

AEG

THE TRUTH ABOUT LAUNDRY

RESOURCE EFFICIENCY EDITION, 2023





AEG

This is the third pan-European study into the environmental impact of laundry behaviors and attitudes commissioned by AEG.

This edition focuses on resource minimization and, in particular, the reduction of energy usage.

CONTENTS

P.	4	Introduction
P.	5	About Electrolux Group
P.	6	Foreword
P.	7	Key findings
P.	13	Wash temperatures
P.	18	The energy crisis

P.	24	Laundry guilt and environmental concerns
P.	29	Laundry habits
P.	34	Laundry Tips
P.	41	Methodology

INTRODUCTION

The Truth About Laundry is the largest study of laundry attitudes and behaviors across Europe. Now in its third, consecutive year, the research provides a better understanding of why, when, and how we launder our clothes in order to enable us to continue to create better and more sustainable living for people around the world.

Household appliance usage contributes to approximately:

30%¹

Of global energy consumption.

85%

Of the total value chain CO₂ emissions.

¹International Energy Agency report, www.iea.org/reports/appliances-and-equipment

²AEG Group Life cycle assessment, Global

Household appliances account for almost 30% of global energy consumption in the home¹. Our science-based approach and Life Cycle Assessments show that approximately 85% of the environmental impact of an appliance, during its life-cycle, is generated when it is in use². Therefore, improving and sharing our knowledge is crucial if we are to continue reducing the carbon footprint of appliances. For its part, AEG has an important opportunity to continue to develop efficient appliances that save energy throughout their lifespan in people's homes.

In 2021, we shared insights into laundry behavior during the pandemic and published new scientific research which pinpointed the CO₂ equivalent saving from turning wash temperature down from 40°C to 30°C. In 2021, we continued to monitor key behaviors while also sharing insights into consumer understanding of microplastics in clothes and what can be done to reduce their release into the planet's waterways.

This, our latest report, once again draws on polls completed by 14,000 adults across fourteen European countries. We, again, monitored key attitudes and behaviors. In addition, we wanted to understand the implications, if any, of the energy crisis on using appliances and on laundry behaviors.

We hope you find the report both useful and topical.

ABOUT ELECTROLUX GROUP

Electrolux Group has been committed to shaping living for the better for over 100 years and we're on a journey to become a truly sustainable company. In 2022, Electrolux Group was recognized in the Household Durables category of the Dow Jones Sustainability Index (DJSI) and received a score of A- for Climate and Water from CDP. We reinvent taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our group of leading appliance brands, including AEG, Electrolux and Frigidaire, we sell approximately 60 million household products in more than 120 markets every year.



Present in over
120 markets



Approximately
60 Million products
sold annually



52,000
employees



DISCLOSE INSIGHT ACTION

Member of
**Dow Jones
Sustainability Indices**
Powered by the S&P Global CSA



FOREWORD

“Urgent climate action can secure a liveable future for all” was the headline issued by the Intergovernmental Panel on Climate Change (IPCC) to mark the release of their latest report. Experts have been quick to reinforce the fact that the window for positive action is closing fast.

I'm sure the stark message, for many people, was received with an inevitable sense of doom. A sense of how can we possibly reverse it? What can we do in our daily lives and at AEG, to combat climate change? The good news is there's plenty.

Reading this, our third, annual edition of the Truth About Laundry, filled me with hope. Hope because we can see positive change benefiting the environment and an appetite to do more. Hope, because our science and technology at AEG is making a difference to people's lives and to the planet.

The positive changes we are witnessing in laundry are many. We have seen a 10% increase in the number of households across Europe turn to 30°C over the past three years. It might not sound much but it equates to 31.5m households making the switch, creating a potential saving of over 952,000 tons of CO₂ equivalent.

To put it another way, the benefit to the environment of these consumers turning down their wash temperatures is the same as if we had planted 33M trees.

We have also seen an increase in the number of people washing full loads and in people washing less. People are also now telling us they are wearing their clothes more between washes. What is behind this change? Consumers have been tweaking their washing behavior in previous years, but the increase in energy costs has now further accelerated the interest to look into all actions, even washing more at night to save on energy costs. These small steps are helping to make big differences in the battle against climate change.

We know that no single actor can drive this urgent change alone. A recent report by a British legislative committee found that one third of emission reductions must come from behavioural changes of people in their everyday lives. And this is where we, as AEG, come in. We have a massive opportunity to provide vision and clarity for consumers to help achieve climate goals. We can nudge the consumer to use our appliances in the best way for the environment by making sustainable choices effortless for them.

We are already on this journey. For example, we are about to reveal details of AEG EcoLine, a hand-picked selection of our most resource efficient models. This follows our science-based approach and Life Cycle Assessments showing that approximately 85% of the environmental impact of an appliance, during its life-cycle, is generated when it is in use. Consumers will know that when they choose any appliance from AEG EcoLine, they will be getting our most resource-efficient models, designed to be used effortlessly, at their top efficiency, every day.

The path to delivering change, we can all drive together, is full of hope. But we need to keep moving forward and action is always required. Fortunately, our everyday habits and choices are a good place to start.



A stylized, handwritten signature in dark ink, appearing to read 'S. Schaefer'.

Sarah Schaefer
VP Sustainability Europe,
Electrolux Group

KEY FINDINGS



AEG

KEY FINDINGS #1

TURN TO 30°C INDEX TAKES A MAJOR LEAP.



THE TRUTH ABOUT LAUNDRY REPORT 2023 PAGE 8

+10%

European households
now washing at



Our Turn to 30°C Index has been monitoring wash temperatures for the past three years and the trend towards people washing at lower temperatures is now firmly established. 36% of European households now mainly wash at 30°C – a 10% increase since 2020. It equates to over 35m households making the switch, the majority of which have changed from mainly washing at 40°C. 8% of households are also washing at lower than 30°C meaning 44% of all households are now washing at lower temperatures. There has also been a 3% decrease in the number washing at 60°C and above. If the trend to wash lower continues in the same trajectory, the majority of Europe will become a low temperature wash zone by 2024.

In a further boost to the environment, over the past twelve months there has been a seven per cent increase (75% to 82%) in the number of people who say they are willing to do things that require personal effort to help tackle climate change.



35M

Households switched
to 30°C since 2020.

KEY FINDINGS #2

WASH TEMPERATURE
CHANGE, SAVES 952,000
TONS OF CO₂ EQUIVALENT
BEING RELEASED.

From an environmental point of view, the positive trend towards switching to washing at 30°C has significant positive impacts. In 2021, our R&D center in Italy determined a household would save 27.2kg of CO₂ equivalent each year by turning the wash temperature down from 40°C to 30°C³.

Since 2020, 35m households have made the switch to 30°C which, in real terms, means just under 9bn washes are now mainly be cleaned at 30°C; it could equate to a saving of 952,000 tons of CO₂ equivalent.

If the 52% of European households who continue to mainly wash at 40°C and above (down from 63% in 2021) were to also change, the difference could be as much as taking over 1 million combustion engine cars off the road.

Since 2020, **35M** households
have turned to 30°C saving:



952,416 Tons
of CO₂ equivalent.

³ The Truth About Laundry, 2021

KEY FINDINGS #3

CONCERNS OVER ENERGY
AND RISING COSTS IS DRIVING
POSITIVE RE-APPRAISAL OF
LAUNDRY HABITS.



86% of all households have tried to reduce energy usage in the past twelve months and over half (56%) have specifically changed the way they launder. This represents a seismic shift in behavioral change. As well as making a determined effort to launder less, wash full loads more and turn down the wash temperature, 29% are laundering more at night, 31% are wearing their clothes more between washes, 30% have turned to using the Eco-mode and 35% are air-drying clothes rather than using a tumble drier.

These changes, together with the importance they place on saving money from energy over the next twelve months, has led more than 8 in 10 people (83%) to actually think more about the energy they are consuming when using appliances. Key for the environment will be whether consumers continue these more sustainable practices if and when energy prices come down.

**86%**

Households looking to
reduce energy usage.

**56%**

People have specifically
changed the way they launder.

KEY FINDINGS #4

WASHING AT 30°C CAN
DELIVER SAME RESULTS
AS 40°C, BUT CONSUMERS
NEED CONVINCING.

The majority of Europeans are keen to reduce wash temperatures because they can see the benefits to, the environment, reducing energy costs and, making their clothes last longer. But many still need convincing that washing at 30°C or lower delivers the same results than higher temperatures.

Their main concerns are not believing their laundry will be clean enough (33%), with 30% also saying they don't think a lower wash temperature would remove stains. That said, when they were asked about the last time, they actually washed at 30°C, only 17% and 16% respectively, reported being unhappy with the results. It's a sizable discrepancy which could, in part, be explained by the number of people who don't consciously think about doing the laundry – almost as if they themselves wash clothes in a default mode. It could also be explained by the 59% of people who may have had out-of-date laundry habits passed down from previous generations⁴.

33%

Unsure if
washing would
be clean at 30°.

30%

Unsure if
stains would be
removed at 30°.

16%

Only 16% reported
being unhappy
with cleaning
results at 30°C.

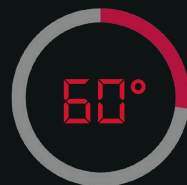
59%

Learned Laundry
habits from past
generations.

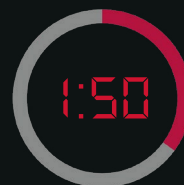
KEY FINDINGS #5

KNOWING MORE ABOUT MACHINE SETTINGS (OR FEATURES) DETERMINES HOW WE LAUNDRY.

The average number of settings consumers when doing the laundry is 3⁵ so one way to help Europe stay on the path to 30°C is for people to explore their appliances a bit more. We know a considerable number of people wash on default – both in terms of how they launder but also in terms of choosing settings. For example, over a quarter of adults (27%) don't know they can change the temperature on their washing machine and a further 35% don't know wash times can be adjusted. Being able to adjust settings effortlessly will not only give consumers the control to minimize resources, it will also help them to make their clothes last longer.

**27%**

Don't know wash temperatures can be changed.

**35%**

Don't know wash times can be adjusted.

⁵The Truth About Laundry 2021

1.0 WASH TEMPERATURES

1.1 – WHY ARE WASH TEMPERATURES SO IMPORTANT?

The temperature we choose to wash our clothes in has probably the biggest influence on energy costs, carbon emissions and clothing longevity than any other factor when it comes to laundry.

LOWERING ENERGY COSTS

As we have said, 85% of the environmental impact of an appliance, during its life-cycle, is generated when it is in use. Research has also shown washing clothes at 30°C rather than higher temperatures will save around 40% of the energy used each year.⁶

REDUCING GWP (GLOBAL WARMING POTENTIAL)

In 2020 we published the results of a new study comparing the global warming potential (GWP) of a 40°C versus a 30°C wash⁷. It concluded that decreasing the temperature by 10°C reduces the GWP by approximately 25% within the use phase. Put simply, a household would save 27.2kg of CO₂ equivalent emissions every year just by turning down the dial from 40°C to 30°C.

⁶ Energy Savings Trust, Save Energy in your Home.

⁷ https://admin.betterlivingprogram.com/wp-content/uploads/2021/02/AEG_TheTruthAboutLaundry_TheReport-1.pdf

⁸ <https://ellenmacarthurfoundation.org/topics/fashion/overview>

⁹ <https://www.sciencedirect.com/science/article/pii/S0143720819320431?via%3Dihub>

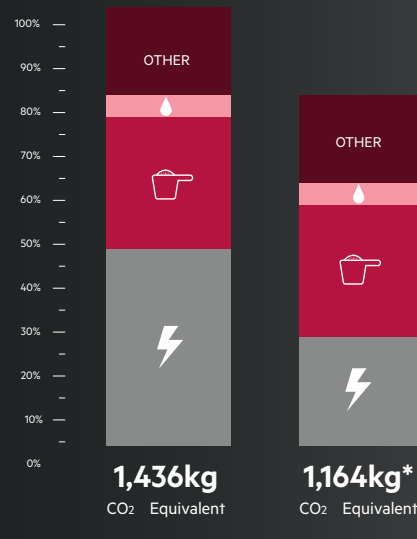
¹⁰ <https://www.eea.europa.eu/publications/microplastics-from-textiles-towards-a>

INCREASING CLOTHING LONGEVITY

Each year millions of tons of clothes are produced, worn, and thrown away. Every second, the equivalent of a rubbish truck load of clothes is burnt or buried in landfill⁸. One of the key factors behind garment disposal is when the color fades and numerous studies have proven the link between higher temperatures and more rapid dye fading. A study from Leeds University and Procter and Gamble⁹ found “significantly greater color loss and greater color transfer were observed for a 40°C, 85 min wash cycle compared to a cold-quick (25°C; 30 min) cycle.”

REDUCING MICROPLASTIC RELEASE INTO THE PLANET’S WATERWAYS

Up to 500,000 tons of microplastics from textiles are released into the ocean every year¹⁰ and the major cause is from washing new synthetic clothes. Wash temperature and cycle load are significant factors with the majority of microplastic fibers released within the first five times of a new garment being washed.



*** Decrease temperature
from 40°C – 30°C**

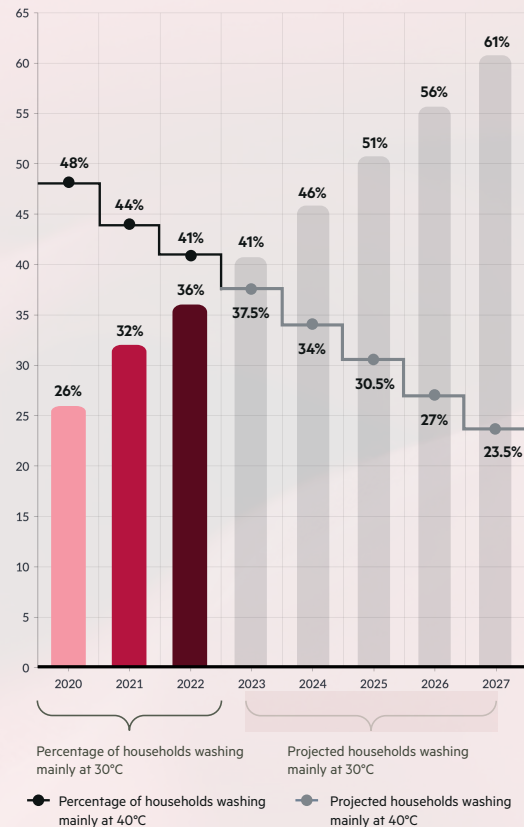
The result is ≈ 25% less impact
on GWP of use phase

1.2 THE AEG TURN TO 30°C INDEX SHOWS TEMPERATURES ACROSS EUROPE CONTINUE TO FALL

The trend for households to wash at lower temperatures, which we identified in 2020, is now firmly established. Since then, there has been a 10% increase in the number of households washing at 30°C. That equates to over 35M households, 14 million of which have changed in the past twelve months, primarily due to concerns over energy costs.

Sometimes there is a difference between what people say they do and what they actually do. Here though, the trend to lower is corroborated by the analysis of data from 1.4m actual wash cycles across Europe, provided by connected appliances across the Electrolux Group.

If the trend to lower continues in the same trajectory, we estimate the majority of Europe will become a low temperature wash zone by 2024 with 61% of homes washing at 30°C or below by 2027. It is also worth noting, there are 12% of households that mainly wash at temperatures above 40°C (down from 15% in 2020).



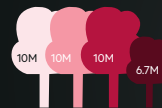
1.3 THE ENVIRONMENTAL BENEFITS OF EUROPE WASHING LOWER

The switch to 30°C in wash temperatures since 2020 will, in all likelihood, have prevented over 952,000 tons of CO₂ equivalent from harming the environment. This is already a significant amount, but if the rest of Europe were to follow and make 30°C the new 40°C then the additional saving could approximately be over 5m tons of CO₂ equivalent – the same as taking over 1M average sized combustion engine cars off the road.

10% of European households have turned to 30°C since 2020 delivering benefits for the environment and reducing energy costs.



952,416 Tons
of CO₂ equivalent
potentially saved.



Equivalent of
36.7 Million
trees being planted.

If the rest of Europe followed suit it would
have the same impact as over:

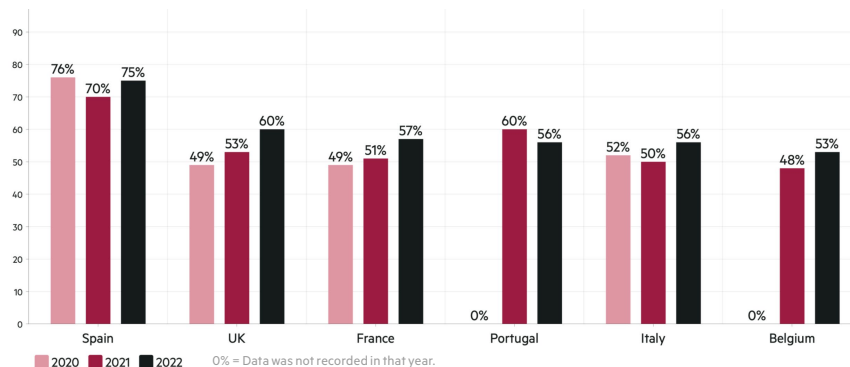


1 Million
combustion cars
taken off the road.

1.4 THE EUROPEAN TURN TO 30°C LEAGUE TABLES

The low wash league - countries mainly washing at 30°C and below

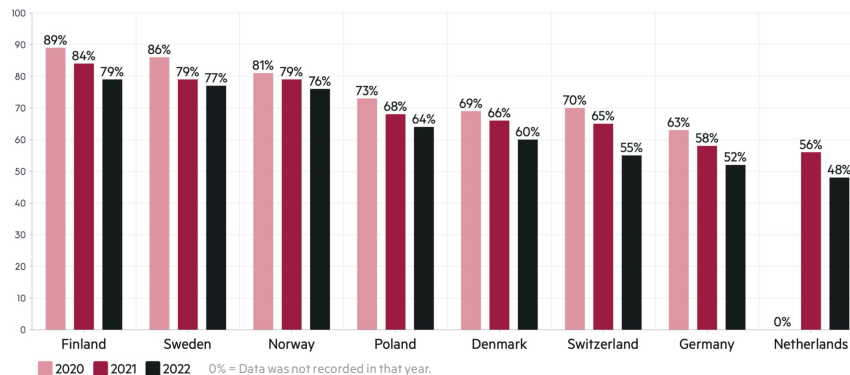
Six countries are now showing as having the majority of their households washing at 30°C or below. Spain continues to top the cold wash table with UK showing the strongest performance in terms of year-on-year growth of those households washing at colder temperatures.



The hot wash league - countries mainly washing at 40°C and above (but which are moving in the right direction)

Of the countries proving the most resistant to change, it's the Scandinavian and Nordic countries that are wedded most strongly to hotter temperatures. But, every country, where the majority wash at 40°C and above, have all registered strong moves in the right direction. Finland for example, has 10% fewer households than 2020 washing at hotter temperatures.

It is also worth noting the countries which have the highest percentages of households washing at 60°C and above: Finland (18%), Norway (11%), Germany (11%) and Poland (10%).



2.0 THE ENERGY CRISIS



2.1 CONSUMERS ARE CONCERNED

86% of all adults reported having tried in the past 12 months to reduce the amount of energy they used at home. 91% of Europeans think saving energy costs over the next 12 months is going to be important with 58% thinking it will be very important and 33% deeming it to be “somewhat important.” Unsurprisingly, 35–66-year-olds are feeling the concern considerably more than 18–24-year-olds who probably have smaller residential footprints and lower bills.

Have tried to reduce energy consumption in past 12 months

86%

Say saving energy costs will be important in the next 12 months

91%

0 10 20 30 40 50 60 70 80 90

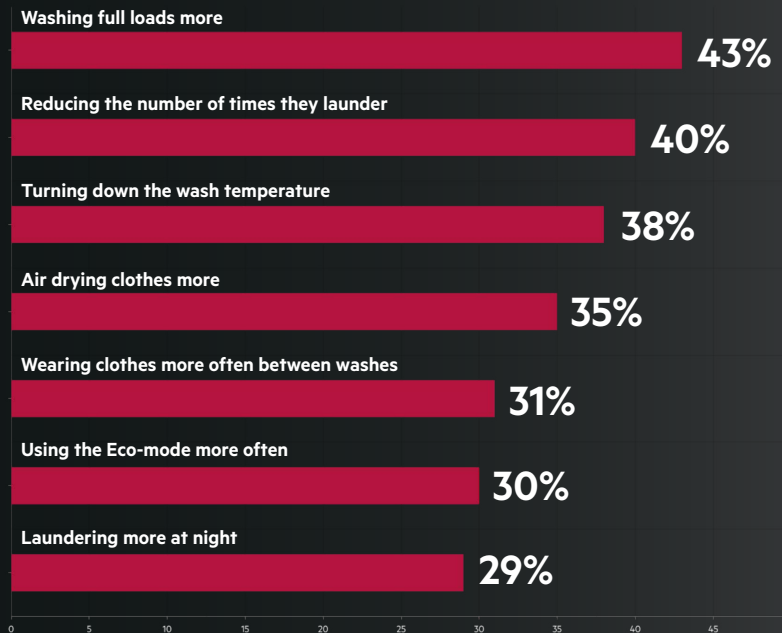


2.2 – THE ENERGY CRISIS IS MAKING PEOPLE RETHINK HOW THEY USE THEIR APPLIANCES

83% of those polled agree that the current energy crisis has made them think more about the energy they are using when using appliances. 44% of them agreeing strongly. Only 1% of people disagreed strongly proving that the thought of energy bills is not only changing attitudes but also behaviors when it comes to appliances.



Further proof of energy driving change is highlighted by 56% of people who have actively changed the way they launder in response to rising energy costs. Those changes include:

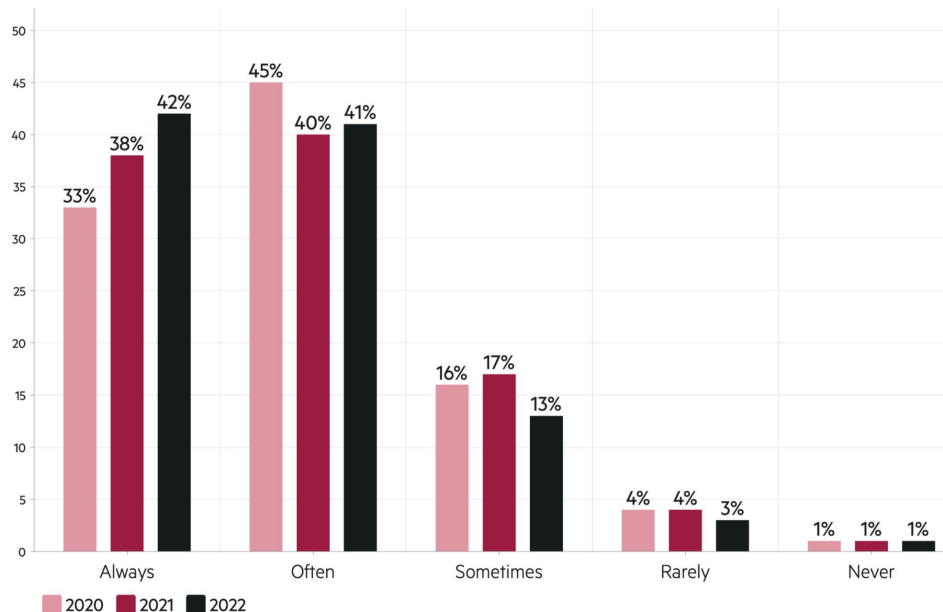


2.3 FULL LOADS – SAVING MONEY AND REDUCING THE CARBON FOOTPRINT

The first edition of Truth about Laundry showed a third of adults across Europe always washed a full load. It also identified key barriers to people not wanting to wash full. Color run being a key concern for 44% of Europeans. Those concerns seem to be ebbing away though, as two years later, 42% of households now always wash full (increase of 9% in two years). Age also plays a role with just over a third (36%) of 18–24-year-olds likely to wash full versus 50% of those aged 55–64. Both are statistically, significantly different to the European average.



Q. Thinking about when you do the laundry, how often do you a 'full load'?



2.4 THE ENERGY CRISIS IS INFLUENCING PURCHASING DECISIONS

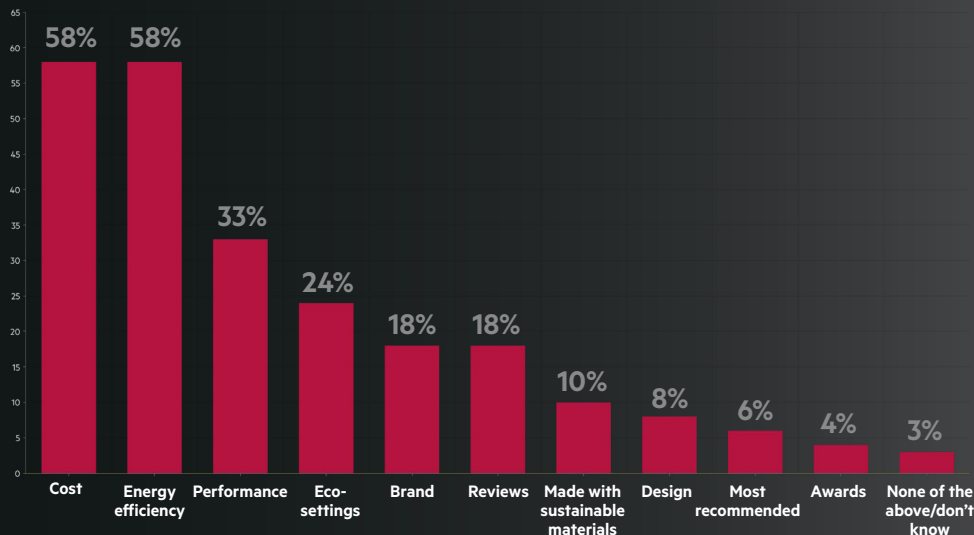
While there is no previous data to make comparisons from, we can see that cost and energy efficiency dominate the factors that will most influence the next purchase of a major appliance. It would be reasonable to assume that 'cost' would always rank highly as a purchasing consideration, but 58% of adults also say "energy efficiency" will be a key consideration. The two highest ranking factors after cost and energy efficiency are performance (33%) and Eco-settings (24%) both of which could, in the minds of the consumer, be linked to energy.



58%

Of adults say energy efficiency is a key consideration to making purchasing decisions.

Q. Thinking about the next major appliance you buy (e.g. washing machine, tumble drier, dishwasher etc.), which of the following factors would influence you MOST when considering which one to buy? [Select up to 3 options]



2022

2.5 ENERGY LABELS ARE CONFUSING

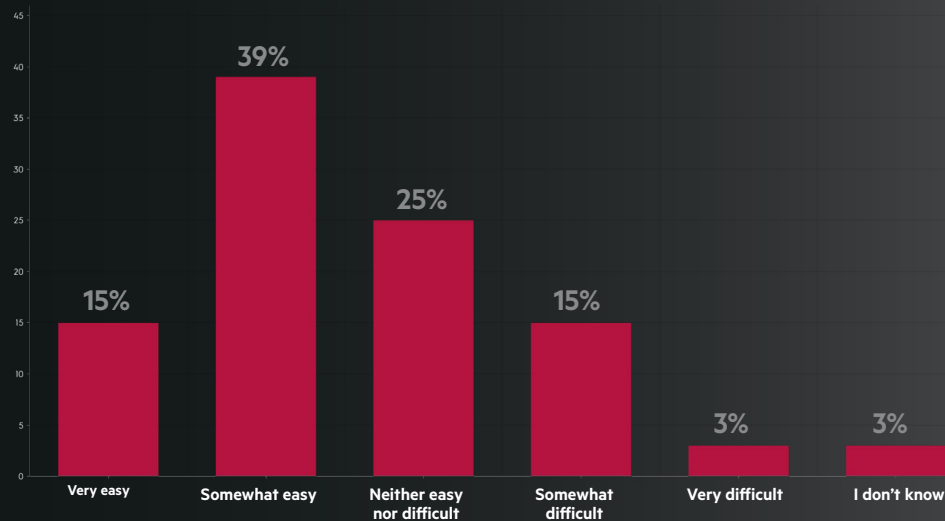
As the data below shows, only 15% of adults across Europe find energy labels really easy to understand. 25% aren't really sure which would lead one to assume they are not engaged with them and nearly a fifth (18%) find them difficult. This presents an opportunity for improvement as the more people can understand about energy efficiency when it comes to appliances the better.



46%

Adults do not find energy labels easy to understand.

Q. Thinking about energy labels you find on appliances, how easy or difficult do you think they are to understand?



3.0 LAUNDRY 'GUILT' AND ENVIRONMENTAL CONCERNS



3.1 'LAUNDRY GUILT' IS ON THE INCREASE

48% of adults across Europe now feel a degree of guilt about the impact that doing the laundry has on the environment. It is an 11% increase since 2020. This change possibly represents a shift in conscious involvement. Laundering for many has been a habitual task which hasn't required a lot of thought and where default settings on appliances have been chosen automatically. This new data suggests this could be changing.

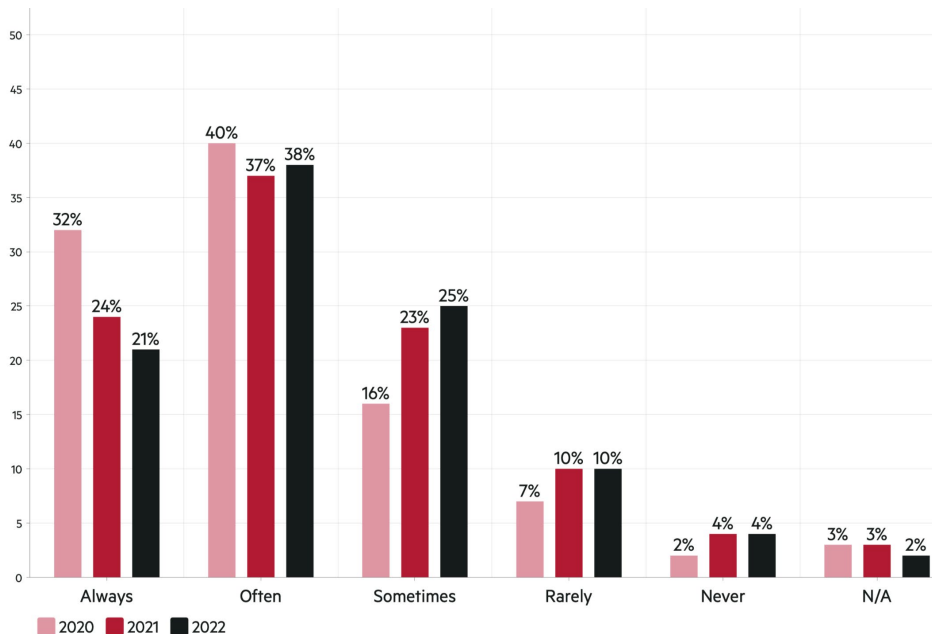
In terms of demographic splits, 18–34-year-olds are significantly more likely to feel guilty than those aged 45 and over. The same goes for households with toddlers. Households with children aged between 2 and 10 are much more likely to feel guilty strongly than those with children aged 16 and over. It should be noted though, younger children households launder more frequently and at higher temperatures than those with either older children or no children in the household at all.



48%

Adults feel guilty about the impact laundry has on the environment.

Q. To what extent do you agree or disagree with the following statement:
'I often feel guilty about the impact that doing laundry has on the environment/planet'?



3.2 MICROPLASTICS FROM LAUNDRY – ONE YEAR ON

In 2022, AEG launched a microplastic filter that can capture up to 90% of microplastic fibers, larger than 45 microns, released by synthetic clothing from every wash. It estimated the potential saving as being the same as stopping as much as up to two plastic bags worth of plastic going into the planet's waterways, per household, every year. During the same period, national news coverage of microplastics hit a peak.

In our research of that same year, we gauged awareness and understanding of key factors influencing the amount of microplastics released during a wash cycle. These included the influence of temperature and cycle load as well as probing consumer understanding of synthetic fibers.

Analysis of media coverage and conversations around microplastics showed that it was not as hot a topic in 2022 as it was in 2021. We therefore wanted to see if understanding and awareness of microplastics had been affected. Our research shows it has. Less than half of all European adults (49%) now think microplastics pose a serious environmental issue compared to 53% twelve months ago. A further 18% were either unsure or disagreed.

When it came to microplastics posing a serious health issue, those who strongly agreed were down by 1% on last year (40% vs 41% in 2021). Over a fifth of adults (22%) still need to be convinced.

In terms of awareness of the influence wash temperature has on the amount of microplastics release during a wash cycle, only 34% of people believe it has a big influence.

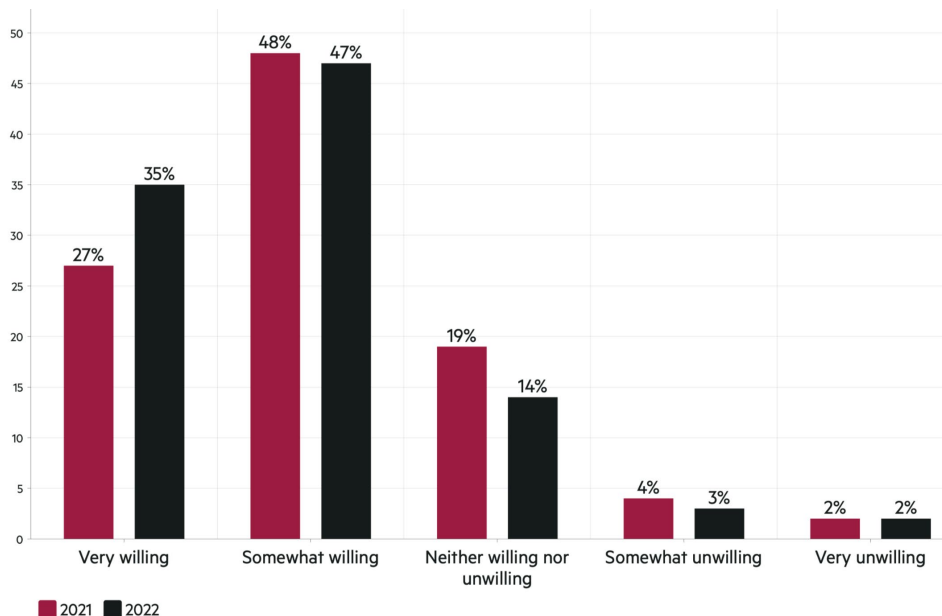


3.3 PERSONAL EFFORT TO TACKLE CLIMATE CHANGE ON THE INCREASE

When asked in 2021, how willing were people to personally do things that require their effort to tackle climate change, such as change laundry behavior, 27% reported they were very willing with a further 48% saying they were somewhat willing. That left a quarter (25%) saying they were either unwilling or unsure. In our latest research the percentage willing has increased significantly with 35% now reporting they are very willing – an 8% increase, across, Europe in 12 months.



Q. How willing or unwilling are you to do things that require your personal effort to help tackle climate change? E.g. reduce waste, recycle, fly less, change laundry behavior, eat less red meat etc.



3.4 INCREASING CLOTHING LIFE REMAINS A COMPELLING REASON TO CHANGE HABITS

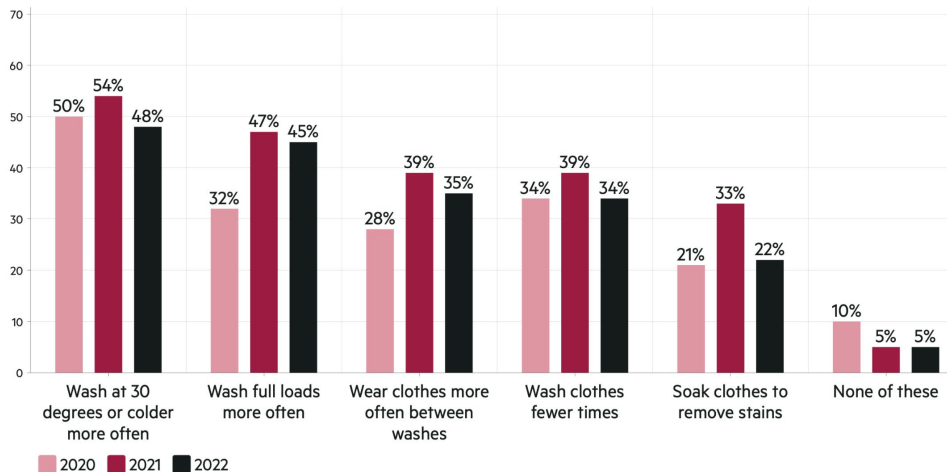
Increasing clothing life is one of the key factors in reducing environmental harm. Estimates on how many clothes people own and utilize (the average number of times a garment is worn before it ceases to be used) and ultimately discard, on a global level, vary but the conclusion is largely the same. We buy more clothes than ever, wear them fewer times and discard them at a faster rate. The average consumer now buys 60% more items of clothing than in 2000¹¹.

It is estimated that the average garment is worn only ten times before disposal¹². These buying habits contribute to the 39 million tons of post-consumer textile waste that is generated (at a minimum) worldwide each year – primarily in the form of garments¹³. In terms of the bigger picture, of all discarded clothing, only 10% overall is recycled, only 8% is re-used as second-hand clothing and 57% is sent to landfill¹⁴.

In the first edition of The Truth about Laundry we reported 82% of adults agreed with the statement “I care about increasing the lifespan of clothes”. 43% of adults though still do not know that higher wash temperatures can drastically reduce clothing life.

82% Of adults care about increasing the lifespan of clothes.

Q. Which of the following would you be prepared to do (more of) if it meant your clothes lasted longer? [Select all that apply]



¹¹ <https://www.ellenmacarthurfoundation.org/assets/downloads/publications/A-New-Textiles-Economy-Full-Report-Updated-1-12-17.pdf>

¹² Global Fashion Agenda and Boston Consulting Group, Pulse of the fashion industry (2018), p.59

¹³ https://traid.org.uk/wp-content/uploads/2018/09/impacts_of_clothing_factsheet_23percent.pdf

¹⁴ <https://www.commonobjective.co/article/fashion-and-waste-an-uneasy-relationship>

4.0 LAUNDRY HABITS

4.1 WHY, HOW, WHO AND WHEN WE LAUNDER

The desire to get rid of odors is still the main reason for laundering followed by tackling stains. Getting rid of germs jumped from 14% in 2021 to 29% in 2022, almost certainly due to the COVID pandemic and it remains the third most cited reason to launder. Nearly a quarter of all adults continue to cite loving the feeling of wearing “freshly laundered clothes”.

Demographics influences the data as well. For example, 45–54-year-olds are more likely to want to tackle odors than other age groups whereas 18–21-year-olds are less concerned about tackling stains. Whether you have children or not also influences the main reasons for laundering. For example, households with children over the age of 19 are much more likely to launder to tackle odors than those households with children aged 5-10.

AGE GROUP

18-24
YRS

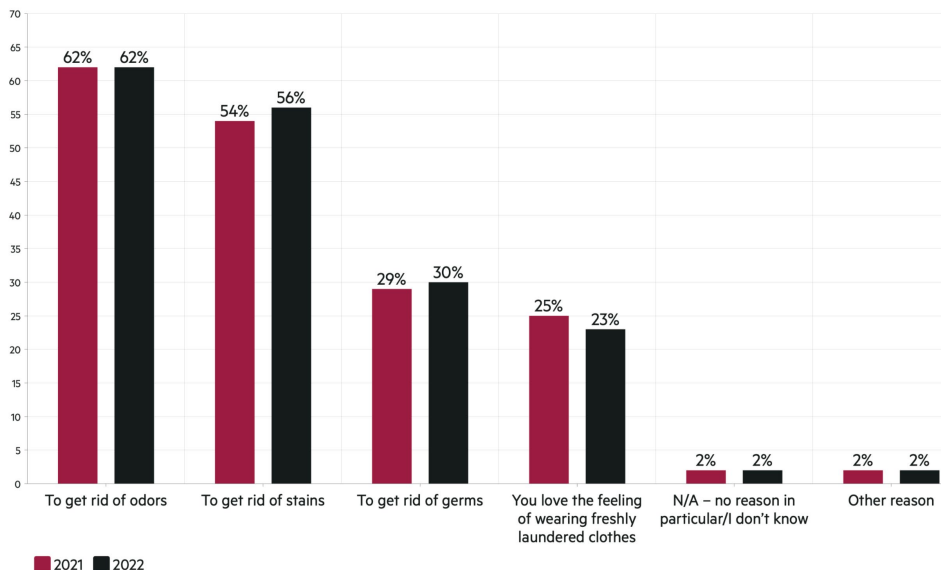
Less concerned
about tackling stains.

AGE GROUP

45-54
YRS

More likely to
want to tackle odors.

Q. What would you say are the main reasons you wash clothes?
[Select up to 2 options]



AEG

4.2 MACHINE SETTINGS DRIVE HOW WE LAUNDER

49% of adults reported using the most appropriate setting on the washing machine as the main way they launder. However, over a third of all adults (35%) do not know they can reduce the wash time on their appliance and over a quarter (27%) don't know that they can change the temperature setting. In 2021 we also established the average number of settings consumers use when doing the laundry is 3. From these we can conclude that people are almost certainly not making full use of the technology their appliances offer.



27%

Don't know wash
temperatures
can be changed.



3 is the average number of
settings consumers use when
doing the laundry.



4.3 LAUNDRY FREQUENCY

For the purposes of certain calculations in this report, such as the CO₂ equivalent of different wash temperatures, we have used the industry recognized average¹⁵ of 220 washes per year per household. We did probe how often people launder per week and, as one might expect, there are some variations within age groups and households with children. Households with children aged 8-10 have the highest weekly laundry average (3.59). 35-44-year-olds average 3.12 – more than any other age group.

FAMILIES WITH
CHILDREN AGED

8-10
YRS

Average **3.59**
weekly washes.

AGE GROUP

35-44
YRS

Average **3.13**
weekly washes.

¹⁵ JRC, Ecodesign and Energy Label for Household Washing machines and washer dryers - Preparatory study Final report, 2017



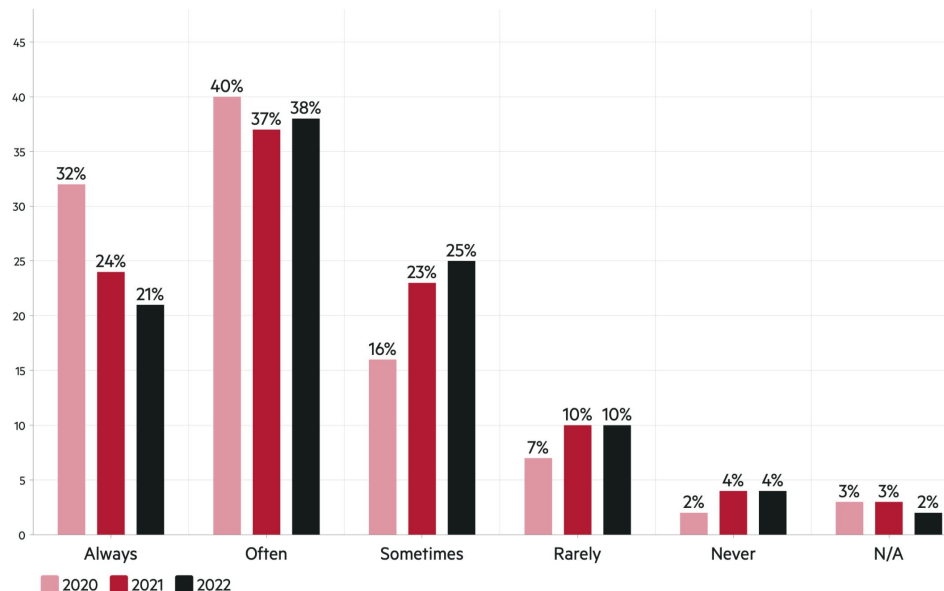
4.4 FOLLOWING CARE LABEL ADVICE IS DECREASING

It is the second year of fewer people following the instructions given on care labels. Less than a quarter always follow the advice (down from 32% in 2020) and 38% said often (down 2% on 2020). 14% said they rarely or never follow the advice (5% increase). Care labels are important as they tell the consumer the highest safe level for that particular garment to be washed at. But, with modern appliances, most laundry can be effectively cleaned even at 20-30°C, which is often lower than the specified maximum¹⁶.



¹⁶ https://www.aeg.co.uk/siteassets/common-assets/04.-care/inspiration/clp/lookbook_the_care_label_project.pdf/

Q. How often do you follow the washing instructions on the care label when doing laundry?



5.0 LAUNDRY TIPS



FIVE SIMPLE AND EFFORTLESS TIPS FOR MAKING LAUNDRY MORE RESOURCE EFFICIENT:

- 1 **Make 30°C the new 40°C**
- 2 **Pick energy efficient appliances**
- 3 **Skip a wash, refresh instead**
- 4 **Unlock appliance potential**
- 5 **Start small, wash full**



MAKE 30°C THE NEW 40°C

The biggest barrier to people washing at lower temperatures remains a lack of confidence in cleaning performance. This resistance can be explained, in part, by laundry habits being passed down from generation to generation. Habits which have not kept pace with technological advancements in appliances and detergent.

With the new AEG EcoLine range of washing machines, for example,, consumers can thoroughly clean at 30°C and save more than 30% energy compared to a 40°C cotton programme. It's because of the UltraWash pre-mixing technology that premixes detergent with water, activating detergent effectively in lower temperatures¹⁷.

Making it easy and effortless for consumers to see their clothes will be just as clean at 30°C than at 40 °C will be key to getting more households washing at lower temperatures more often.



Five main reasons given for not washing clothes at lower temperatures such as 30°C or lower

- 1 Not confident my laundry would be clean
- 2 Not confident it would remove stains
- 3 Not confident my laundry would be free of germs
- 4 Not confident my laundry would be free of odors
- 5 Habit

¹⁷ With the UltraWash programme, you thoroughly clean at 30°C and save more than 30% energy compared to a 40°C cotton programme.

PICK ENERGY EFFICIENT APPLIANCES

91% of adults across Europe believe saving money on energy costs is going to be important in the next 12 months. When asked what will influence the next purchase of a major appliance, 58% of consumers said, “energy efficiency”. 33% cited performance and 24% Eco-Settings – both which, could, in the minds of the consumer be linked to energy. Given 85% of the environmental impact of an appliance during its life-cycle is generated when it is in use, consumers should look for the most energy-efficient models which can be used effortlessly at their top efficiency every day.

How? By looking at energy labels of appliances and also looking for appliances that go beyond the best energy ratings. AEG EcoLine washers exceed the top energy rating label A, saving up to 30% more energy¹⁸. They also adjust automatically, saving resources - reducing water by up to 96% with steam and protecting clothes longevity.



58%

Of adults say energy efficiency is a key consideration to making purchasing decisions.

¹⁸ In energy consumption considering the EU energy consumption threshold, compared to A label rating



AEG
EcoLine

SKIP A WASH, REFRESH INSTEAD

62% of Europeans say “getting rid of odors” is the main reason they wash their clothes, making it the most popular reason by some margin (“removing stains” is second at 56%). In fact, it has been the number one reason since AEG began collecting data in 2020. Nearly a quarter of adults (23%) have also consistently reported the main reason they wash clothes is because they love the feeling of wearing freshly laundered clothes.

New technology though means consumers can refresh clothes by steaming them and also tackle odors by automatically adding a fragrance to the wash. Other great benefits of steam, of course, are it saves water and, for those short on time, it reduces wrinkles and the need to iron.

AEG's SteamCare system refreshes clothes with steam and can save up to 96% of water. By also using its FreshScent programme, it also tackles odors by adding an extra touch of freshness¹⁹.

¹⁹ Use steam to refresh clothes and save more than 40l of water per cycle, tested on 1kg delicate garments using the FreshScent programme compared to using the Delicates programme.



UNLOCK APPLIANCE POTENTIAL

One effortless way consumers can look to reduce costs and minimize environmental impact is by exploring the settings on their appliances more. A good place to start is the appliance manual as over a fifth of adults (22%) reported having never read it, and the average number of settings consumers across Europe use, when doing the laundry, is 3²⁰. It means there are a lot of technological advancements not being taken advantage of.

Consumers should look for functions which help reduce energy. Functions such as UltraWash, which can help cut 30% energy with every wash, and PowerClean which can provide verified stain removal in under one hour at 30°C.²¹ SteamCare that refreshes clothes instead of washing and saving 96% water, and AutoDose, which automatically measures the exact amount of detergent needed, using up to 60% less detergent. All of these functions are available from AEG's EcoLine models.

It's not just new advancements consumers can take advantage of either. In our latest research, over a quarter (27%) of adults don't know that they can change the temperature setting on their appliance and over a third (35%) have looked to see if they can adjust the wash time. Exploring and unlocking the potential of appliances can help reduce costs and minimize the environmental impact.

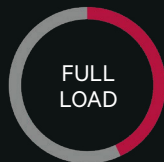
²⁰ Truth About Laundry 2021

²¹ External test of PowerClean 59 min 30°C programme with 5 kg load shows 100 % stain removal of 59 most common household stains.



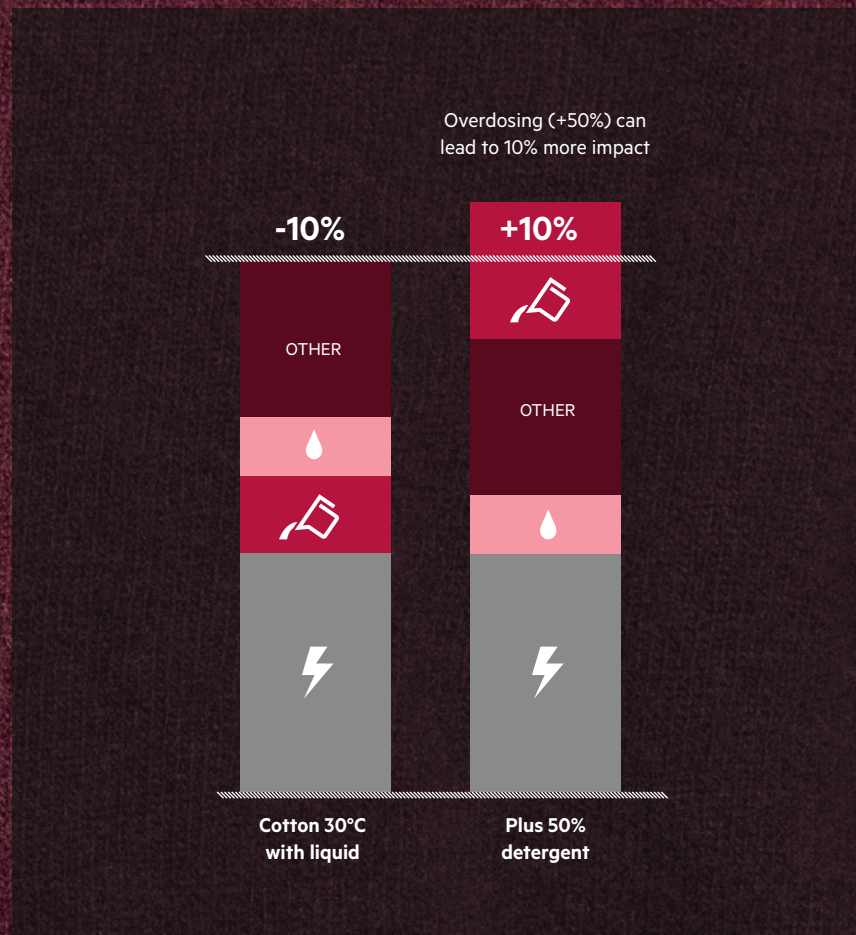
START SMALL, WASH FULL

43% of Europeans are now washing full loads more often due to concerns over energy costs. Checking your load is full before washing it, is a small and fairly easy step to take to minimize resources and reduce cost. Other small steps include reducing the number of times people launder, wearing clothes more often between washes and steam refreshing clothes. Even taking care not to overdose detergent can reduce the environmental impact by 10% and save detergent by up to 60%.



43%

Of Europeans wash full loads more frequently to combat energy costs.



6.0 METHODOLOGY



AEG has been producing and sharing The Truth about Laundry since 2021. The findings in this latest study are based on quantitative data collected from 14,000 adults across fourteen European markets. OnePoll, a survey-led market research company – managed the research in collaboration with AEG and its partners.

The survey was fielded between 20th Dec 2022 to 16th Jan 2023 with data collected in the following countries: Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, and the UK (general population).

The data was weighted for each country to ensure accurate representation by age, marital status, income/ social class, ethnicity, and religion. For a statistic of 50% the margin of error for sampling on a sample of 1000 respondents is $\pm 3.1\%$. For smaller or larger statistics, the margin of error will decrease and falls to 1.9% for a statistic of 10% or 90%. This is based on all countries having 1000 respondents per market.

This margin of error is small making the data highly reliable.

AEG