

Electrolux products

In 2011, Electrolux sold more than 40 million products in over 150 markets. Electrolux consumer durables comprise products for the kitchen, fabric care and cleaning. The Group's professional products comprise corresponding products for professional users, for example, industrial kitchens, restaurants and laundries. Electrolux is the only appliances manufacturer in the industry to offer complete solutions for professionals and consumers. The focus is on innovative and energy-efficient products in the premium segments.



59%

Kitchen For household kitchens throughout the world, Electrolux sells cookers, ovens, refrigerators, freezers, dishwashers and hoods. Electrolux is the leader in cooking products and new functions are continuously developed that facilitate preparation, storage and dish washing. ▶▶8

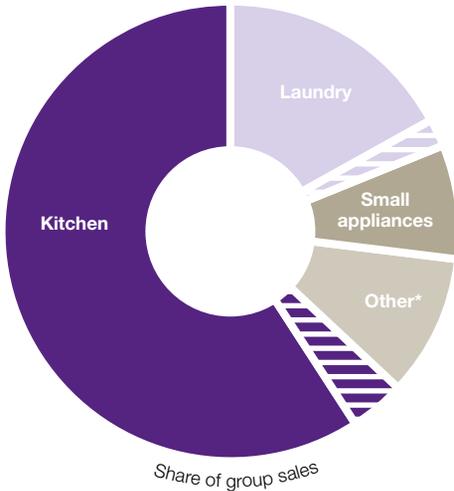


17%

Laundry Washing machines and tumble-dryers are the core of the Electrolux product offering for cleaning and care of textiles. Innovations and a growing preference for higher capacity, user-friendliness and resource efficiency are driving demand for Electrolux products. ▶▶14

Professional products Electrolux offers a range of products and solutions for professional kitchens and laundries. High productivity, maximum utilization of resources and an extensive service network are key factors for purchases by professionals. Electrolux has a global presence.

6%



8%

Small appliances Electrolux vacuum cleaners, small domestic appliances and accessories are sold to consumers worldwide. A strong, global distribution network and an attractive product offering based on global product development represent key competitive advantages. ▶▶16

*Other, incl. air care, services and spare parts.