
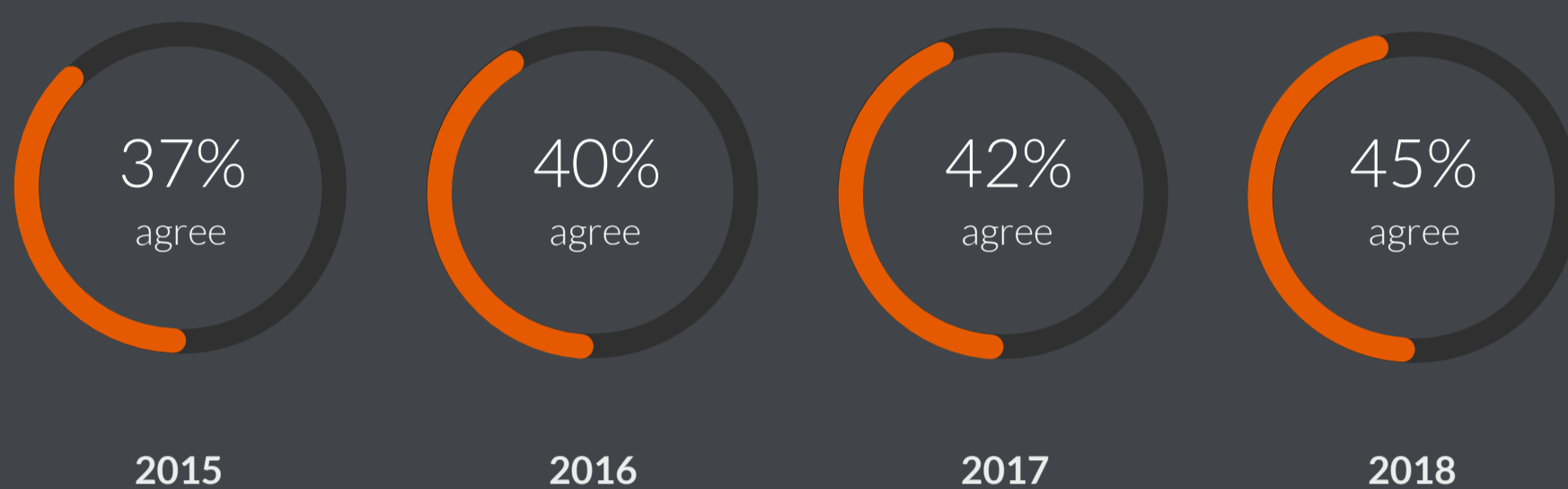


# Sustainability Trends in European Household Appliances

 I feel guilty when I do something that is not environmentally friendly



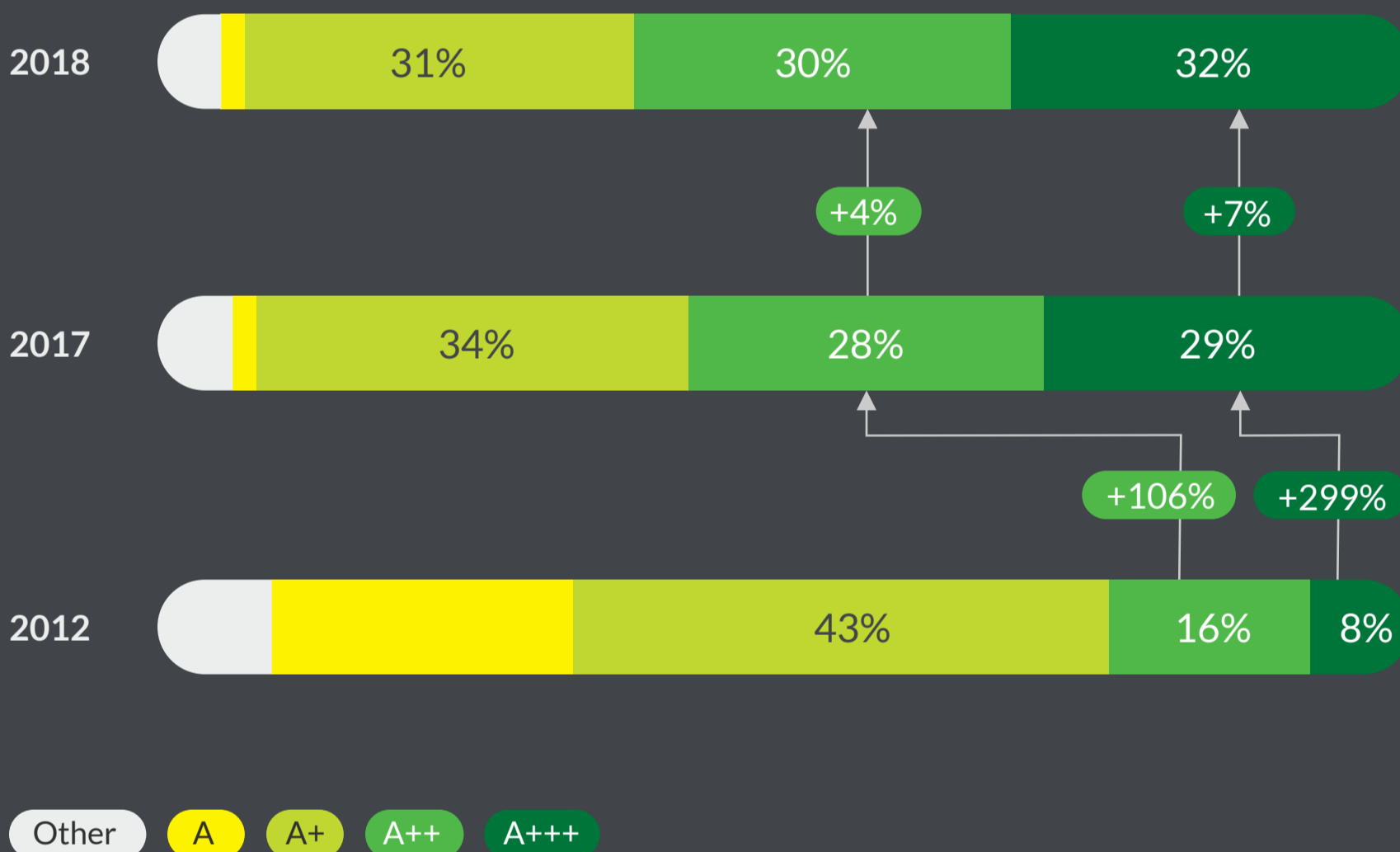
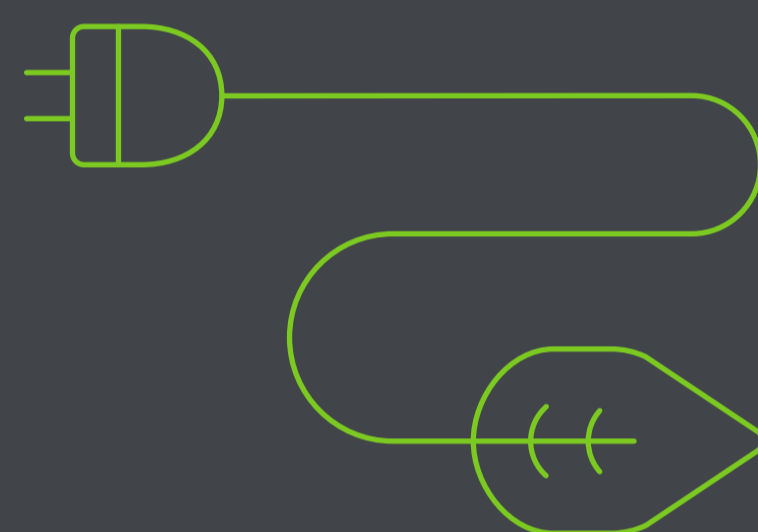
## Growing concern about the environment



Source: GfK Consumer Life, Consumer attitude - Sustainability

## A continuing massive increase of top energy label classes since 2012

European energy development in major domestic appliances (units)



Source: GfK PoS Tracking, EU 10: AT, BE, DE, ES, FR, GB, IT, NL, PT, SE, units % MDA 5: Washing Machines, Tumble Dryer, Fridges, Freezers, Cooking

## Clash of two worlds

