

Haier Europe

CORONAVIRUS: DISHWASHERS USAGE BOOM (+24%), WASHING MACHINES STABLE (-1%)

Based on usage data from more than 70,000 Candy and Hoover branded home appliances, Haier Europe has recorded and analysed the behaviour of European consumers since the start of the lockdown.

28 april 2020 - Increase in dishwashers usage (+24%), slight decrease in washing machines usage (-1%), increase in the use of steam programmes (+8%) and a change in daily washing schedule, with a tendency to concentrate loads in the morning hours: these are the main insights emerging from **the study carried out by Haier Europe** on the behaviour of **European consumers in the use of home appliances** during the Coronavirus emergency, **and in particular before and after the lockdown.**

THE STUDY BY HAIER EUROPE

The study is based on the **data collected and transmitted by connected home appliances**, and in particular anonymized and aggregated statistics collected from a **sample of over 70,000 European consumers** owning **Candy and Hoover branded washing machines and dishwashers**.

The subject and focus of the analysis was **usage data from January 2020**, in order to analyse consumer behaviour following the intensification of the **Covid-19 emergency**, and in particular from the beginning of the **lockdown period** (March 9th in Italy, March 17th in France and March 24th in the UK).

TRENDS AT EUROPEAN LEVEL

The main trends recorded at European level are **a significant increase in the use of dishwashers**, with a **24% increase** in the average frequency of washing cycles since the start of the lockdown, and **a slight decrease in the use of washing machines**, with an average 1% decrease since the start of the lockdown. The washer slowdown was more substantial in the UK (-6% since March 24th), where usage frequency tends to be higher than in other countries (8 to 9 loads per week versus 6 to 7 across Europe).

Another interesting change is the increase in the percentage of programmes launched with a **steam option** (presumably in order to sanitize garments), which **grew by 8% in the weeks of the lockdown**, reaching over 3% of total programs share.

The other main trend observed by the study is **the change in time distribution**: most consumers usually spread their laundry loads evenly across daytime hours, but since the start of lockdown a significant **morning concentration of activities** became apparent. The days of the week dedicated to washing remain Saturday and Sunday, where **34% of weekly washes** are concentrated. An exception to this trend is **the Easter weekend**: the usual Sunday peak disappeared, in favour of a concentration on Easter Monday: consumers showed a “long weekend”-style behaviour, very similar to previous years when mobility was unrestricted.

Haier Europe

Dishwasher users behaved differently: **usage increased substantially (+24%)** during lockdown, due to more frequent lunches at home, as highlighted by more pronounced usage peaks in the early afternoon.

On the other hand, **weekly usage distribution** remained **unchanged**: weekdays and weekends show the same levels of activity, both before and after lockdown.

“In this pandemic time, we are all experiencing sudden changes in our daily habits: it is essential to understand which behaviours are specific to this unusual period (e.g. more lunches at home), and which ones are more likely to persist over time (e.g. more frequent laundry and dish cycles in the mornings, but also more propensity to buy groceries online). Thanks to the aggregated data that we receive from our connected appliances, we are able to monitor changes in their usage patterns, in order to design products and functionalities closer to evolving consumer needs,” **Andrea Contri, head of the IOT Ecosystem division of Haier Europe, who carried out the study, has pointed out.** *“By examining and analysing this data, we can derive useful insights, for example imagining dishwashers equipped for more frequent use and detergent auto-reordering, or focusing on energy management optimisation to allow more frequent use during peak time slots.”*

HAIER EUROPE

Haier Europe is part of Haier Smart Home, a world leader in the household appliances, founded in 1989, and listed on the Shanghai Stock Exchange since November 19, 1993.

Since its foundation, Haier has grown, meeting consumer needs through its strategic commitment to innovation, branding, R&D and smart manufacturing, as well as through the national and international expansion, becoming one of the world's largest manufacturers of household appliances. The Group's vision is to also become the global leader in IoT for intelligent household appliances.

Currently, Haier Smart Home has a 15.1% global market share based on volumes in the large household appliances, 22.7% in the free-standing refrigeration appliances and 19.8% in household cleaning appliances (source: Euromonitor International) and a global turnover of close to 40 billion Euros.

Haier Smart Home has been, in October 2018, the first company to enter the D-Share Market of China Europe International Exchange (CEINEX D-Share Market) to promote its brand and to support the growth of the company's business internationally with a focus on Europe.

Since January 2019, after the merger with the Candy Group's activities, Haier Europe has ranked fifth in Western Europe.

Haier Europe can count on highly successful brands such as Candy, Hoover, Rosières, Haier, GE Appliance and Fisher & Paykel, which aim to become the consumers' "top of the mind" in their respective market segments and geographical areas.

Haier Europe is headquartered in Brugherio (MB), Italy.