

Laundry products

Electrolux is a leading manufacturer of energy- and water-efficient laundry products, including washing machines, tumble-dryers, washer-dryers and ironing equipment. The Group has its largest global market share in the front-loaded washing-machine segment.

Consumer trends

The performance of laundry products continues to advance rapidly. On the whole, consumers are satisfied with the results obtained from washing machines and tumble-dryers, but would like to see appliances that are faster, quieter and more energy-efficient, and that facilitate laundry handling. Greater laundry capacity is in demand even though households are becoming smaller and washing machines are being run at half-load as criteria for cleanliness become more rigorous. Tumble-dryers are often purchased together with the washing machine to achieve as consistent a design theme as possible in the laundry room.

The market

Washing machines are either top- or front-loaded. Top-loaded washing machines have traditionally dominated the North American, Southeast Asian and Australian markets, but demand for front-loaded units is growing. Front-loaded machines consume less water and energy during a washing cycle, have greater capacity and provide better results. Households still choose top-loaded units in preference to front-loaded machines, but this is mainly due to tradition. Surveys in Canada show that replacing an existing top-loaded washing machine with a new front-loaded washing machine with the best energy rating would save the average household 70,000 liters of water per year.

Consumer demand for greater capacity is apparent in all regions and for all product categories, but as an average load of washing weighs 3–4 kg, the foremost requirement is for new washing machines that can adapt programs and energy consumption to the amount of washing.

Electrolux laundry products

Market position

Electrolux holds a strong global position in laundry products, with the largest market share being for front-loaded washing machines.

Electrolux is also one of the leading manufacturers of energy- and water-efficient laundry products. Electrolux was the first company to develop a tumble-dryer that met Europe's highest energy classification, Class A, with the AEG-Electrolux Sensidry.

Brands

In Europe, the Group's laundry products are sold mainly under the Electrolux, AEG and Zanussi brands. In Asia and Latin America, the main brand is Electrolux. In North America, Frigidaire-branded products are sold in the low-price segments and mass market, and Electrolux-branded products in the premium segment. In Australia, laundry products are mainly sold under the Electrolux and Simpson brands.

Innovation

Electrolux continues to develop new functions for washing machines and tumble-dryers that provide superior washing results, lower energy consumption and easier laundry handling. Electrolux has also designed compact washing machines and tumble-dryers that have sufficient capacity to meet the needs of smaller households.

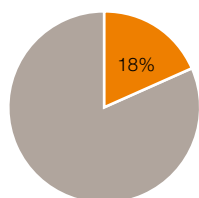
ECO-valve is an advanced technology that adapts washing programs as well as energy and water consumption to the amount of laundry.

In Europe, the majority of new washing machines from Electrolux conform to energy class A-20%. This classification means they have a level of energy consumption that is 20% less than energy class A.

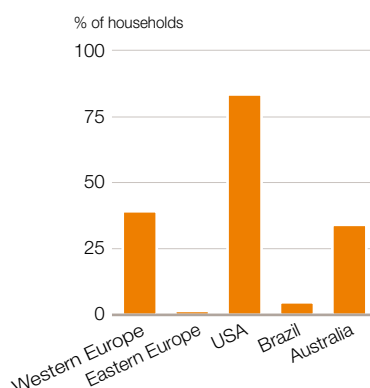
Electrolux has developed a tumble-dryer that utilizes heat-pump technology to achieve a performance that is 30% more energy efficient than the threshold value for low-energy class A. If it replaces the average ten-year-old tumble-dryer, energy consumption can be reduced by up to 65%.

Just as for professional users, Electrolux has produced a combined washing machine and tumble-dryer that can wash and dry up to 6 kg of laundry.

Laundry products, share of Group sales



Penetration, tumble-dryers



The access level to tumble-dryers is low and much dependent on the continent. Nine out of ten US consumers who choose Electrolux-branded washing machines buy washing machines and tumble-dryers at the same time.

Source: Electrolux estimate.