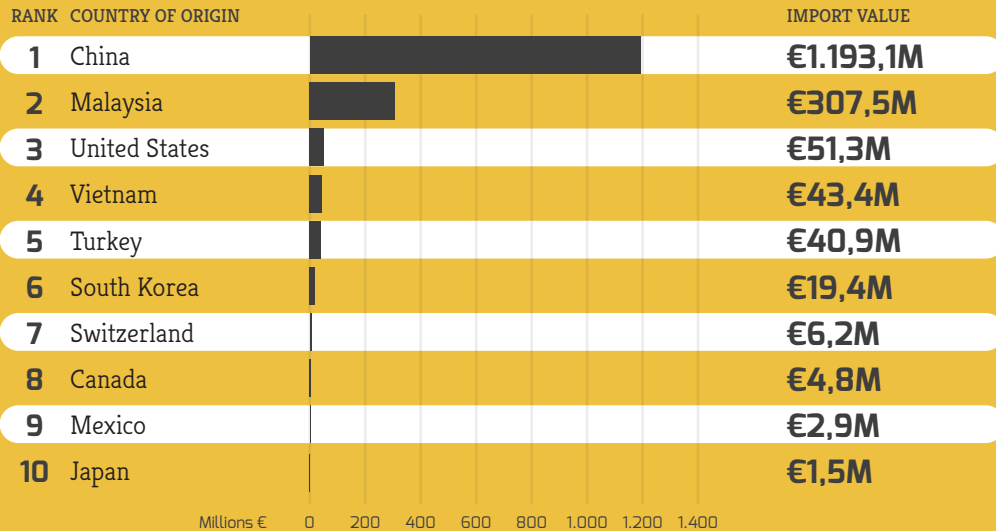
TOP 10 COUNTRIES OF ORIGIN FOR IMPORTS OF SMALL HOME APPLIANCES

“Outside of EU, most small home appliance imports come from China.”

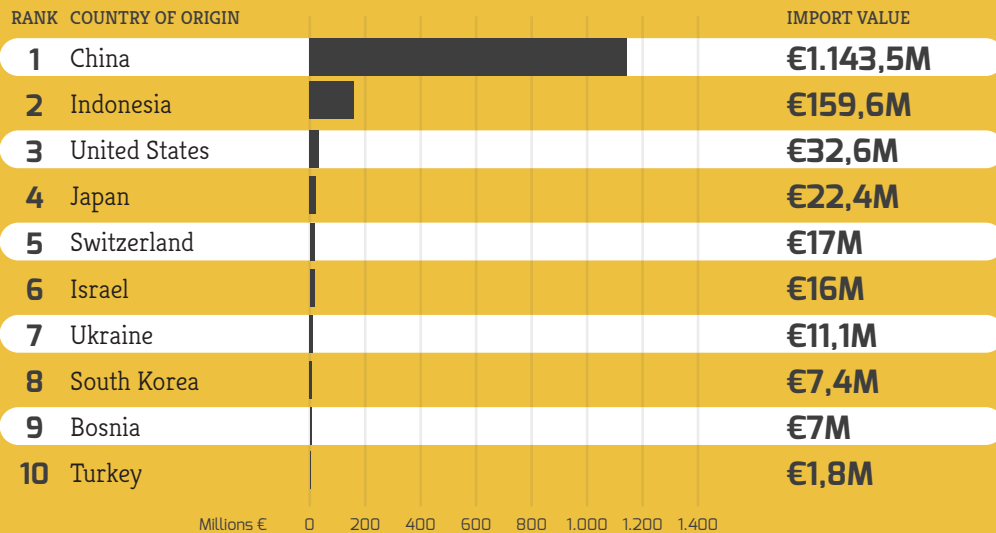


TOP 10 COUNTRIES OF ORIGIN FOR IMPORTS OF:

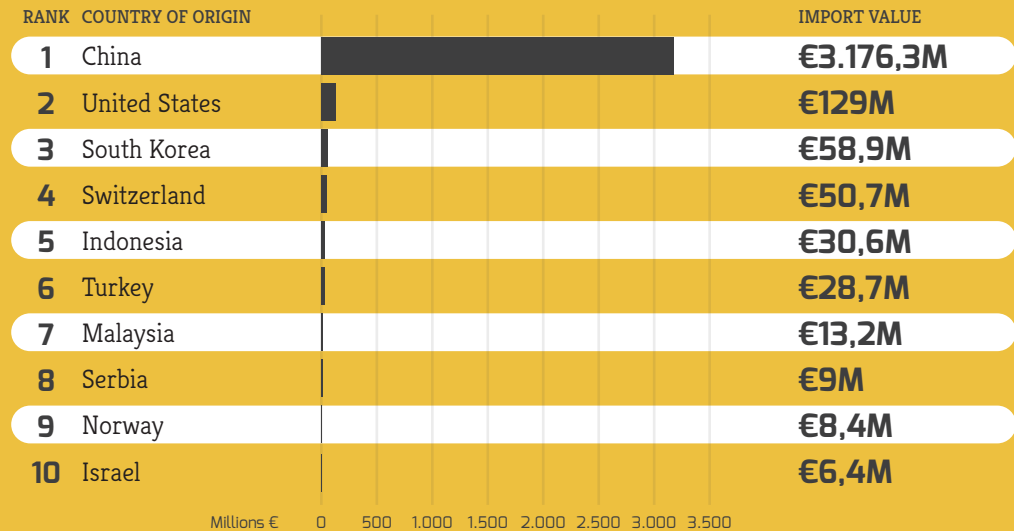
Vacuum cleaners



Personal care appliances



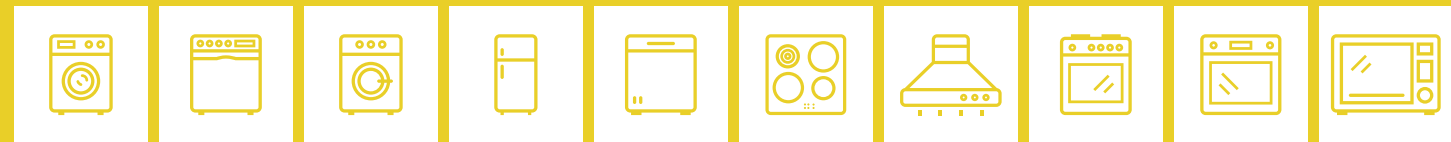
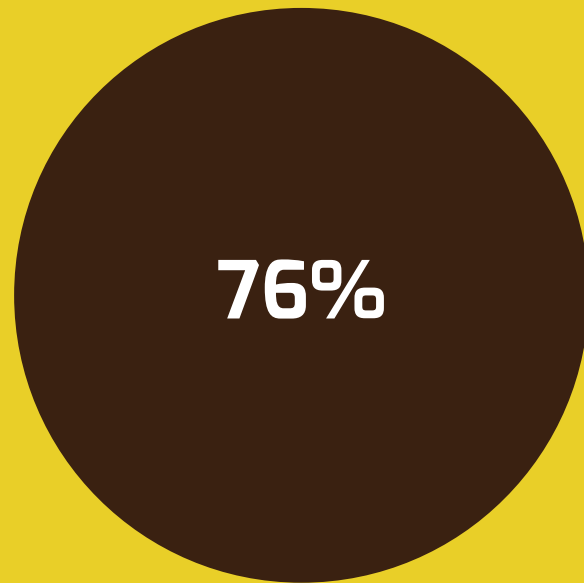
Appliances for food and beverage preparation



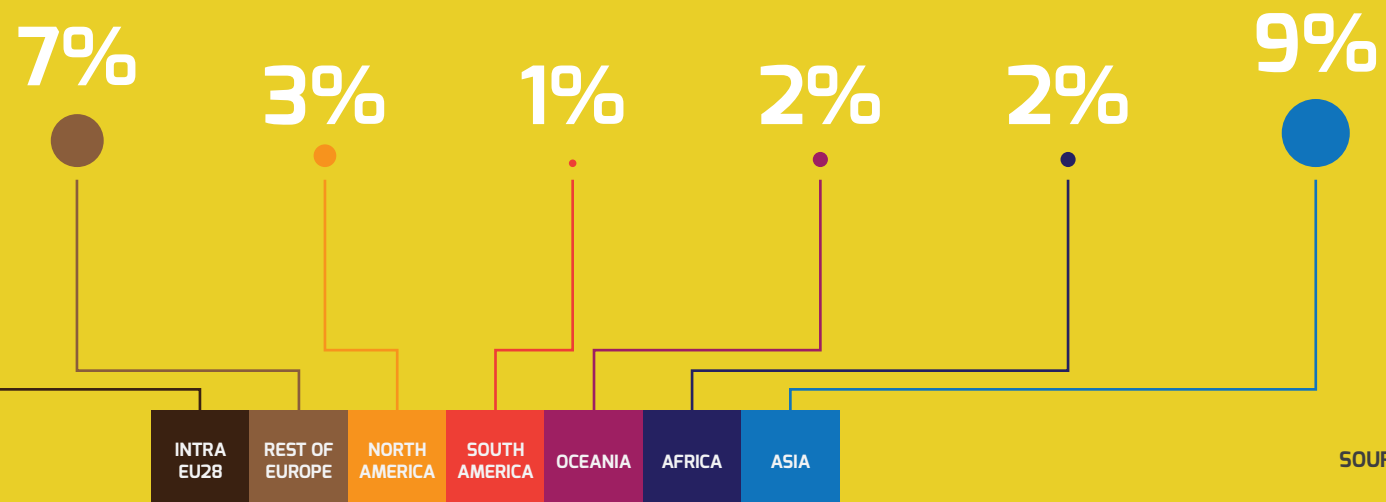
Export Destinations in 2015

LARGE HOME APPLIANCES *

Over  **75%**
of exports remain
in the EU



* washing machines, dishwashers, tumble dryers, refrigerators, freezers, hobs, hoods, built-in ovens, freestanding cookers and microwave ovens
(HS codes: 841460, 841810, 841821, 841829, 841830, 841840, 842112, 842211, 845011, 845012, 845019, 845020, 851650, 851660)



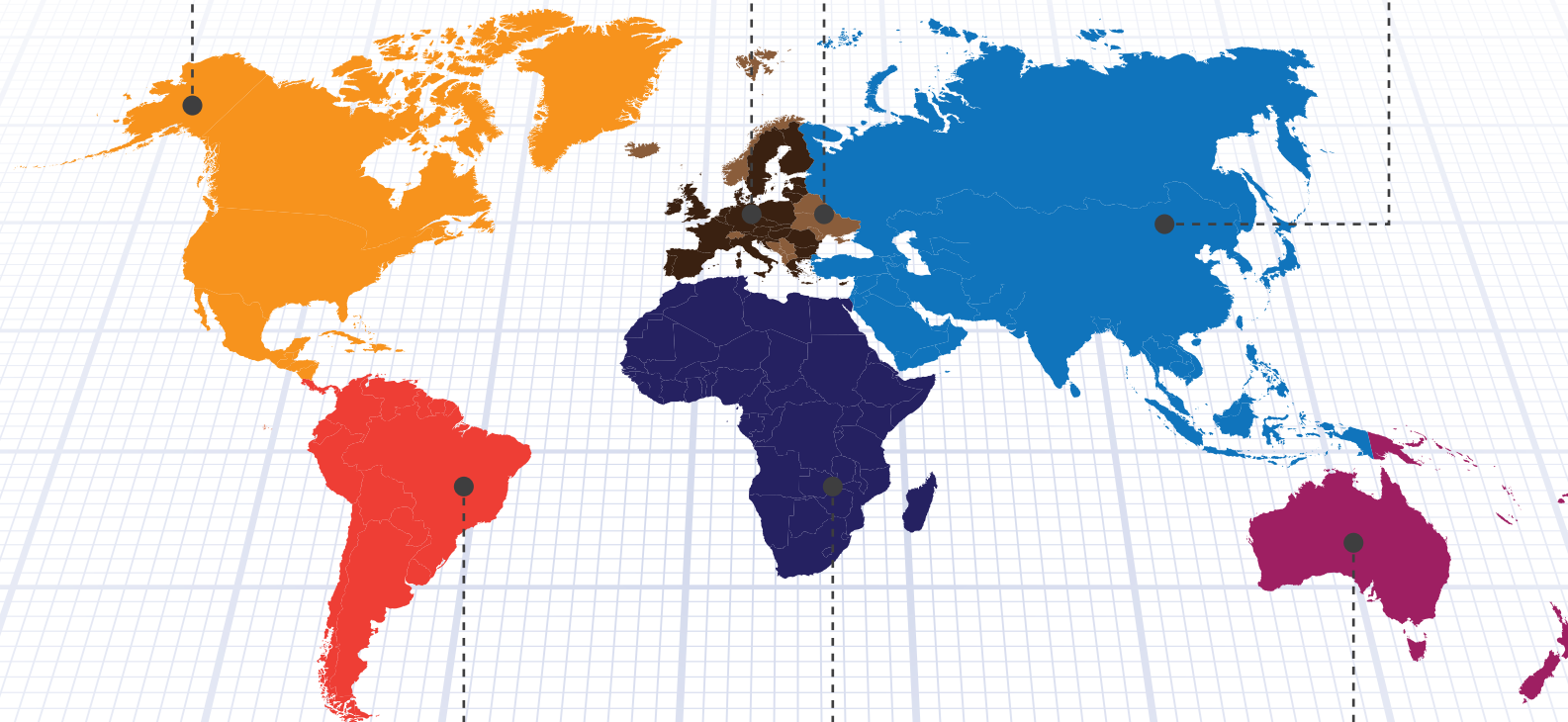
SOURCE: Eurostat

NORTH AMERICA
€ 472M

INTRA-EU28
€ 11.350M

REST OF EUROPE
€ 1.105M

ASIA
€ 1.408M



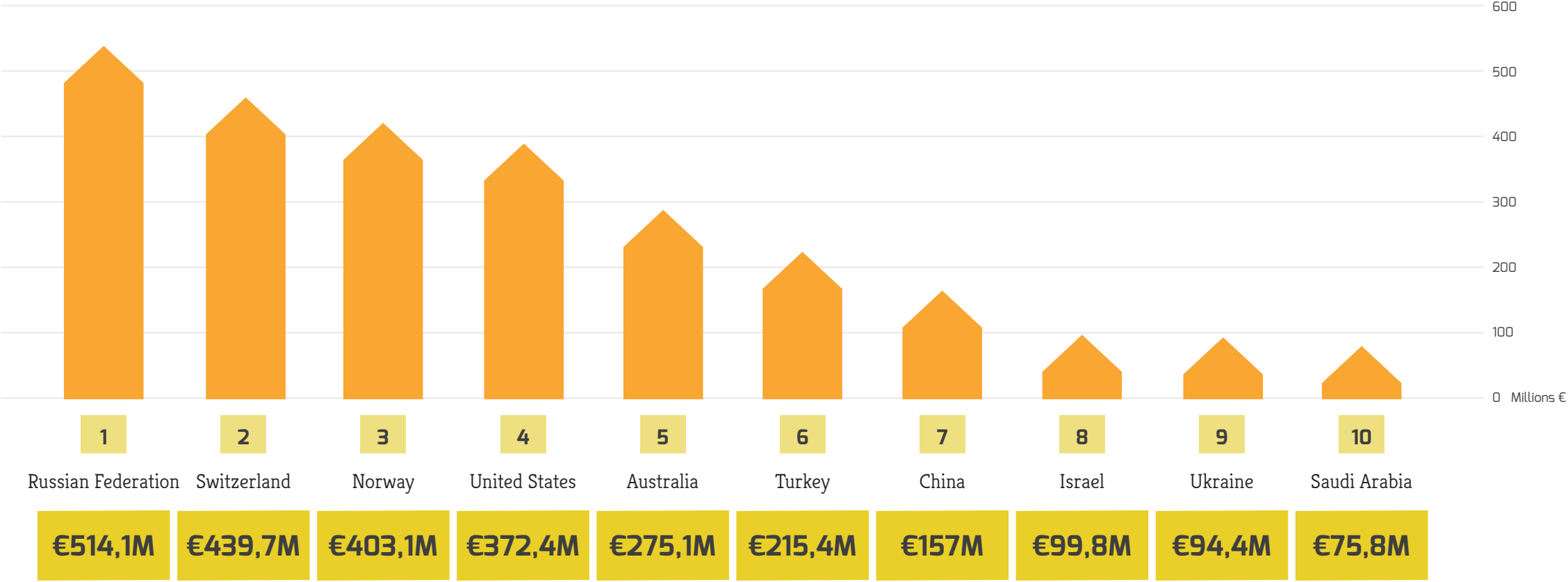
SOUTH AMERICA
€ 98M

AFRICA
€ 255M

OCEANIA
€ 315M

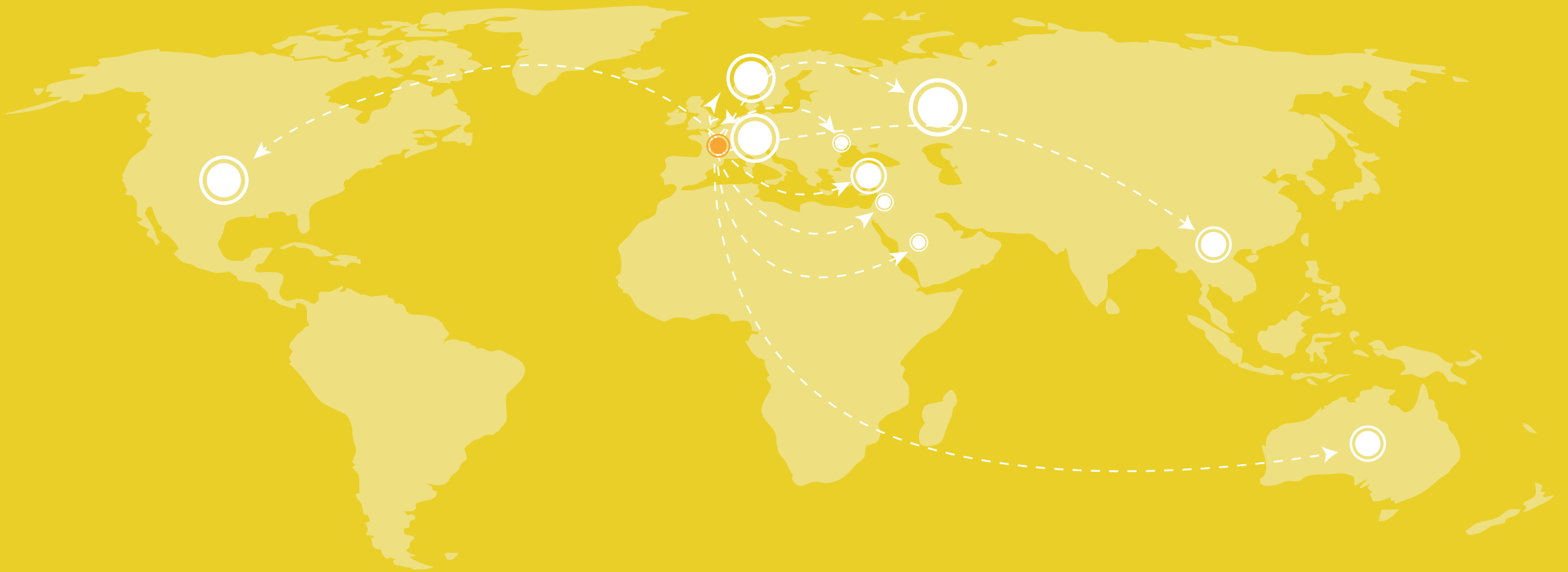
Export Destinations in 2015 (outside of the EU)

TOP 10 DESTINATIONS FOR LARGE HOME APPLIANCES



SOURCE: Eurostat

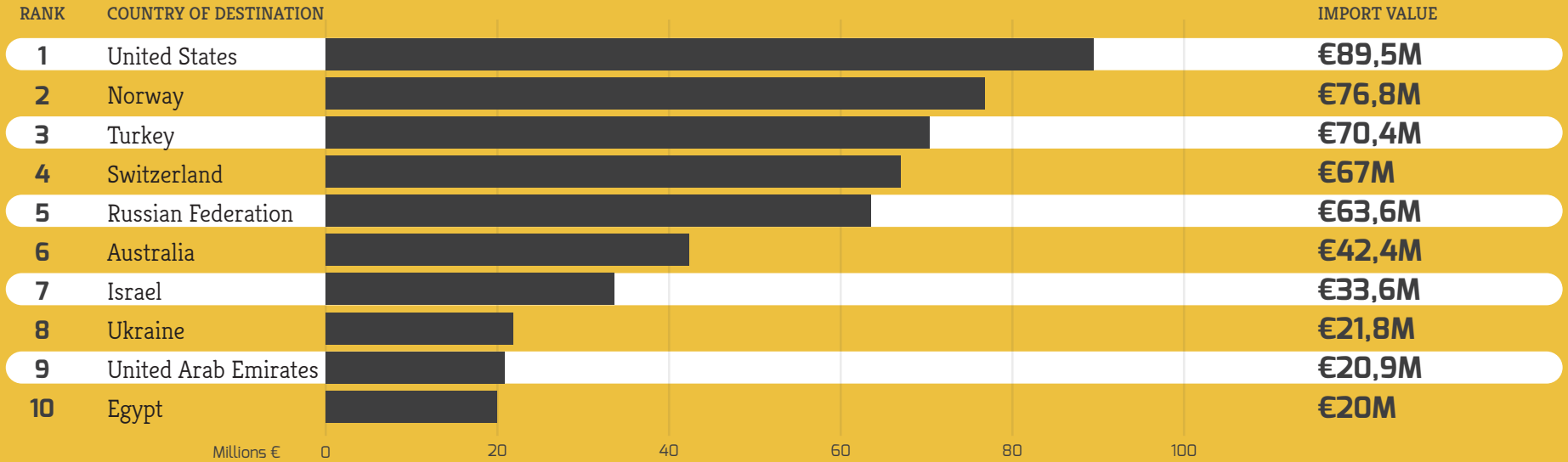
"Outside of the EU, Russia is the biggest export destination for large home appliances."



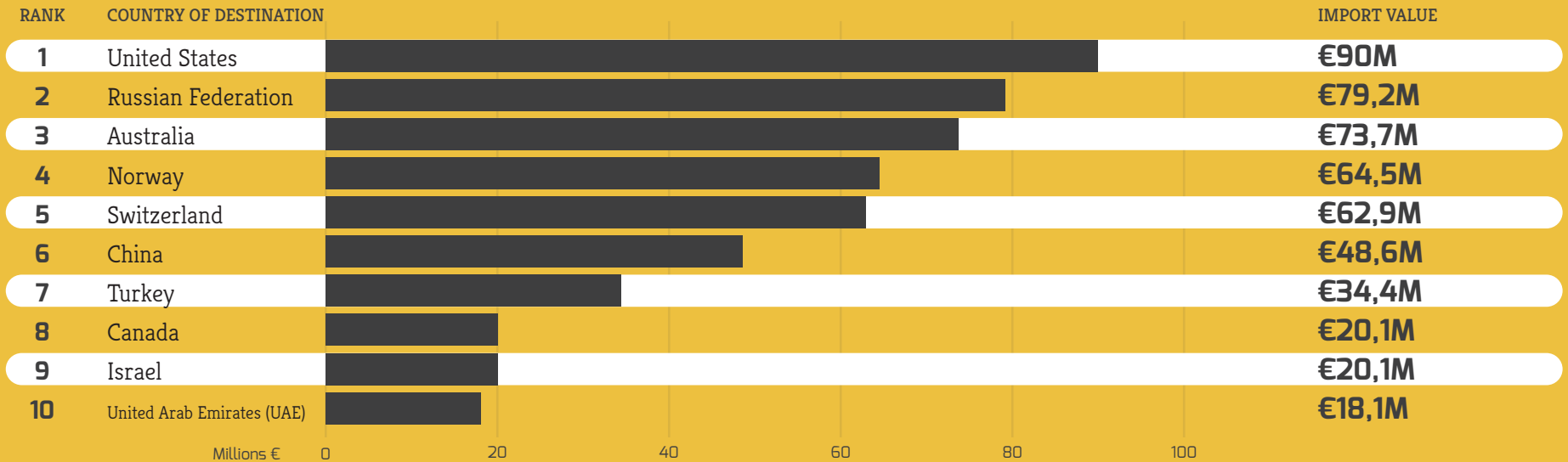
TOP 10 DESTINATIONS FOR LARGE HOME APPLIANCES

TOP 10 DESTINATIONS FOR:

Washing machines

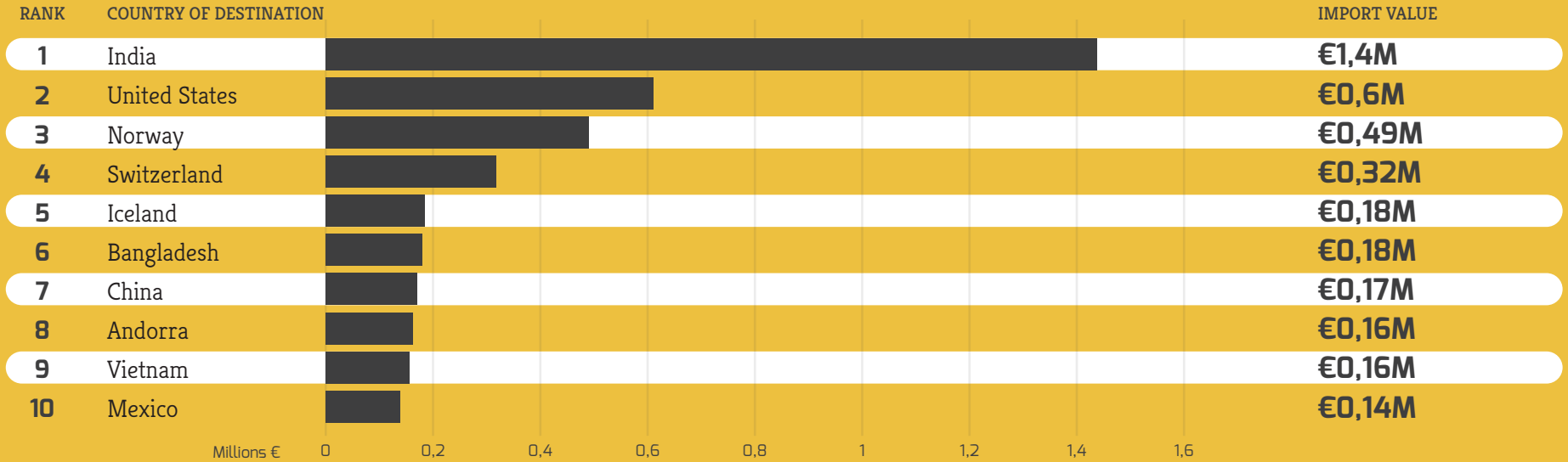
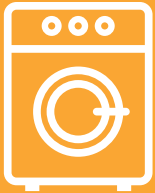


Dishwashers

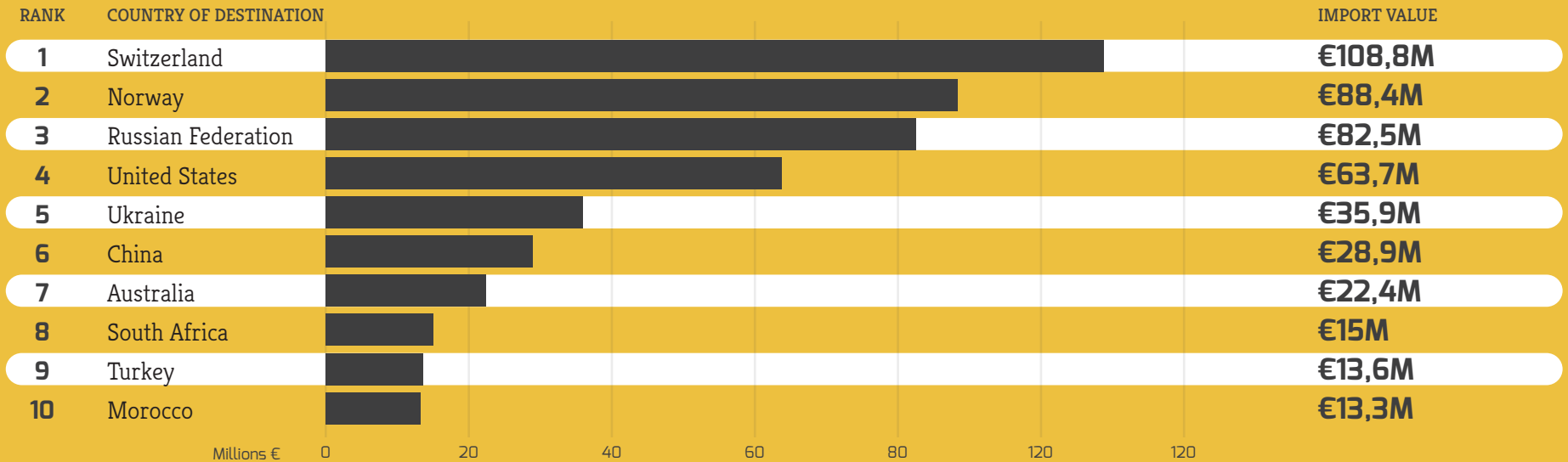


TOP 10 DESTINATIONS FOR:

Tumble dryers

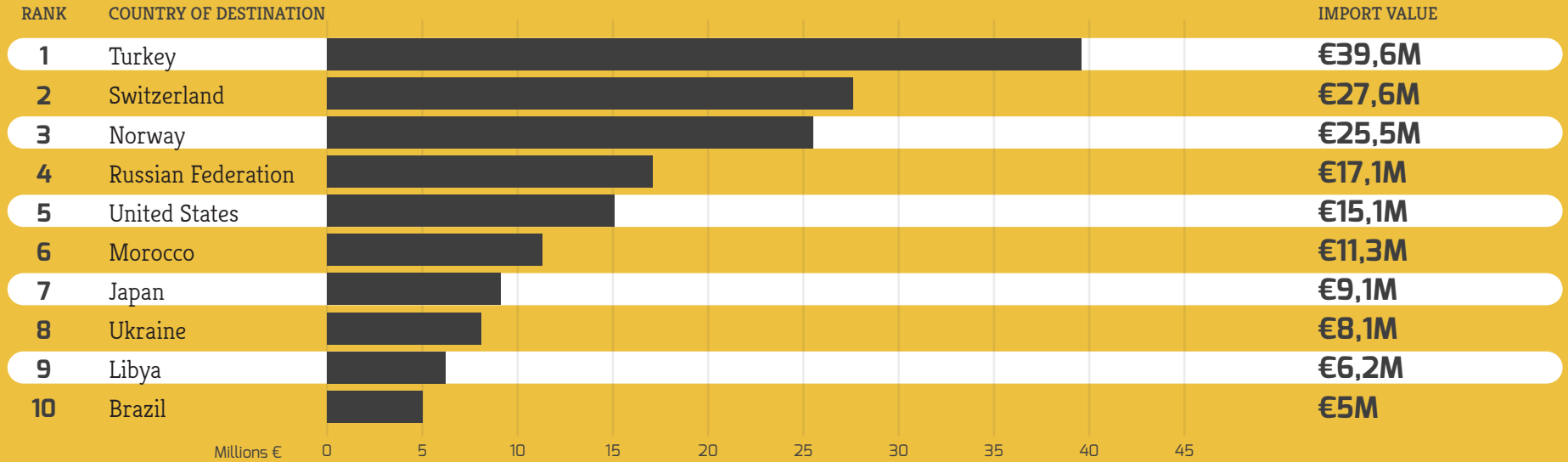


Refrigerators

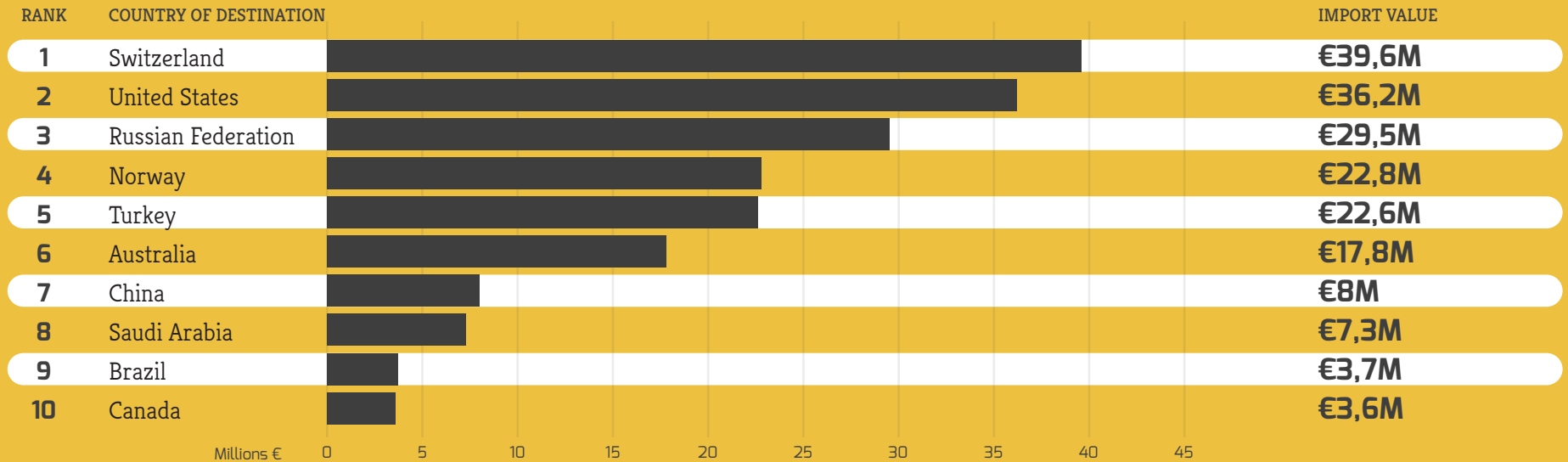
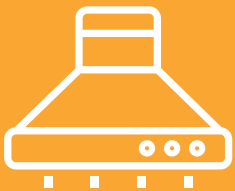


TOP 10 DESTINATIONS FOR:

Freezers

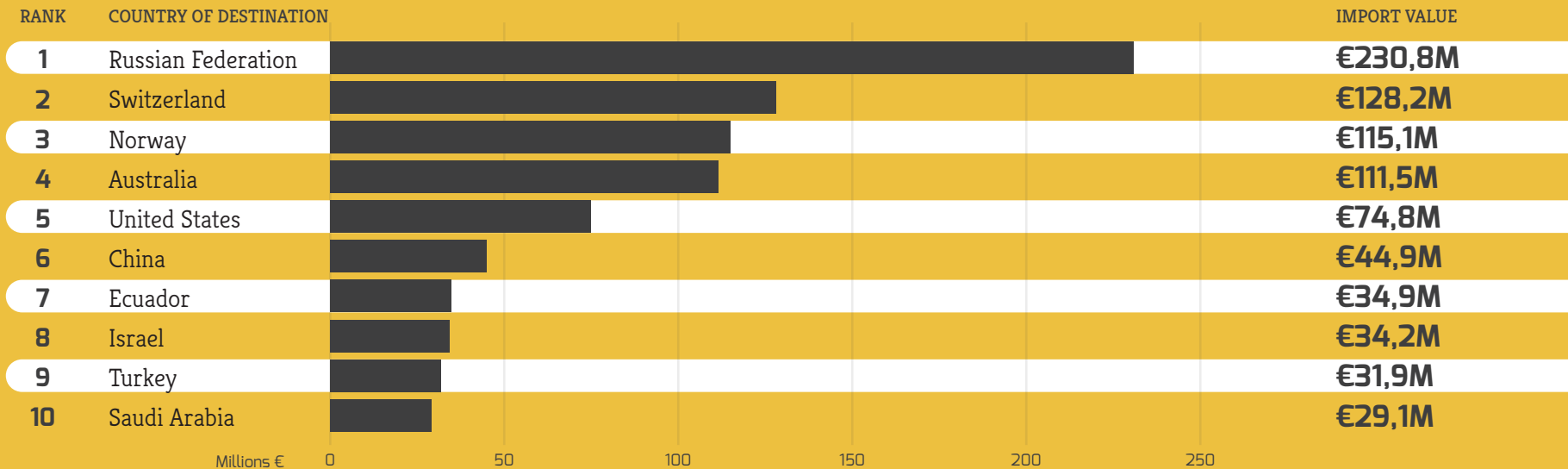


Hoods

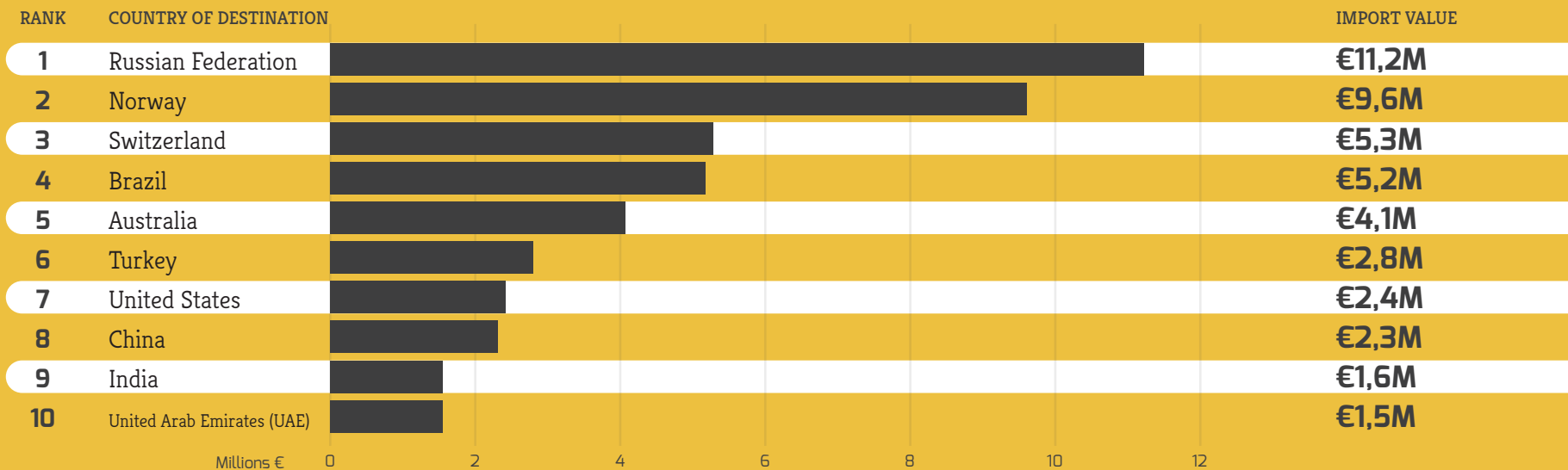


TOP 10 DESTINATIONS FOR:

Hobs, cookers and ovens




Microwave ovens



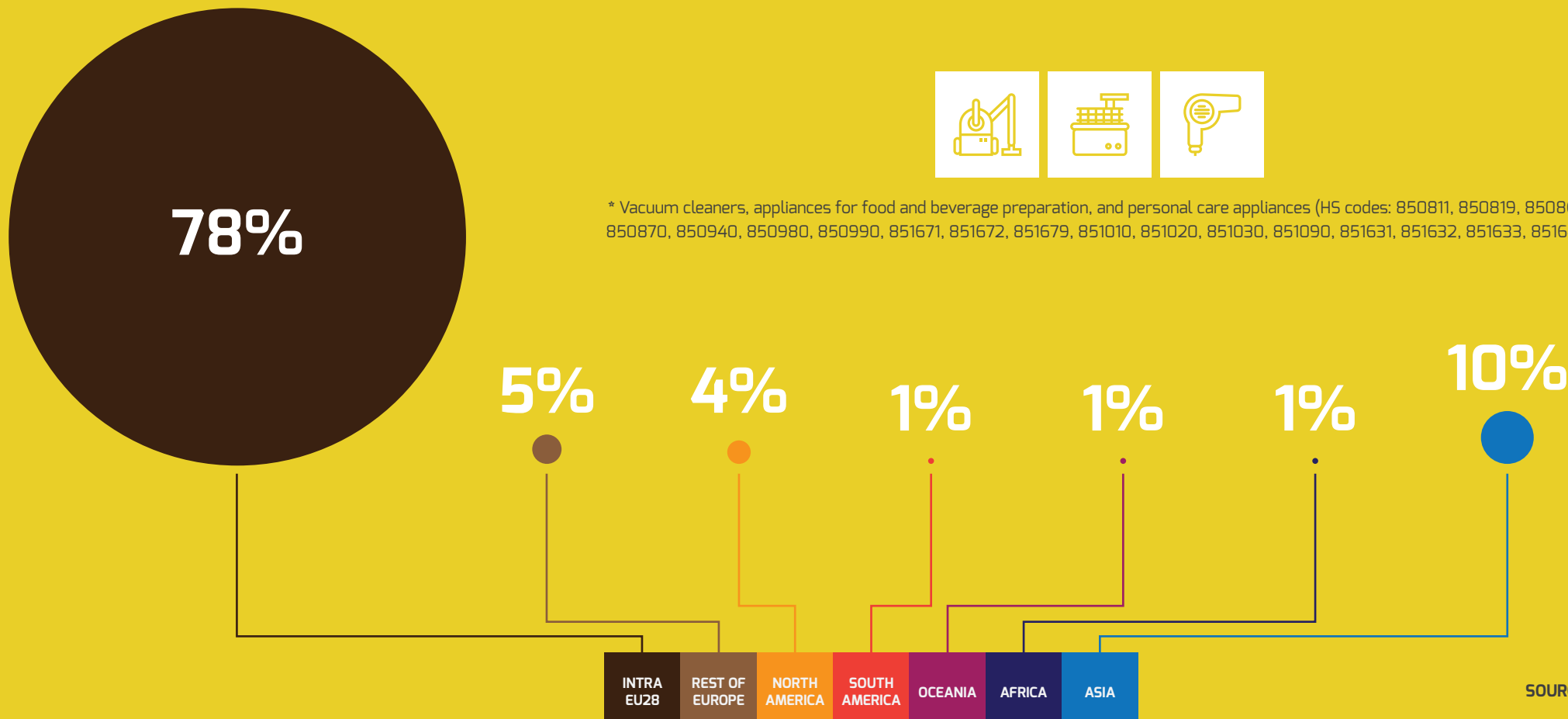
Export Destinations in 2015

SMALL HOME APPLIANCES *

"Almost  **80%**
of small appliance exports
remain in the EU."



* Vacuum cleaners, appliances for food and beverage preparation, and personal care appliances (HS codes: 850811, 850819, 850860, 850870, 850940, 850980, 850990, 851671, 851672, 851679, 851010, 851020, 851030, 851090, 851631, 851632, 851633, 851640)



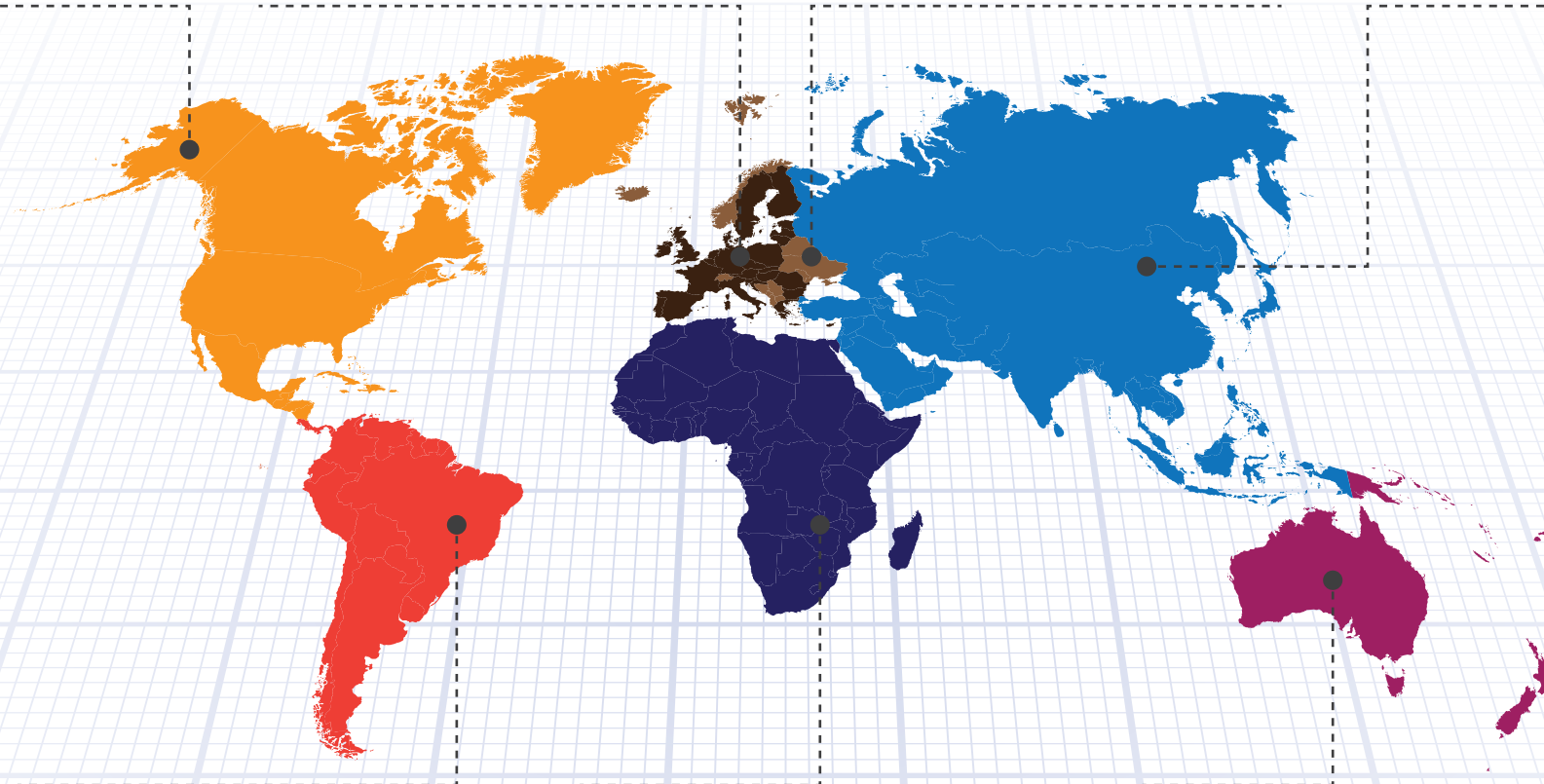
SOURCE: Eurostat

NORTH AMERICA
€ 439.5M

INTRA-EU28
€ 8.819M

REST OF EUROPE
€ 531M

ASIA
€ 1.188M



SOUTH AMERICA
€ 68M

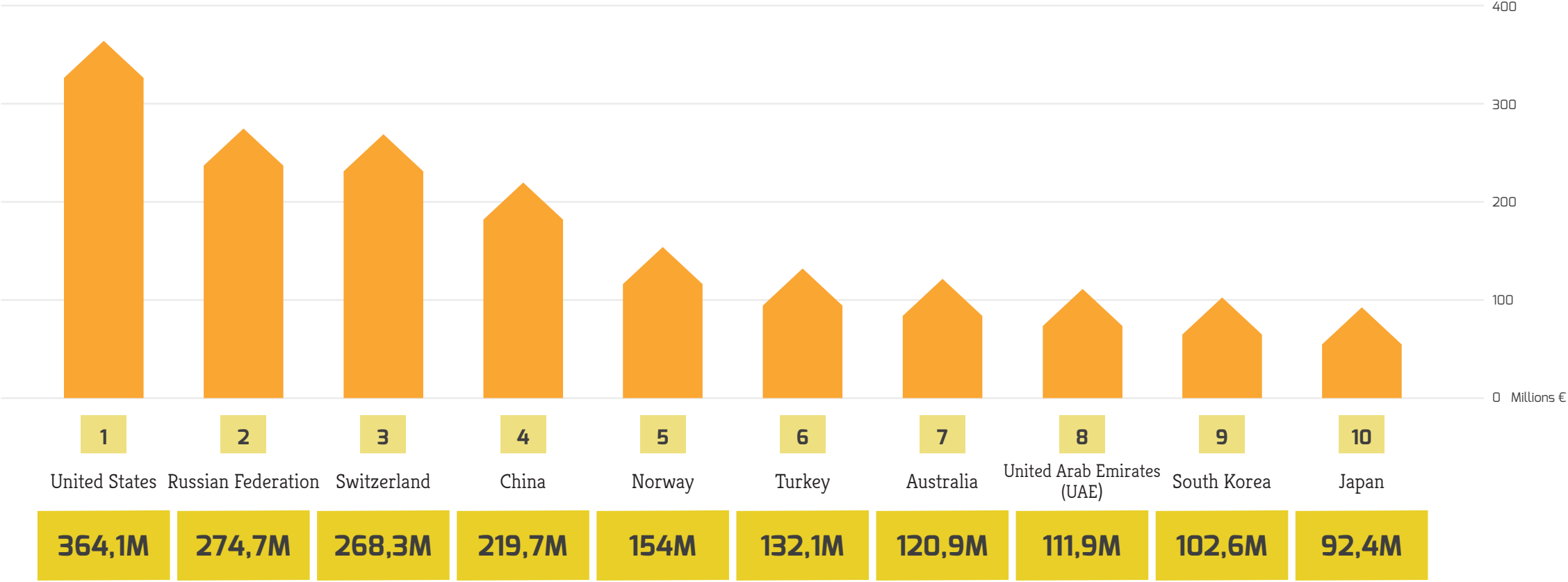
AFRICA
€ 161M

OCEANIA
€ 136M

Export Destinations in 2015 (outside of the EU)

TOP 10 DESTINATIONS FOR SMALL HOME APPLIANCES

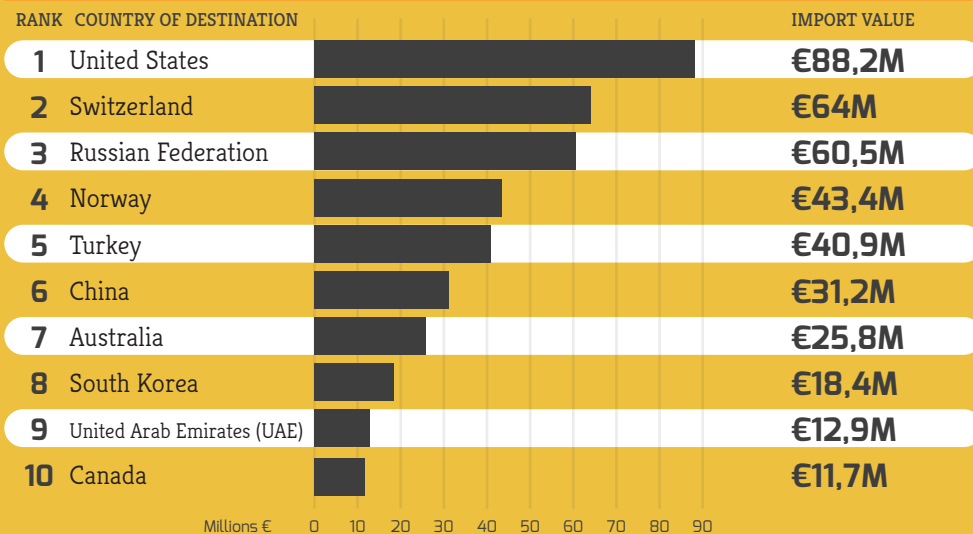
“Outside of EU, the United States is biggest export destination for small home appliances.”



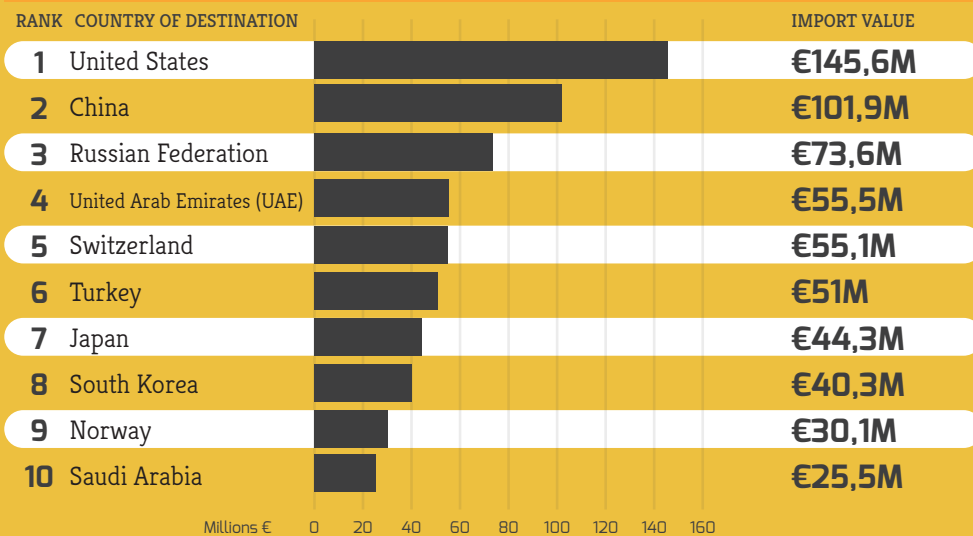
SOURCE: Eurostat

TOP 10 DESTINATIONS FOR:

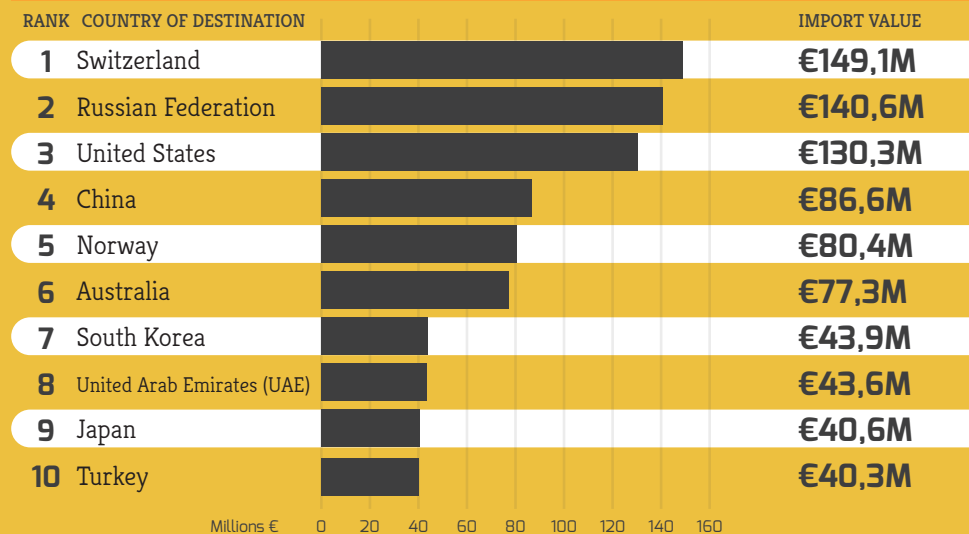
Vacuum cleaners



Personal care appliances



Appliances for food and beverage preparation



Trade Balance - Extra EU in 2014-2015

LARGE HOME APPLIANCES *



2014	€5.349M	17M	€3.740M	6,8M	€-1.608M	-10,3M
2015	€5.997M	18,3M	€3.741M	6,1M	€-2.255M	-12,2M
% Change 2015-2014	12,01 %	7,2 %	0,0 %	-10,2 %	-40,2 %	-18,7 %
	Trade in values (€m)	Trade in volume (100kg)	Trade in values (€m)	Trade in volume (100kg)	Trade in values (€m)	Trade in volume (100kg)



* washing machines, dishwashers, tumble dryers, refrigerators, freezers, hobs, hoods, built-in ovens, freestanding cookers and microwave ovens
(HS codes: 841460, 841810, 841821, 841829, 841830, 841840, 842112, 842211, 845011, 845012, 845019, 845020, 851650, 851660)

SOURCE: Eurostat



% of Total Extra-EU Trade

IMPORTS AND EXPORTS OF LARGE HOME APPLIANCES

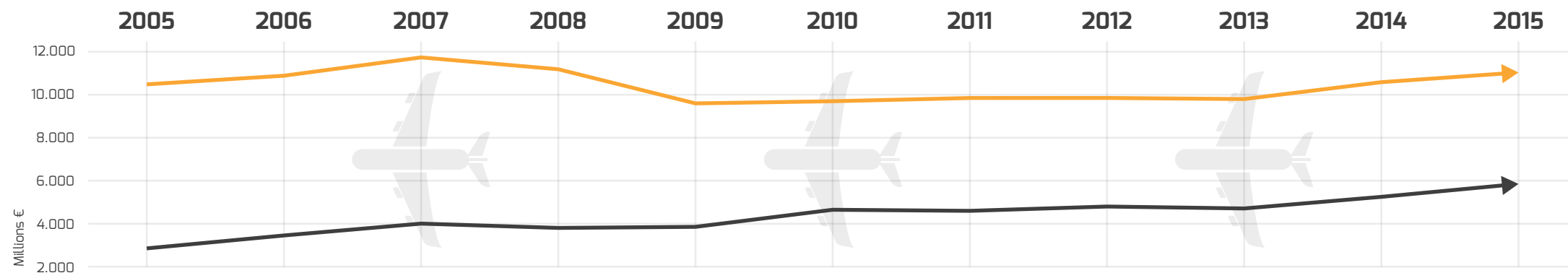
SOURCE: Eurostat

	Value 2014	Value 2015	Volume 2014	Volume 2015
Total imports	€1.691.880M	€1.726.483M	16.352M	16.792M
Large home appliance imports	€5.349M	€5.997M	17M	18M
% of total imports	0,32%	0,35%	0,10%	0,11%
Total exports	€1.703.019M	€1.790.652M	6.444M	6.533M
Large home appliance exports	€3.740M	€3.741M	7M	6M
% of total exports	0,22%	0,21%	0,11%	0,09%

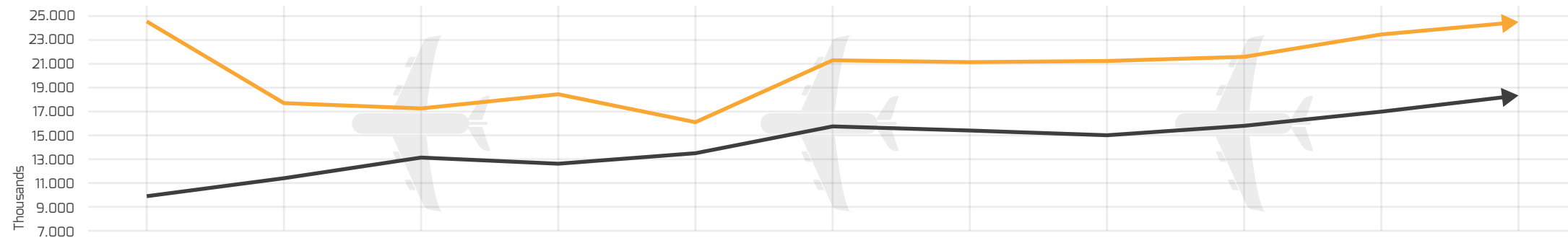
Import Trends 2005-2015

IMPORT TRENDS OF LARGE HOME APPLIANCES

"Imports from within the EU are significantly higher than imports coming from external trading partners."



Intra EU trade in value	10.503M	10.903M	11.877M	11.279M	9.707M	9.878M	9.922M	9.972M	9.890M	10.530M	11.077M
Extra EU trade in value	2.992M	3.549M	4.001M	3.900M	3.924M	4.725M	4.683M	4.848M	4.797M	5.349M	5.997M



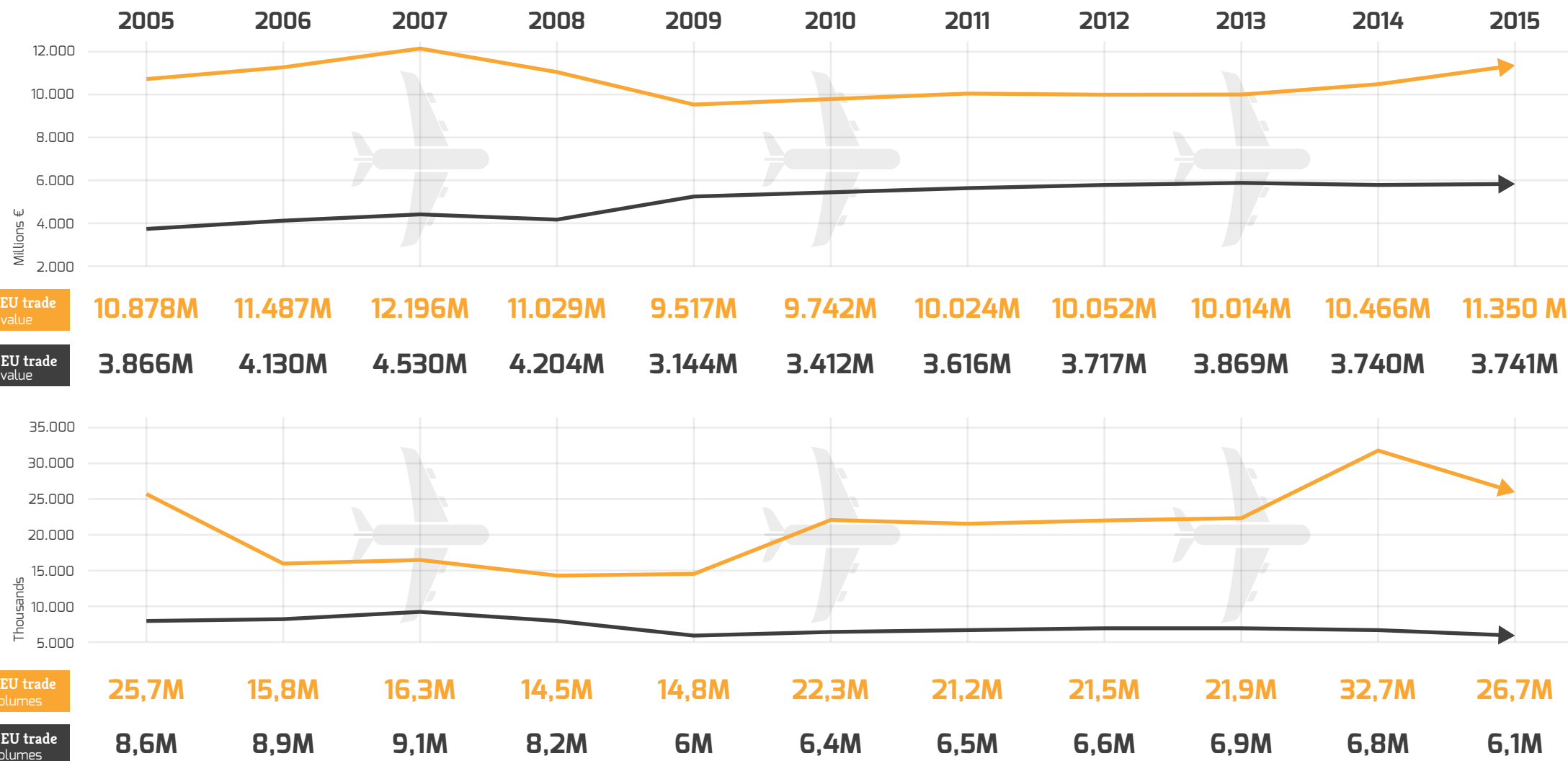
Intra EU trade in volumes	24,7M	17,6M	17,2M	18,3M	16,1M	21,4M	21,1M	21,2M	21,5M	23,4M	24,7M
Extra EU trade in volumes	9,9M	11,5M	13,1M	12,7M	13,5M	15,8M	15,4M	15M	15,8M	17M	18,3M

SOURCE: Eurostat

Export Trends 2005-2015

EXPORT TRENDS OF LARGE HOME APPLIANCES




“Exports from within the EU are significantly higher than exports going to external trading partners.”



SOURCE: Eurostat

Trade Balance - Extra EU in 2014-2015

SMALL HOME APPLIANCES *

	 Import		 Export		 Trade balance	
2014	5.629M	7,3M	2.582M	1,5M	-3.047M	-5,8M
2015	6.894M	7,4M	2.624M	1,4M	-4.270M	-6M
% Change 2014-2015	22,5 %	1,6 %	0,0 %	-6,4 %	-40,1 %	-4,3 %
	Trade in values (€m)	Trade in volume (100kg)	Trade in values (€m)	Trade in volume (100kg)	Trade in values (€m)	Trade in volume (100kg)



* Vacuum cleaners, appliances for food and beverage preparation, and personal care appliances (HS codes: 850811, 850819, 850860, 850870, 850940, 850980, 850990, 851671, 851672, 851679, 851010, 851020, 851030, 851090, 851631, 851632, 851633, 851640)

SOURCE: Eurostat



% of Total Extra-EU Trade

IMPORTS AND EXPORTS OF SMALL HOME APPLIANCES

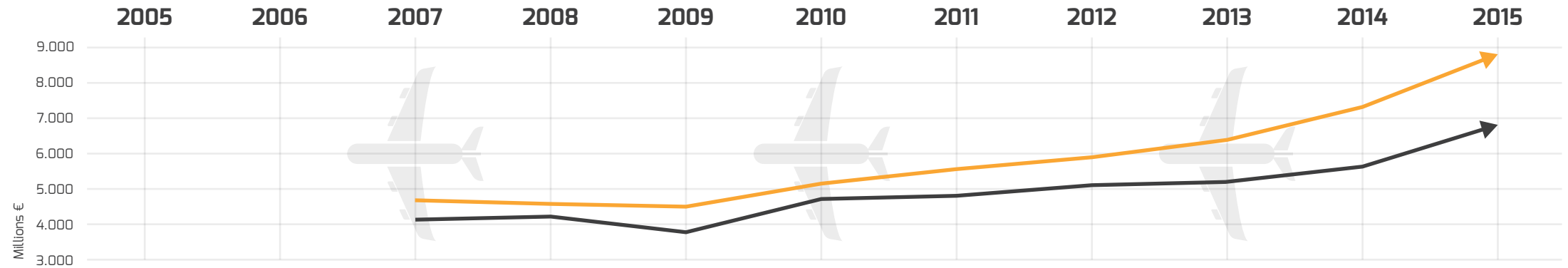
SOURCE: Eurostat

	Value 2014	Value 2015	Volume 2014	Volume 2015
Total imports	€ 1.691.880M	€ 1.726.483M	16.352M	16.793M
Small home appliance imports	€ 5.630M	€ 6.894M	7.3M	18.2M
% of total imports	0,33%	0,40%	0,04%	0,04%
Total exports	€ 1.703.019M	€ 1.790.652M	6.444M	6.533M
Small home appliance exports	€ 2.582M	€ 2.624M	1.5M	1.4M
% of total exports	0,15%	0,15%	0,02%	0,02%

Import Trends 2005-2015

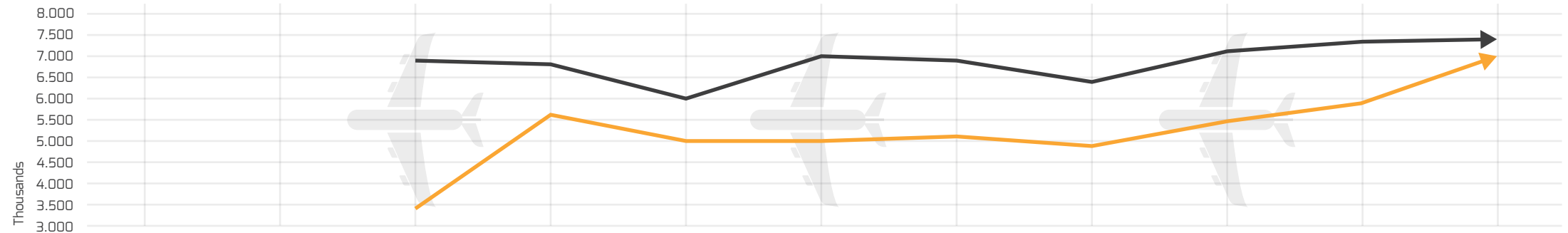
IMPORT TRENDS OF SMALL HOME APPLIANCES

"Imports in value from within the EU are significantly higher than imports in value coming from external trading partners."



Intra EU trade in value

Extra EU trade in value



Intra EU trade in volumes

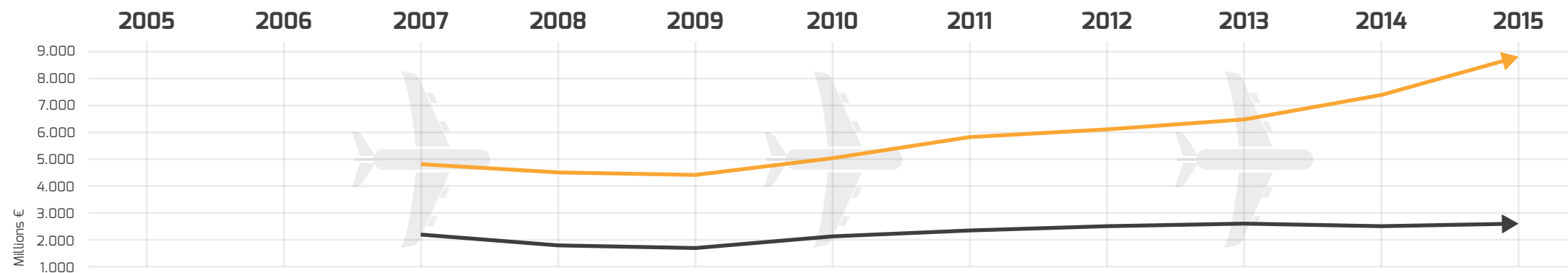
Extra EU trade in volumes

SOURCE: Eurostat

Export Trends 2005-2015

EXPORT TRENDS OF SMALL HOME APPLIANCES

“Exports from within the EU are significantly higher than exports going to external trading partners.”

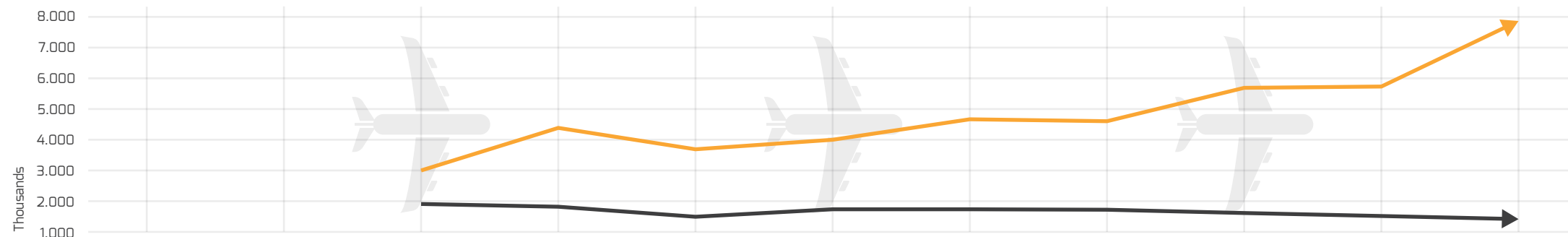


Intra EU trade
in value

- - 4.836M 4.629M 4.482M 5.076M 5.801M 6.108M 6.590M 7.459M 8.819M

Extra EU trade
in value

- - 2.213M 1.865M 1.783M 2.172M 2.332M 2.509M 2.633M 2.582M 2.624M



Intra EU trade
in volumes

- - 3M 4,4M 3,7M 4M 4,6M 4,7M 5,8M 5,8M 7,9M

Extra EU trade
in volumes

- - 1,9M 1,8M 1,5M 1,7M 1,7M 1,7M 1,6M 1,5M 1,4M

SOURCE: Eurostat

The background features a repeating pattern of white line-art icons for various household appliances, including blenders, washing machines, dryers, microwaves, and coffee makers, arranged in a grid-like fashion.

#HA2025



European Committee of Domestic Equipment Manufacturers

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[@CECED_Europe](https://twitter.com/CECED_Europe)

EU transparency register number:
04201463642-88