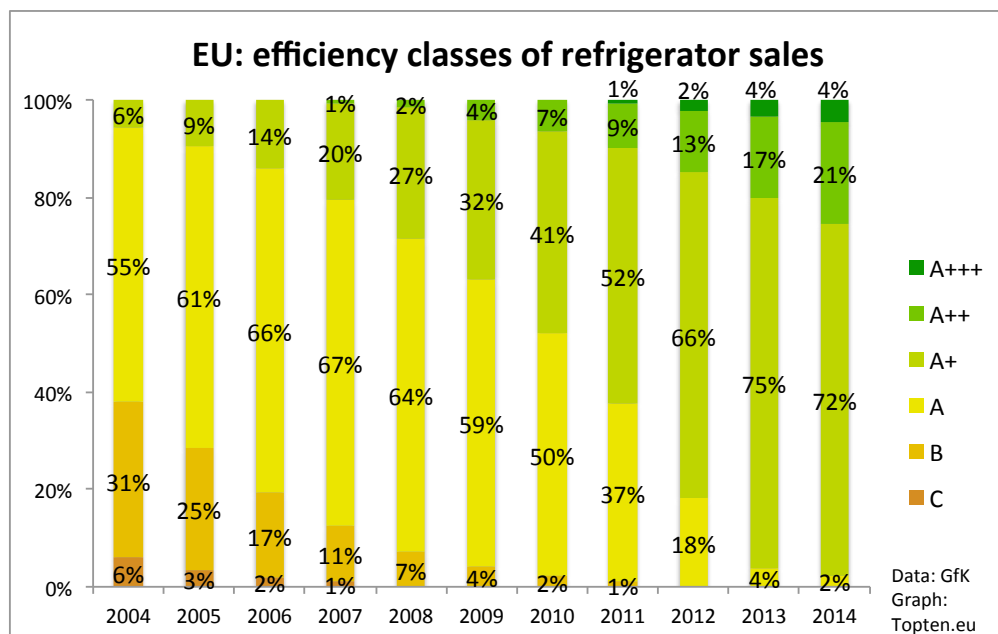


Report demonstrates the potential of market monitoring in Europe

Topten has published a market monitoring report on **refrigerators, washing machines and tumble driers**, based on 2004 – 2014 sales data from GfK. The data includes information on energy efficiency, energy consumption, size and price and covers the EU-21 plus, in order to show differences between countries, national data from France and Portugal (partly also Switzerland). The report has been supported by ADEME¹ and WWF Switzerland².



Key findings: Energy Labels have led to a market shift and need to be revised

The Labels have been successful in shifting the markets to higher energy-efficiency. For washing machines already 43% of the 2014 sales were in the top class A+++ and also for refrigerators only classes A+ and better remain on the market. Clearly, the grounds for a re-scaling need to be prepared by a revised Energy Labelling Directive.

The Labels also must be improved in order to better support products that indeed consume less energy - to different degrees for the three product categories. Reasons for this are counterproductive incentives by the Label supporting larger products, extra features with higher energy consumption or hiding efficiency differences between different types.

Sales-based market monitoring can start now

The report demonstrates the potential of systematic market monitoring in Europe, based on complete and recent sales data. Regular market monitoring would enable policy makers to monitor the effect of policies, spot out-dated Labels or problematic market trends, adopt well-targeted Ecodesign tiers and Labels with appropriate classes, and revise policies on time.

More information

- Full report: www.topten.eu/uploads/File/WhiteGoods_in_Europe_June15.pdf
- Short summary version: www.topten.eu/uploads/File/White-Goods-in-Europe-short.pdf
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Product-specific key findings will be presented in separate Topten Focus issues in the coming weeks.

¹ www.ademe.fr

² www.wwf.ch