



I numeri del settore degli Elettrodomestici

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18 Luglio 2017



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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.

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Miele

PHILIPS

Panasonic

SAMSUNG

SEB

VESTEL

VORWERK

Whirlpool
CORPORATION

Le aziende associate in Europa

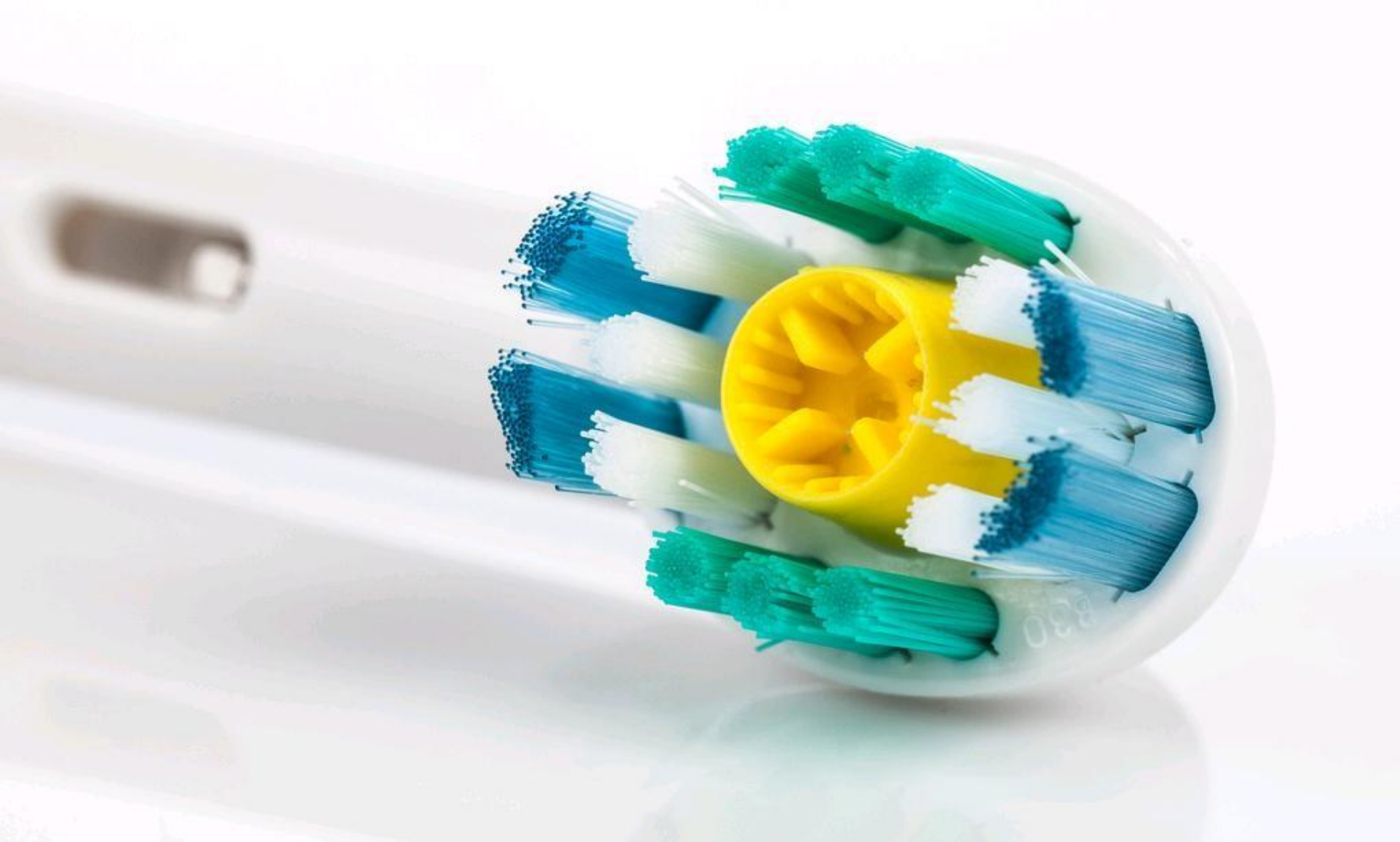


La presenza sul territorio Europeo



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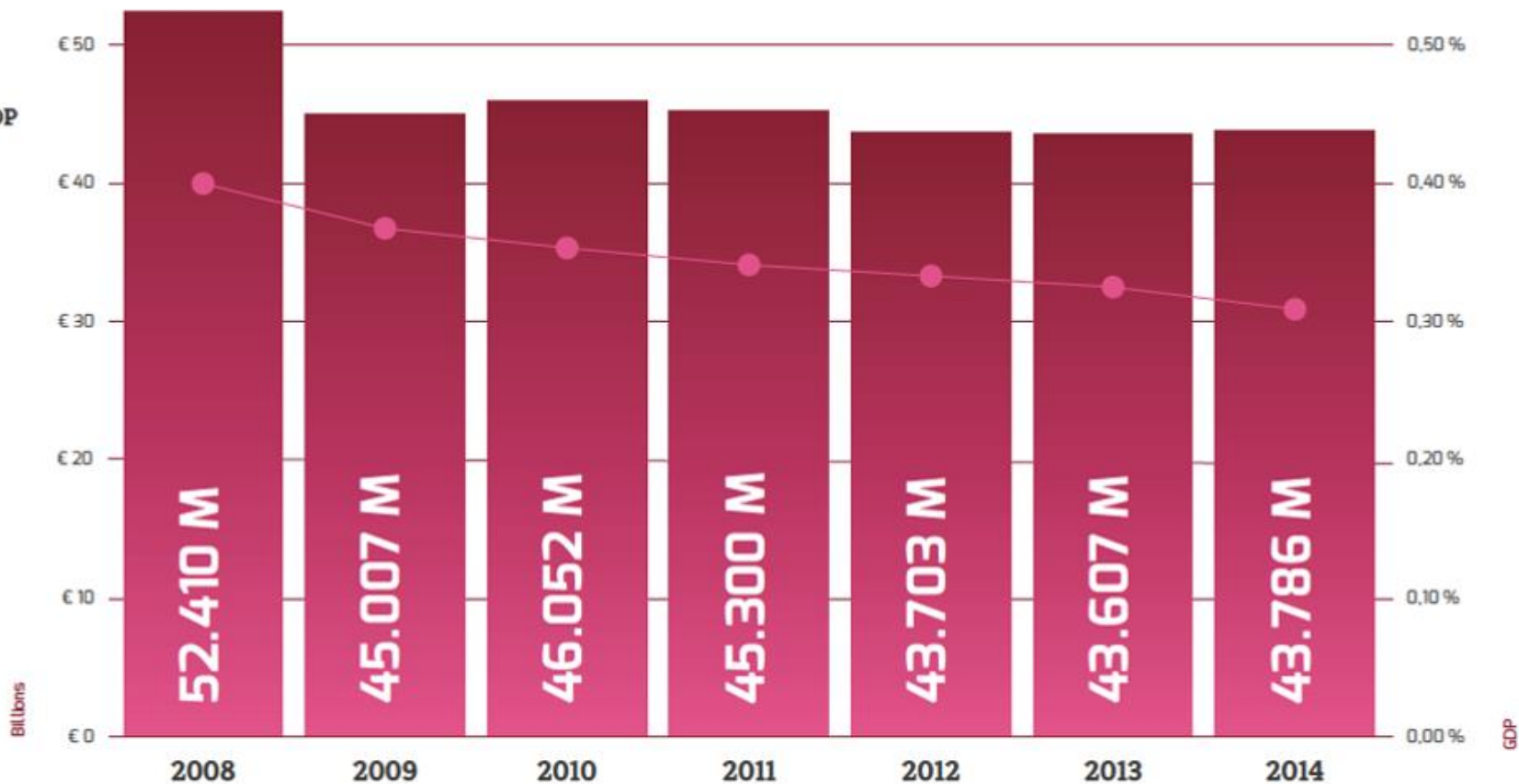
Grandi Elettrodomestici



Piccoli elettrodomestici



Comfort ambientale in casa



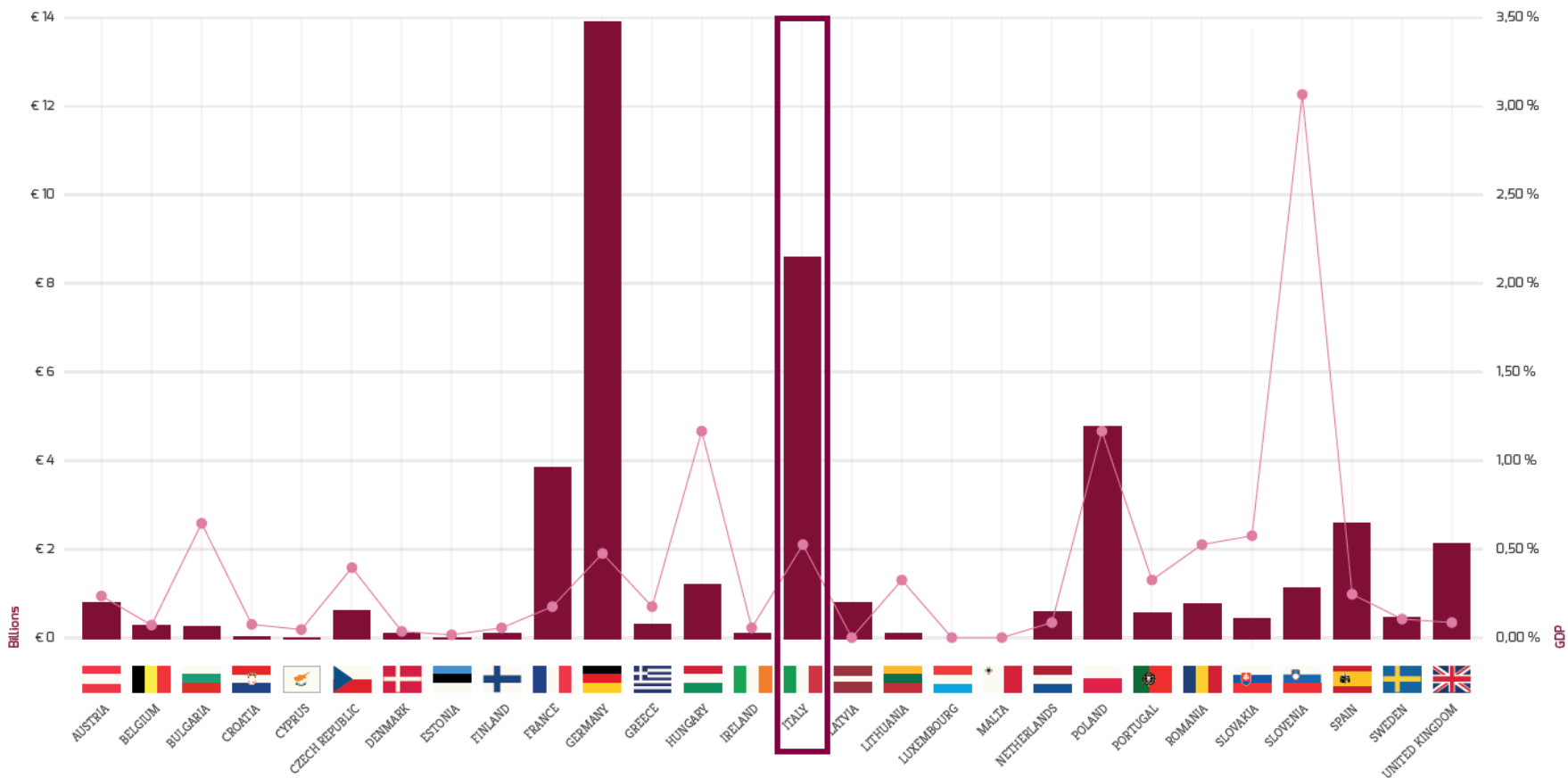
Turnover in the EU

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."

■ TURNOVER IN HOME APPLIANCE MANUFACTURING

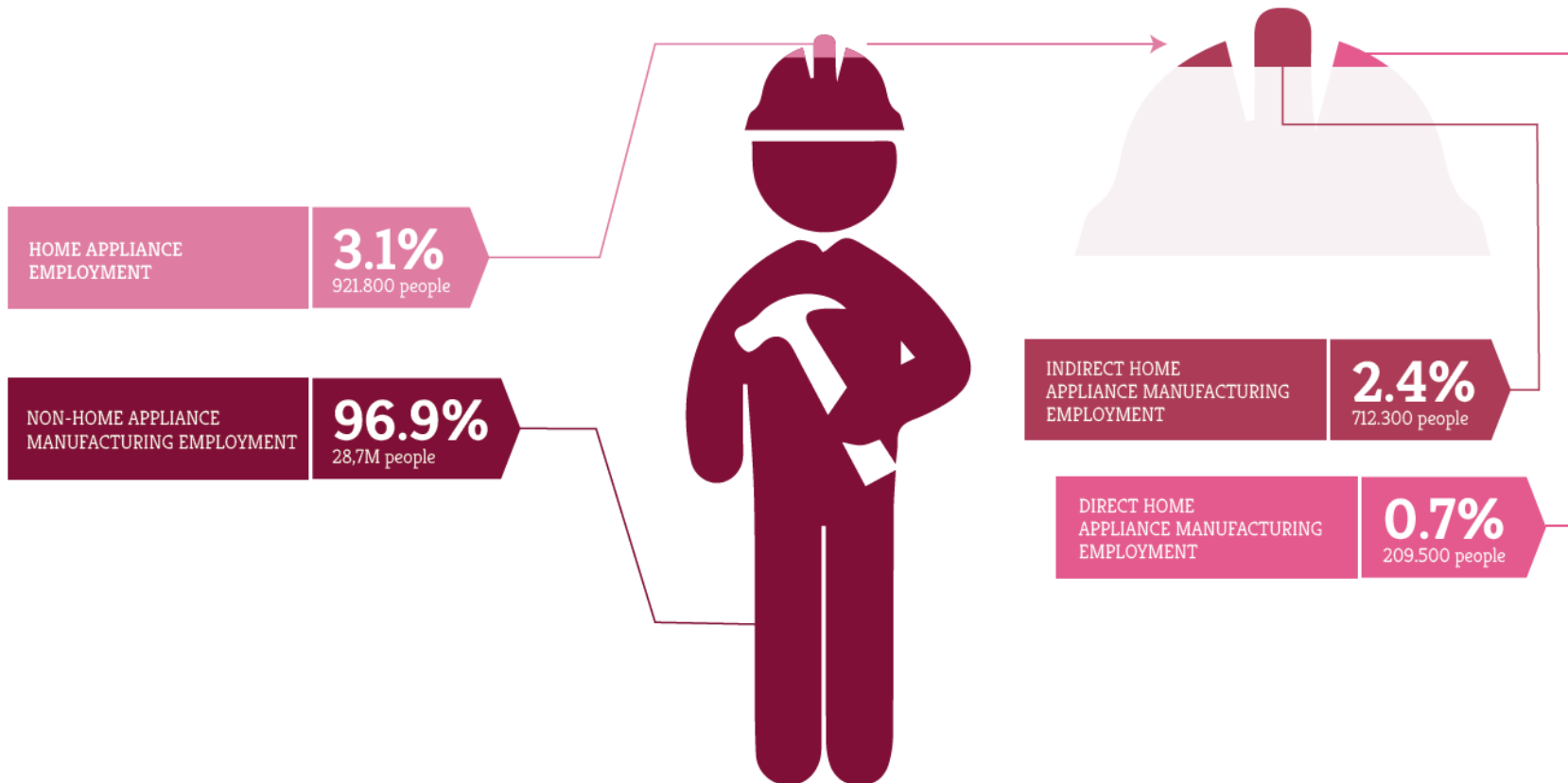
● % OF GDP



SOURCE: Eurostat

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

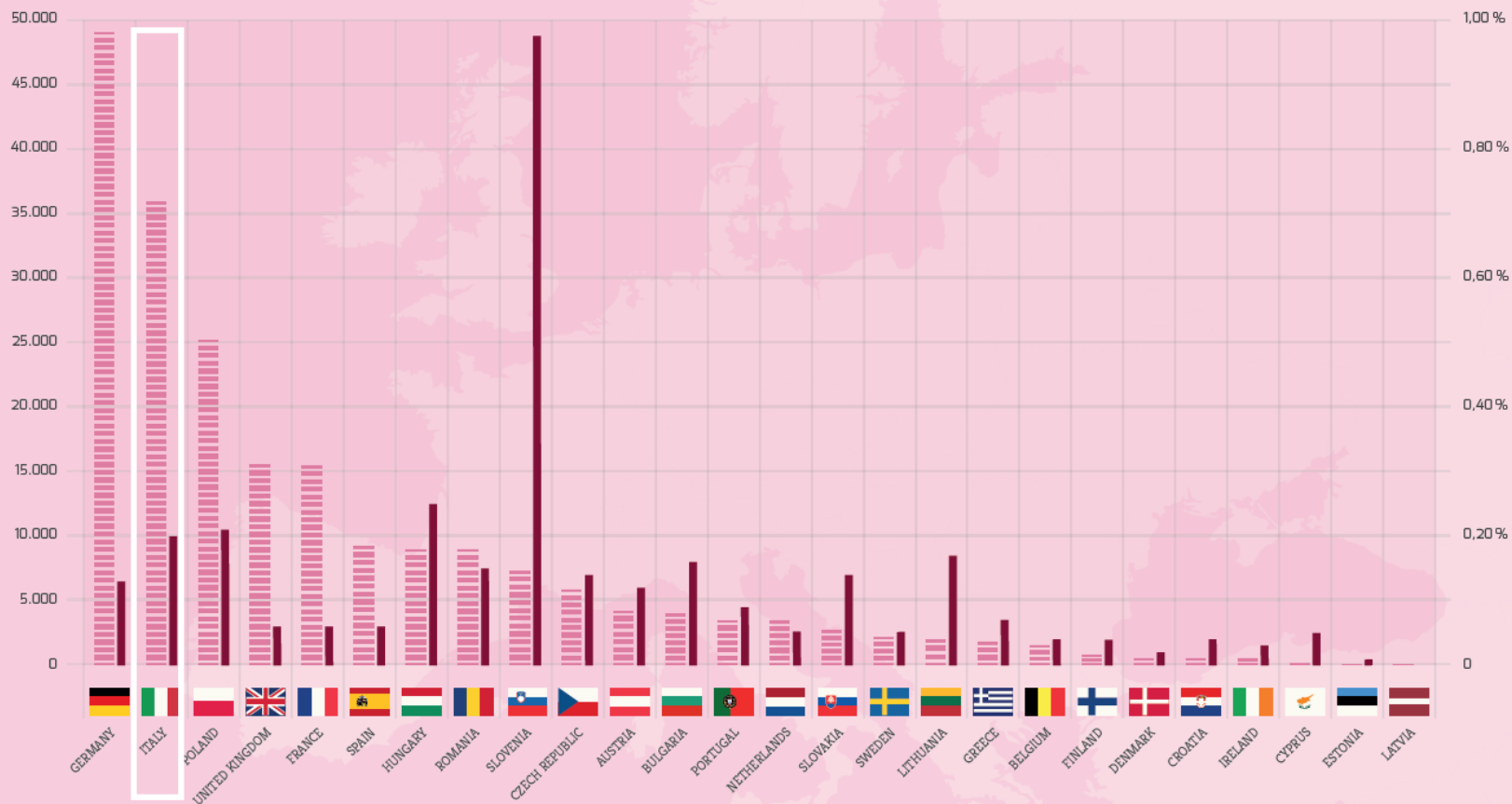
Il fatturato in Italia supera 8,5 miliardi



Il settore offre lavoro al 3% degli Europei

HOME APPLIANCE EMPLOYEES

% OF TOTAL EMPLOYMENT



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

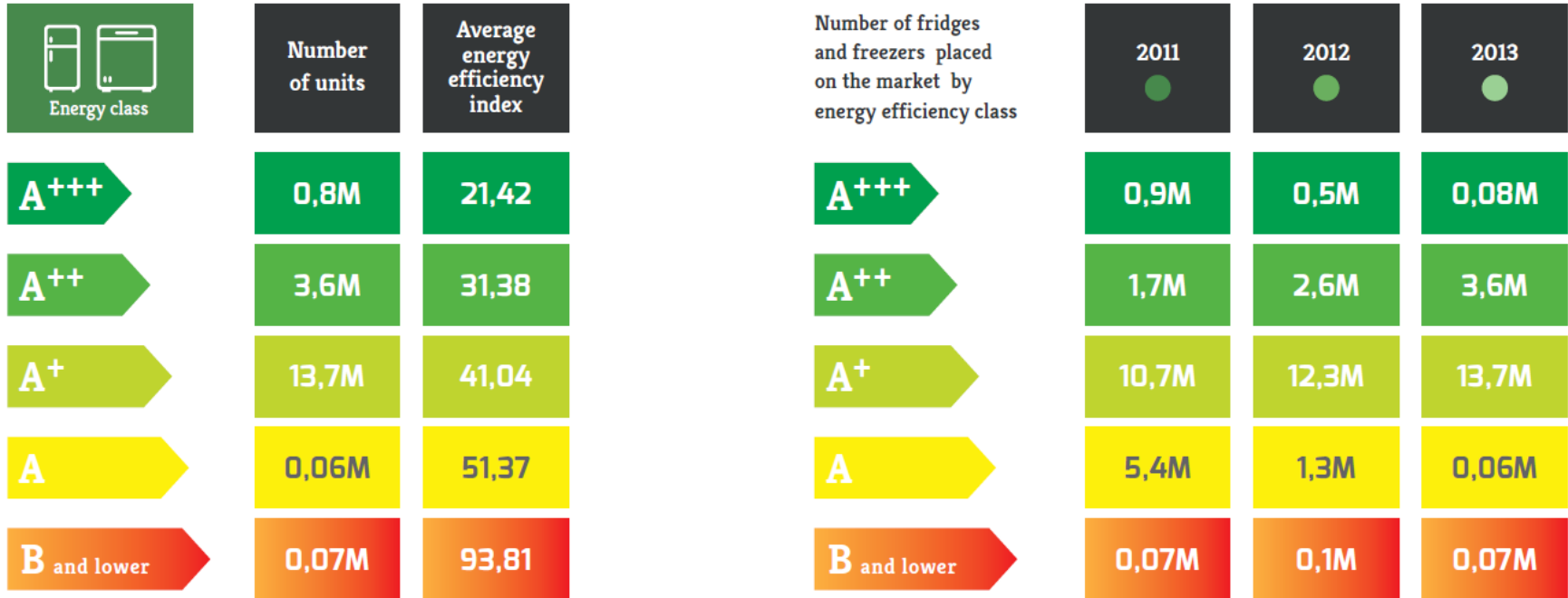
L'Italia è seconda per numero di addetti



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)



SOURCE: CEEED Membership

L'eccellenza energetica su tutti i prodotti



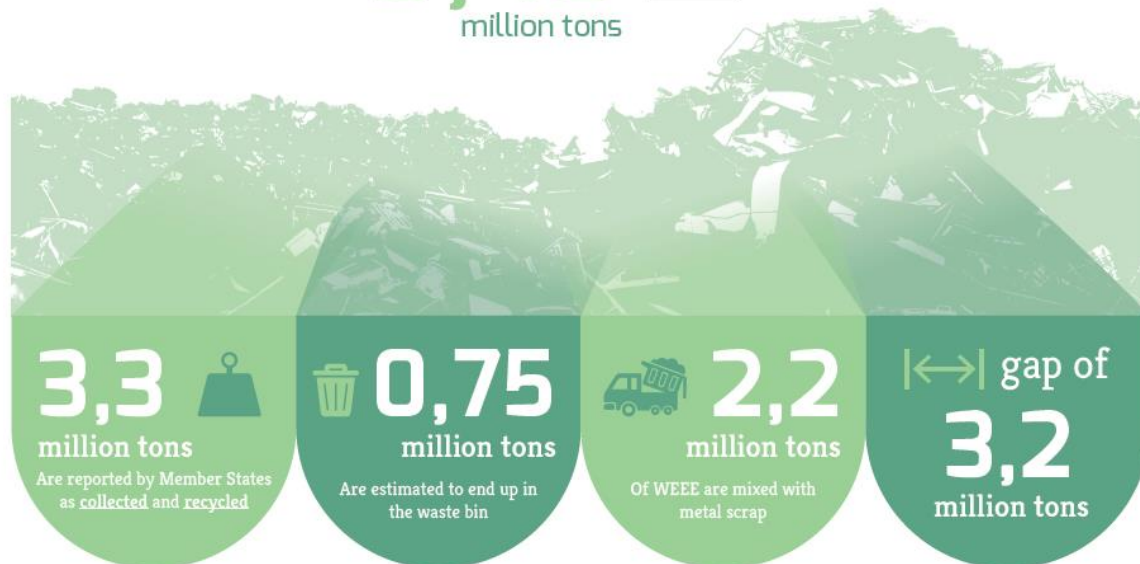
Waste of Electrical and Electronic Equipment (WEEE) in Europe

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...

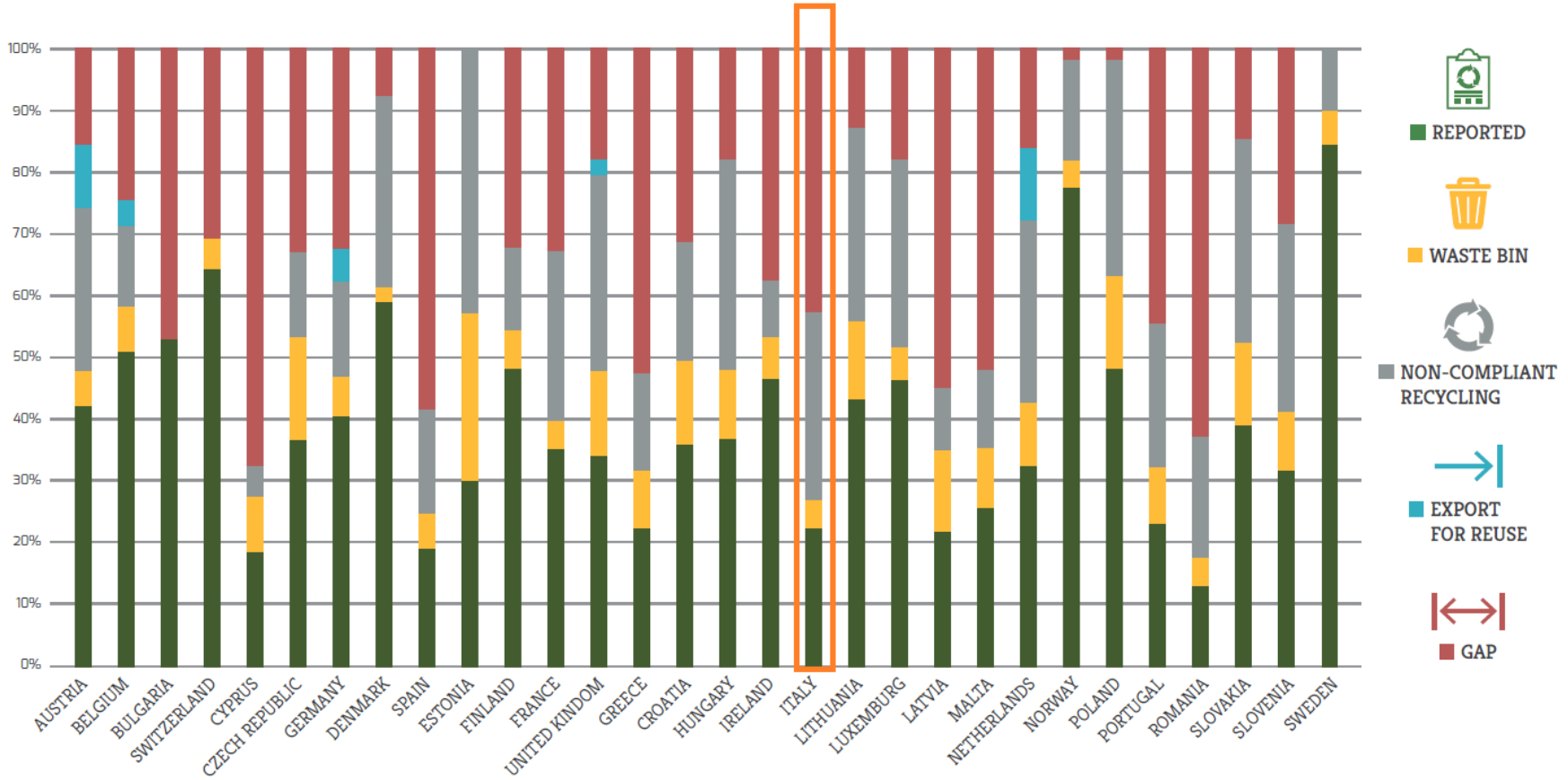
9,45 
million tons



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

Solo 1/3 dei rifiuti viene tracciato

EU WEEE AMOUNTS DOCUMENTED PER MEMBER STATE



SOURCE: CWIT project

In Italia, solo il 22%

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%

NOTE: calculations based on data obtained from Eurostat.

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





























La metà dei RAEE viene dai grandi elettrodomestici



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		R&D expenditure 2014	
 GERMANY	€417,9M	 SWEDEN	€14,1M
 ITALY	€258,3M	 SLOVAKIA	€13,2M
 POLAND	€143,9M	 GREECE	€9,3M
 FRANCE	€115,7M	 BELGIUM	€9,1M
 SPAIN	€78,4M	 BULGARIA	€8,3M
 UNITED KINGDOM	€64M	 FINLAND	€3,7M
 HUNGARY	€36,6M	 LITHUANIA	€3,7M
 SLOVENIA	€34,4M	 DENMARK	€3,4M
 AUSTRIA	€24,6M	 IRELAND	€3,3M
 ROMANIA	€23,8M	 CROATIA	€1M
 CZECH REPUBLIC	€18,7M	 CYPRUS	€0,3M
 NETHERLANDS	€18,4M	 ESTONIA	€0,09M
 PORTUGAL	€17,1M	 LATVIA	€0,02M

SOURCE: Eurostat

NOTE: Calculations are based on the typical R&D spending: approx. 3% of turnover. / Belgian data relates to 2012, Estonia, Irish, Lithuanian, Swedish data relates to 2013, Latvian data relates to 2011.

In Italia si investe molto in ricerca e sviluppo



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

Number of different selling brands

Number of different selling items

January 2015

5

173

February 2015

6

184

March 2015

7

190

April 2015

6

200

May 2015

6

216

June 2015

6

218

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

Il futuro? Smart



SCALE

0-5	5-10	10-15	15-20	20-25
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L'Italia è un paese manifatturiero

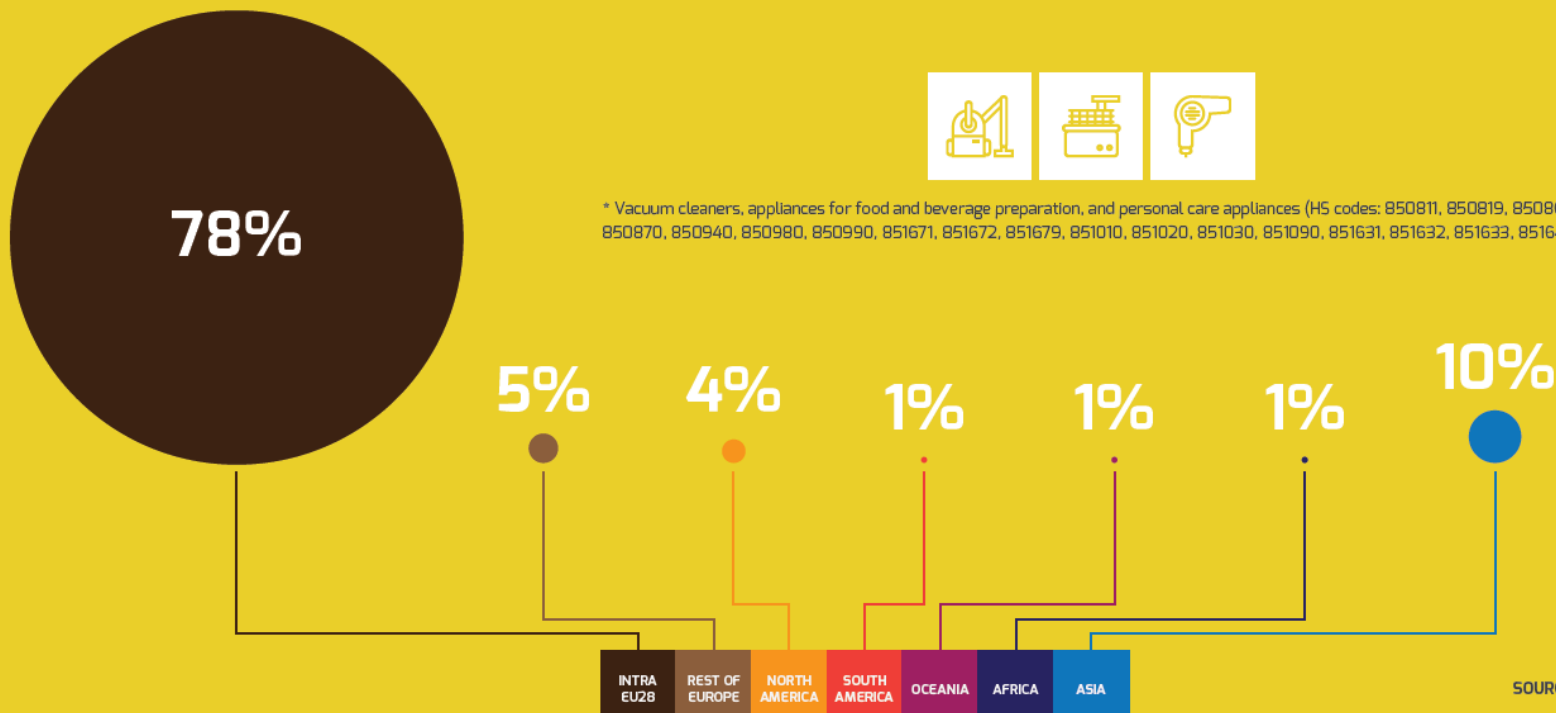
Export Destinations in 2015

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)

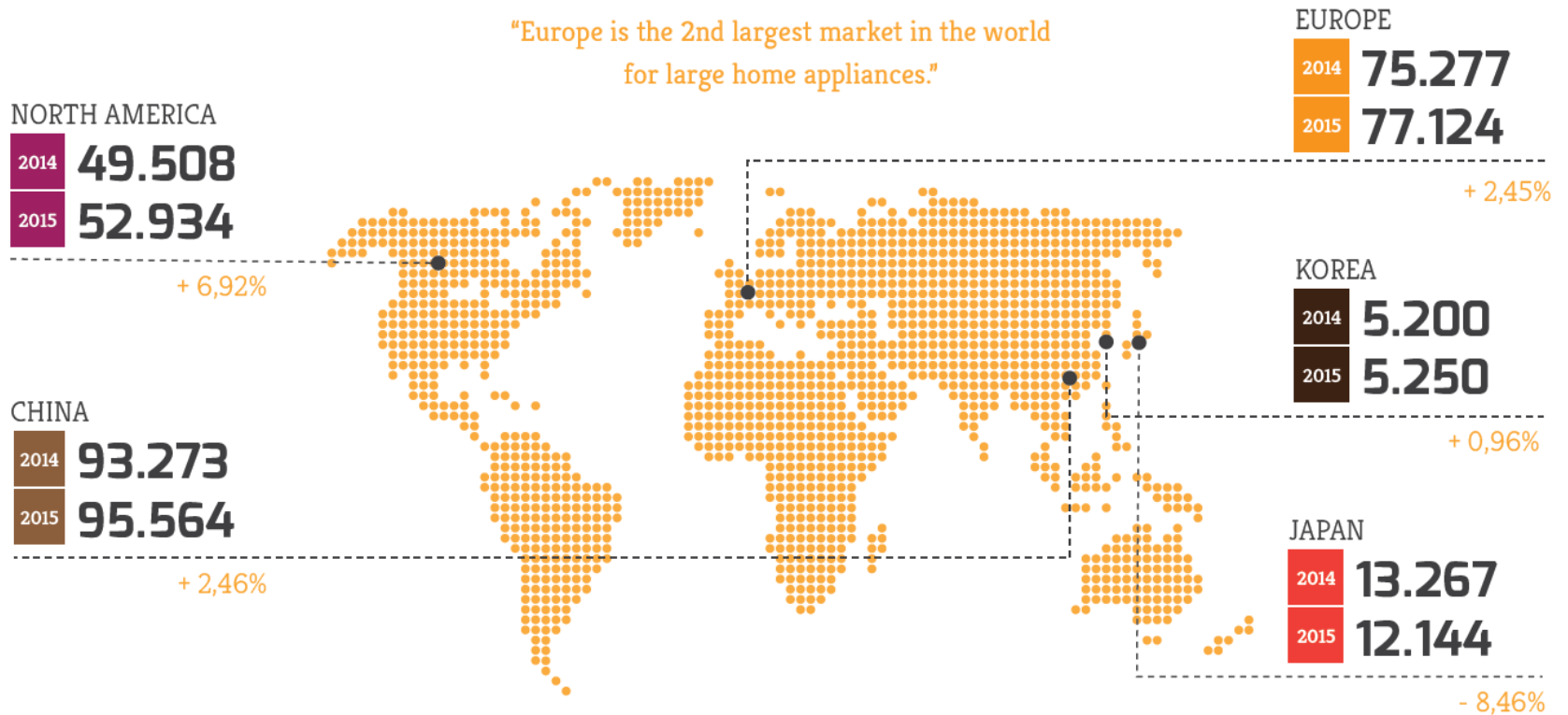


SOURCE: Eurostat

Gli elettrodomestici prodotti in Europa, rimangono in Europa

Units Traded Globally, in 2014-2015

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



SOURCE International Roundtable of Household Appliance Manufacturer Associations (IRHMA)

NOTE: Units are in thousands

Uno sguardo al mercato globale



#HA2025

Arrivederci al prossimo Report



Grazie

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