

## White Goods: updated Market Monitoring report based on sales

Topten is publishing a new market monitoring report on refrigerators, washing machines and tumble driers. The analysis is based on sales data from GfK<sup>1</sup> and was commissioned by ADEME<sup>2</sup>. The data includes information declared on the Energy Label and prices, weighted according to sales. It covers the EU average, France, Germany and Italy, from 2004 to 2015.



### Refrigerators: continuous efficiency improvement of 37% since 2004

The successful development has been supported by the Energy Label. Still, future MEPS at the A++ level would trigger savings close to 10 TWh per year in the EU. A more transparent formula for the Energy Efficiency Index (EEI) is needed to translate improved efficiency more directly into energy savings. Energy consumption has been reduced by 26% - less than what could be expected given the efficiency improvements.

### Washing machines: large machines risk wasting energy and water

With increasing energy efficiency, the trend to larger washing machines is also continuing. Models in good energy classes are large rather than low-consuming. With more part load washing, large washing machines bear the risk of wasting water and energy. A fundamental revision of the Label and Ecodesign regulations is needed, and misleading incentives should be removed.

### Tumble driers: big saving potential expected from heat pump tumble driers

Heat pump (HP) tumble driers already accounted for 47% of EU sales in 2015. They consume about 50% less energy than class B driers, permitting consumers to save more than 25% on total costs<sup>3</sup>. Future Ecodesign requirements only allowing HP driers on the market could save the EU 5.8 TWh/year.

### Systematic market monitoring

The report demonstrates the potential of a sales-based, systematic market monitoring. The planned product database will provide an overview of models on the market. Sales information add value to model-based information, and it is available today.

### More information

- To the report: <http://www.topten.eu/uploads/File/Market-Monitoring-2016-EN-Topten.eu.pdf>
- Contact: [sophie.attali@topten.eu](mailto:sophie.attali@topten.eu)
- This is the last Topten Focus sent out by Anette Michel. In the future, H el ene Rochat will provide you with focussed news from Topten: [helene.rochat@topten.eu](mailto:helene.rochat@topten.eu)

<sup>1</sup> [www.gfk.com](http://www.gfk.com)

<sup>2</sup> [www.ademe.fr](http://www.ademe.fr)

<sup>3</sup> Total costs = average purchase price + electricity costs over a lifetime 15 years (EUR 0.2/kWh).