

Small appliances

Small domestic appliances

Electrolux strategy is to expand in growing, adjacent product categories where the Group's global strength in production, product development, distribution, sourcing, design and marketing communication can be used to create profitable growth. Small domestic appliances is one of these categories. Sales grew by 26% in 2011.

Electrolux currently has a small global market share in small domestic appliances but is growing rapidly worldwide, especially in Latin America and Europe. Increased presence in the segment contributes to strengthening the Electrolux brand. The major launches are in higher price segments where the focus lies on distinctive design. The offering varies according to market but the Group's primary focus is on five global product groups – coffee-makers, kettles, mixers, food-processors and irons. Most of these products are sold under the Electrolux brand.

Rapid growth in Latin America

The Latin American market for small domestic appliances is one of the fastest growing globally. By leveraging the Group's brand strength and retailer network, Electrolux sales are grow-

ing faster than the market in Latin America. The largest Electrolux categories in this region are irons, coffee-makers and mixers.

Entering North America

At the end of 2011, Electrolux launched a range of small appliances for kitchens under the Frigidaire brand in the North American market. The new range shares the same visual branding as its major appliances counterpart and has a robust, professional feel. All products feature a dark gray base, and they are stylish enough to stand on their own, but they also fit in well in a kitchen fully furnished with Electrolux products.



New products in Europe

Coffee-makers is the largest growing sub-category within small domestic appliances in Western Europe, and it is also growing faster than the total home appliance market. During 2011, Electrolux launched a new espresso machine in cooperation with the Italian coffee brand Lavazza. Other key launches within the small domestic category during the year included new premium irons, a range of water-filtration jugs and mixers, including the Ultra-mix Pro.

Potential for growth in Asia

Asian households' needs within cooking and cleaning functions differ from most other markets. Asia is also the largest market for small domestic appliances. Electrolux focuses on launching strong offerings in four categories – rice-cookers, mixers, small ovens and irons – which all hold potential for rapid growth in the region.



Great coffee with Favola

As a result of a collaboration with the Italian coffee brand Lavazza, a new espresso maker from Electrolux – Favola – was launched in six different colors and two different models in European markets during 2011. The thoughtful design by Electrolux is inspired by lines and shapes from Scandinavian nature.

Entering North America

At the end of 2011, Electrolux launched a range of small appliances for kitchens and garment care under the Frigidaire brand in the North American market. Electrolux sees a potential for expansion in the rapidly growing market for small appliances in North America. During 2009 and 2010, when sales of other household appliances declined, sales of small

domestic appliances in the US increased by 9.4%. Most of this growth was in premium segments.

Safety and performance come first

Consumer insight lay behind the development of Electrolux 5Safety, a high-performance steam iron with a safe grip, extra large stand and three different auto shut-off systems.

When consumers were asked about ironing, four of ten areas of concern were related to safety. The iron's features are based on knowledge and experience from the Group's professional laundry-equipment operation.

Clean water fast

Clean and clear water is important for consumers all over the world. To meet this demand, Electrolux has launched AquaSense, a water-filter can that provides households with clean water faster than all other alternatives in the market, without compromising on quality.

