

AMDEA MEDIA NOTICE

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Homing in on Net Zero with high-efficiency domestic appliances

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Today, as a new set of energy labels are launched to signpost the most energy efficient large domestic appliances, AMDEA, the association of appliance manufacturers, publishes a [position paper](#) calling on the government to provide incentives to stimulate the contribution high efficiency fridges, freezers and washing machines can make to UK ambitions for a low carbon future.

AMDEA argues that with an estimated 83 million¹ domestic cooling and washing appliances in use in the UK, even modest measures, helping individual households or businesses to opt for the most efficient products available, can make a big impact on reducing overall energy consumption and CO₂ emissions.

Vast improvements in appliance technology have reduced running costs and sent the energy ratings of washing and refrigeration products off the scale. Currently the most frequently purchased fridge freezers use 40%² less energy than those in homes a decade ago and with the majority of products rated A+ to A+++, the system lacked headroom to allow for further innovations.

A revision of the rating scheme has removed the pluses and spread the classifications more evenly from A to G. Deliberately leaving space at the top of the scale, from today, the same high efficiency models of fridges and washing machines will primarily be rated between C and F.

With as much as 14%³ of the UK's electricity consumption spent on domestic washing and refrigeration, AMDEA has published [an online guide](#) to help householders understand the new labels and encourage them to choose wisely, both for their budget and the impact on the environment.

However, new research⁴ for AMDEA has revealed that currently cash concerns trump environmental considerations for private appliance buyers. Price was the top priority for the majority (64.5%), even though over a third (37%) believe that when choosing products environmental impact mattered more to them than a year ago and a similar 36% claim to have always placed importance on sustainability.

¹Table 2, Number of appliances owned by households in the UK 1970 to 2019, Energy Consumption in the UK ECUK' Oct 2020, BEIS

²Appliance Average Consumptions 2020, Energy Saving Trust on behalf of AMDEA

³https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/877047/Press_Note_March_2020.pdf page 9 & <https://energysavingtrust.org.uk/top-five-energy-consuming-home-appliances/>

⁴All figures, unless otherwise stated, are 3Gem Research. Total sample size was 2,000 adults. Fieldwork was undertaken in February 2021. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Even though the pay back of reduced running costs seem attractive to 87%, people buying appliances are still motivated mostly by the up-front purchase price of a machine.

While the energy costs for users of the most frequently purchased models have come down to an average of just £32 to £41⁵ a year, this benefit may minimise their concern over long term savings on utility bills.

Other data suggests that UK households are running more than 9 million cooling and washing appliances that are over ten years old, built at a time when machines were far less efficient. In the survey when asked about replacing their oldest appliances, one in four said they could not afford to replace them.

AMDEA also recognises that many purchases are made by businesses. These might be landlords, both social and private, housing associations or grant-providers who help people without essential home appliances to buy them.

These organisations could also be persuaded to buy more eco-efficient appliances to help further in reducing emissions, along with builders and developers who increasingly provide kitchens fitted with appliances.

While the industry urges households to buy as high on the rating scale as they can afford Paul Hide, Chief Executive, AMDEA recognises that it is a sensitive time for many and proposes that a carbon-conscious government take the lead, saying:

“Across all price points AMDEA members deliver high performance low carbon products. Compared to other home improvement schemes, incentivising the purchase of high efficiency appliances is simple to deliver and control. It can also help many families to reduce their monthly expenditures as we strive to navigate a post-Covid world, while placing the UK in a pole position on environmental initiatives.”

Other findings of the survey included:

- Respondents were keen on the idea of buying or moving into a rental home with high efficiency machines – 71.2% would be influenced if the property had these appliances.
- Those asked were also warm to the idea of buying more efficient appliances with incentives to do so: 84% would be influenced to buy a more costly yet efficient model if a grant or discount were offered. With cash discounts (92%), or VAT free purchase (78.8%), offering the biggest incentives to motivate people to purchase a more costly efficient model.

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⁵ Appliance Average Consumptions 2020, Energy Saving Trust on behalf of AMDEA, Average consumption of Appliances 'Energy Consumption in the UK (ECUK)', 2020, BEIS

Notes to editors

1. [AMDEA](#) is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry, rising to 90% of white goods brands. Members' products include most of the UK's top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.

For further information:

AMDEA Press Office,
Dee Fernandes or Philippa Dovar
Tel: 020 7722 9034 / 07887 648434
Email: amdeapress@bfipr.co.uk