

# The Home Appliance Industry: Fit for the Digital Age

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Director General

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**APPLiA**  
Home Appliance Europe





APPLiA - Home Appliance Europe represents home appliance manufacturers from across Europe.

By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 53 billion, investing over EUR 1.6 billion in R&D activities and creating nearly 1 million jobs.

# Large Home Appliances



# Small Home Appliances



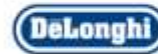
# Home Comfort Appliances



# Direct Members



B/S/H/



dyson



gorenje



**LIEBHERR**



Panasonic

PHILIPS

**SAMSUNG**



VESTEL



Whirlpool



# National Associations





# Living the Connected Home – By the numbers



# How many Smart Homes, in Europe?



# And where?



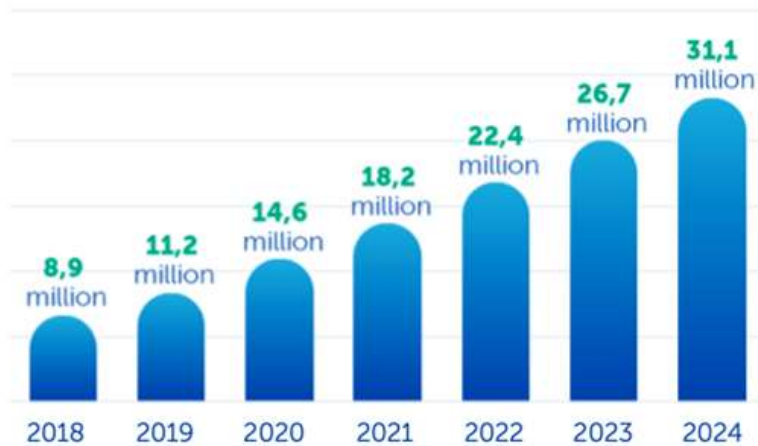
Country	%
Austria	2,7
Belgium	2,7
Czech Rep.	0,9
Denmark	1,8
Finland	1,8
France	10,7
Germany	23,2
Ireland	0,9
Italy	6,3
Netherlands	5,4
Norway	1,8
Poland	1,8
Portugal	0,9
Romania	0,9
Russia	5,4
Spain	5,4
Sweden	3,6
Switzerland	1,8
Turkey	2,7
UK	19,6



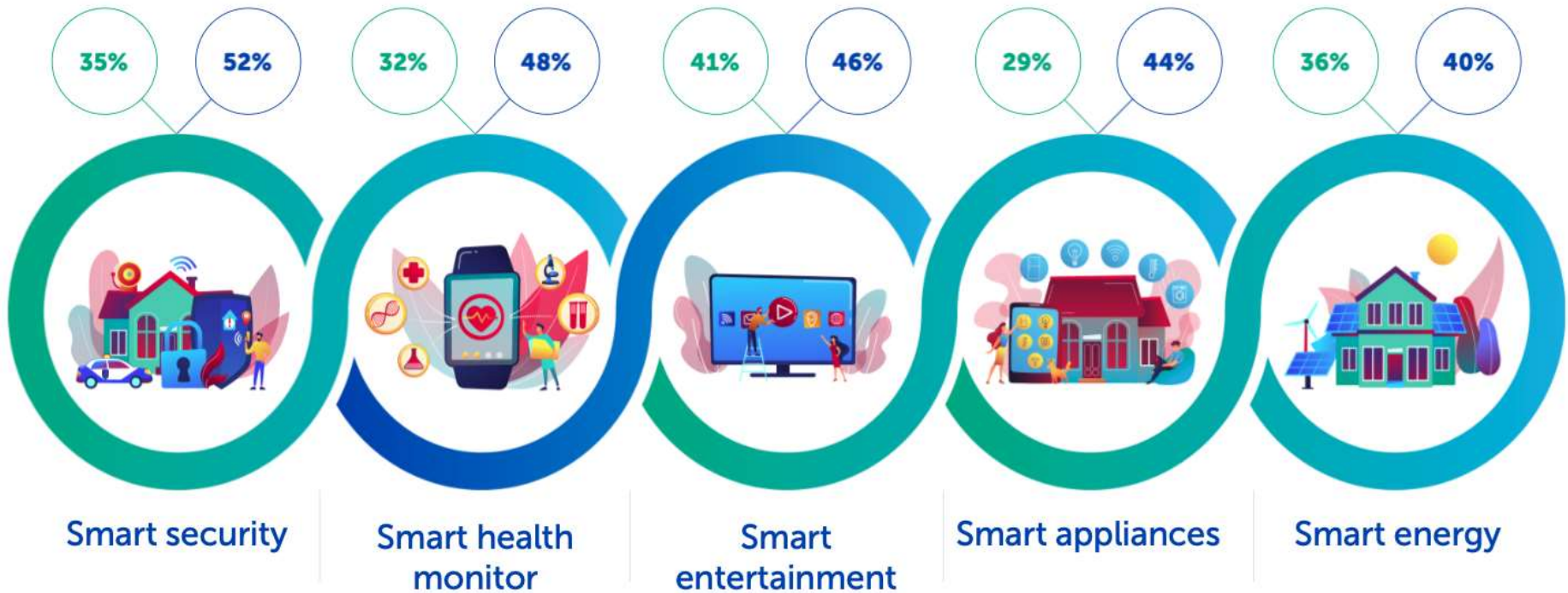
- 0-1%
- 1-2%
- 2-5%
- 5-10%
- 10-20%
- >20%



## In users



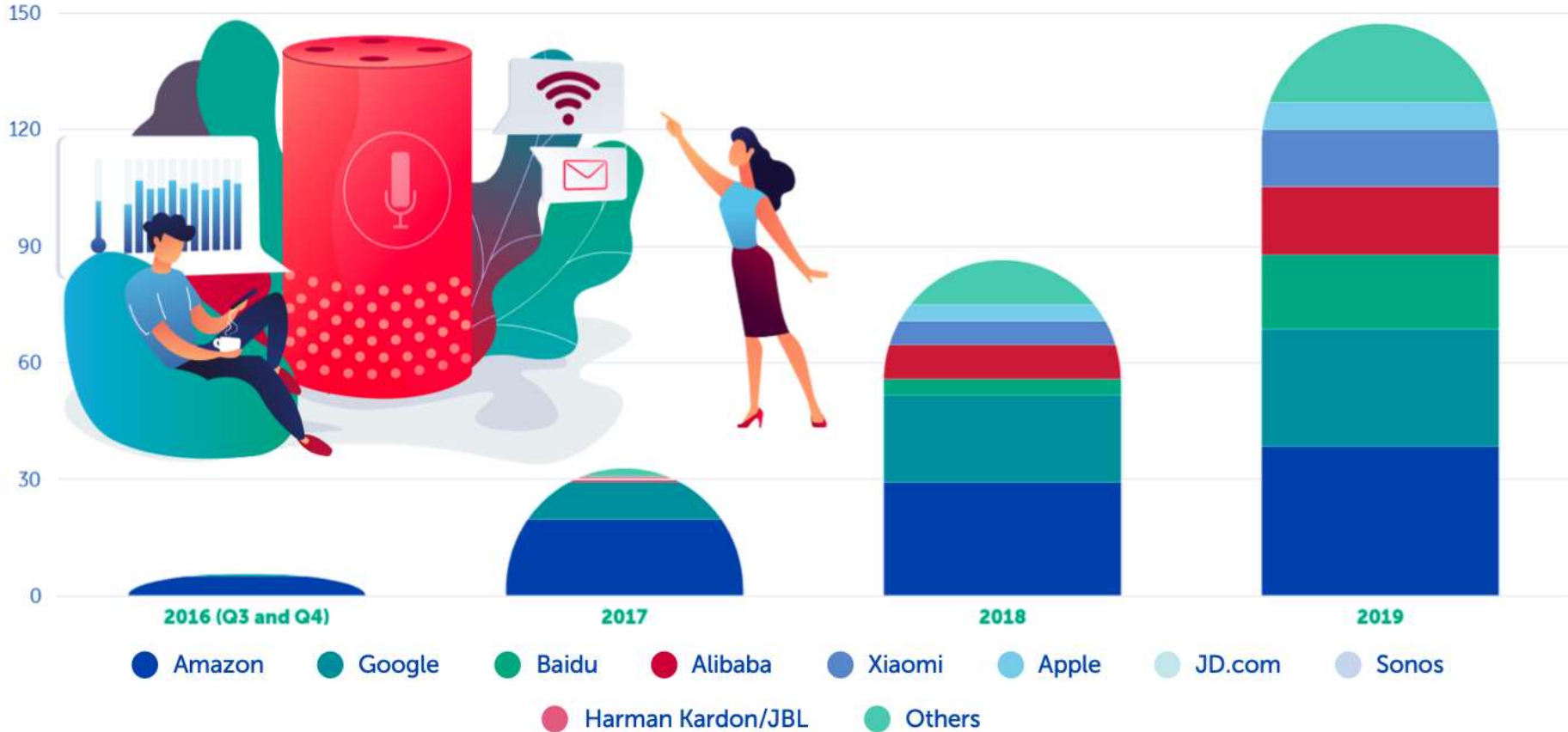
# Appeal of smart home products, in 2019



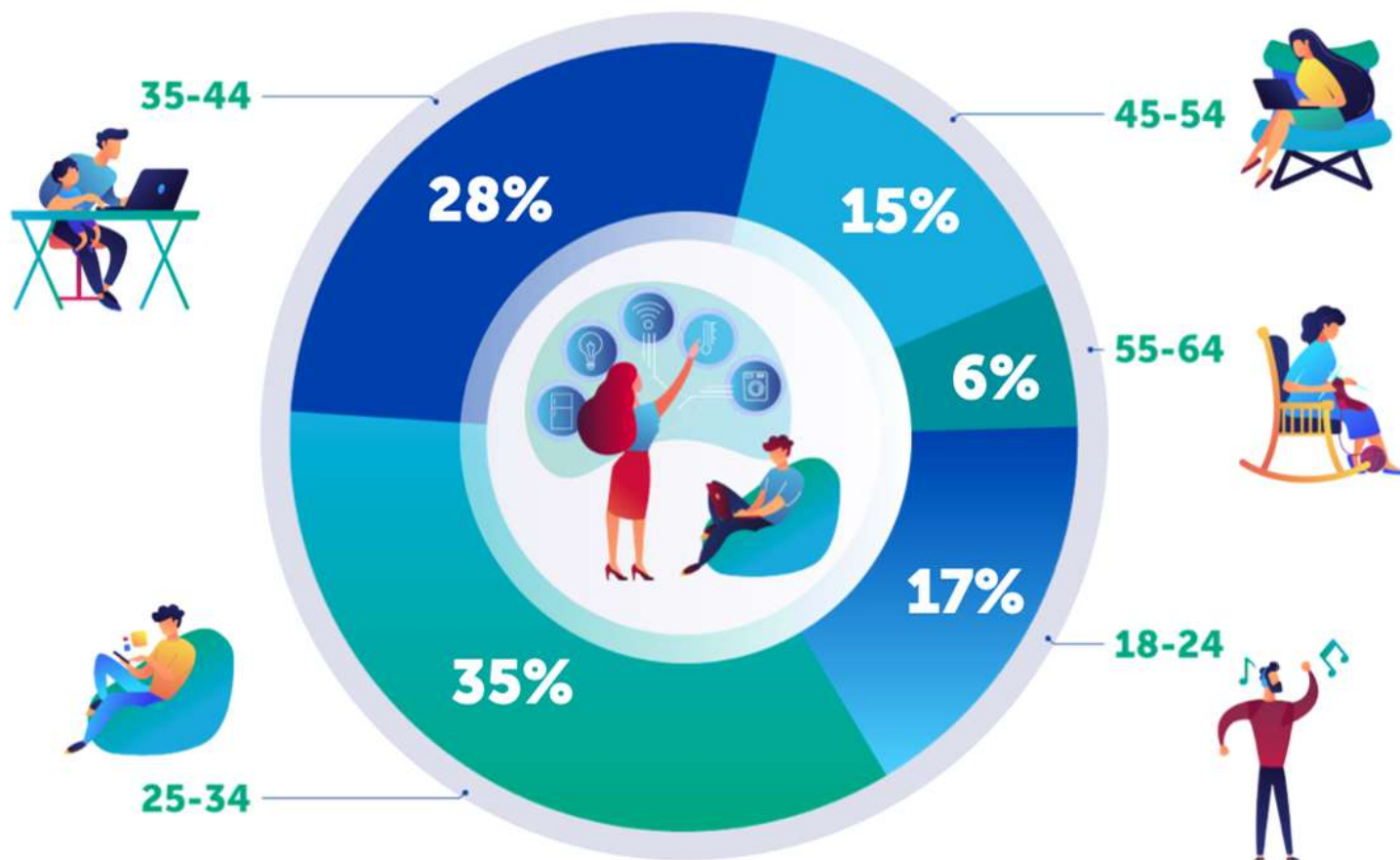
# Virtual assistants - an increasing trend



In millions



# Users of smart appliances by age

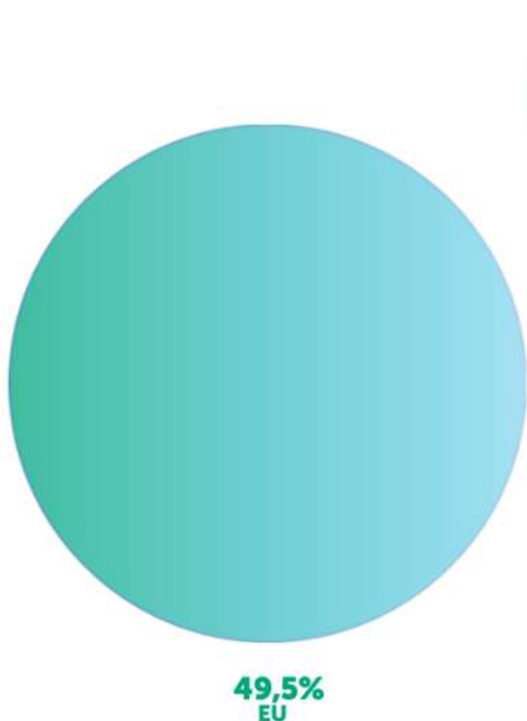


Source: Statista

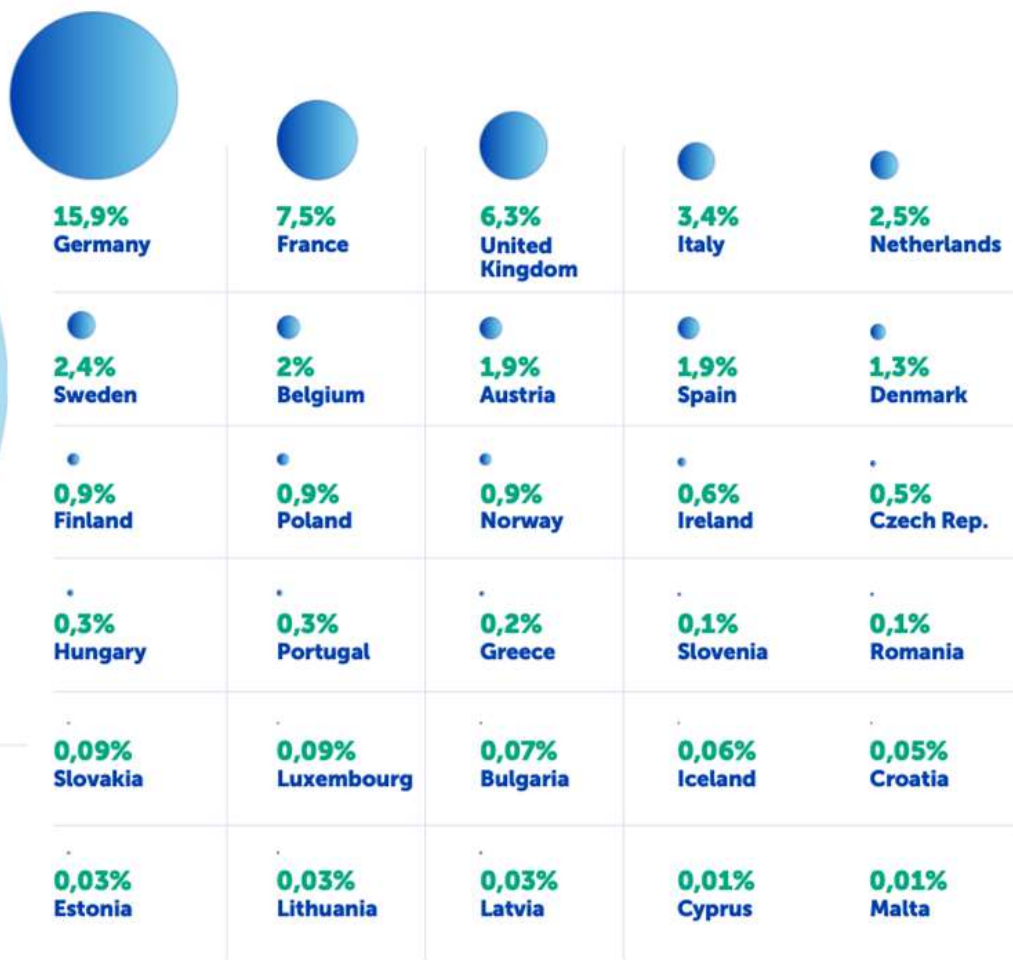
# EU investment in R&D, in 2018



GEO/TIME	Million €
<b>EU</b>	<b>224.408</b>
Germany	72.101
France	33.860
United	28.531
Italy	15.254
Netherlands	11.230
Sweden	11.052
Belgium	8.965
Austria	8.557
Spain	8.445
Denmark	5.874
Finland	4.227
Poland	3.978
Norway	3.957
Ireland	2.778
Czech Rep.	2.482
Hungary	1.551
Portugal	1.398
Greece	1.049
Slovenia	662
Romania	608
Slovakia	406
Luxembourg	406
Bulgaria	304
Iceland	286
Croatia	241
Estonia	155
Lithuania	149
Latvia	46
Cyprus	43
Malta	40



**Total:  
€ 453.000 Million**



# Smart Home Appliances in the Renovation Wave



# Smart Home Appliances



- Save **resources and money**
- **Engage consumers** to have an active role in the energy market
- Smart home and smart energy systems make homes more energy efficient, more cost efficient and more comfortable for dwellers
- APPLiA member of **smartEN**



# Demand side flexibility: the principle



- Optimise consumption patterns in response to external stimuli to **increase energy efficiency** and the uptake of **renewable energy**
- At residential level demand side flexibility can be achieved only thanks to **smart appliances**
- Demand side flexibility energy systems are more possible than ever through the renovation wave

# Smart Appliances in the Renovation Wave



- Promote fully integrated renovations based on **energy efficiency**, on-site **renewables** and **demand-side flexibility** to achieve smart and decarbonised buildings
- Valorise **decentralised energy resources** in buildings
- Stimulate the **European green economy** in post-COVID recovery
- Working in conjunction with initiatives such as the **Smart Readiness Indicator** to build a better, more energy efficient and smarter Europe

# Thank You

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[www.applia-europe.eu](http://www.applia-europe.eu)