

**Press Information**

## **European Survey on the Kitchen of the Future: For 34 Percent, the Next Large Home Appliance Should Be Smart**

- / Sustainability and convenience are the most important**
- / Around 4 in 10 of those surveyed are willing to pay a higher price for smart home appliances**
- / Smart home appliances are particularly widespread in Slovenia and Poland, while Germany lags behind in comparison**

**Munich, July 6, 2023 (BSH) – For 34 percent of more than 12,000 participants in the representative BSH survey of twelve European countries, it is important that their next large home appliance is connectable. Around four in ten (44%) of those questioned are even prepared to pay a higher price for a smart home appliance.**

BSH Hausgeräte GmbH, Europe's leading home appliance manufacturer, has long been convinced that the kitchen of the future is connected. A representative survey in twelve European countries shows that smart home appliances do indeed play an increasingly important role in consumers' everyday lives. Poland and Slovenia stand out in particular, where two-thirds of respondents in both countries already own at least one smart home appliance. The comparable figure in Germany is only one-third of those surveyed. The most widespread appliance is a connectable washing machine: Around one in five (22%) of the respondents across all countries owns one. This is followed, some distance behind, by a smart oven (17%), a refrigerator and/or freezer (16%), a dishwasher (15%) and a cooktop (14%).

Three quarters of the smart home appliance users surveyed say they are satisfied with the functions of their appliances. 50 percent say they are quite satisfied, and another 25 percent are completely satisfied. Satisfaction is highest in Spain, where the total is 87 percent.

### **Sustainability factors are decisive when choosing a home appliance**

Sustainability is one of BSH's strategic cornerstones, and environmental awareness also already plays a key role among consumers when buying a home appliance. When deciding on a new large

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HOME APPLIANCES UNDER THE BRANDS



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home appliance, respondents in all countries pay attention to factors such as energy and water consumption, service life, and sustainable production and materials. In addition to ambitious recycling goals and the increased use of alternative materials such as green steel in manufacturing, BSH also focusses on functions to reduce the ecological footprint when using connected appliances. Consumers also recognize added value: For example, optimizing resource consumption is popular with owners of smart dishwashers, especially in Italy, Spain, and Poland. Around two thirds of users in each of these three countries use this function. The comparable figure in Germany is currently only 43 percent. However, six out of ten respondents in Germany without a smart dishwasher say they would use this function if it was available to them.

### **Home appliances should make everyday life easier**

In addition to sustainability, the need for convenience has particularly high priority among consumers. Awareness of the additional convenience that smart home appliances can offer in everyday life is already to some extent firmly established. For four out of ten owners of smart home appliances, convenience was a decisive factor when purchasing the appliance. Personalizable use is especially popular: Seven out of ten respondents say that individually customized setting options are important to them when buying a new home appliance. For example, although smart ovens are not yet particularly widespread in European homes, three quarters of respondents without this function would like to use the automatic oven switch-off as soon as the dish is ready.

Harald Friedrich, Head of Sales Central and Eastern Europe for BSH, says: “BSH aspires to improve people’s lives at home – with outstanding brands, high-quality products and innovative solutions. To live up to this claim, it is important to be close to our target groups. That means we need to understand how they use appliances and functions, and what their individual needs and wishes are. The results of the survey show the direction in which the kitchen of the future will develop, and they confirm the strategy BSH is pursuing. Life is unimaginable without smart home appliances – and their cross-brand connectivity opportunities thanks to our open Home Connect ecosystem is a key benefit for our consumers. Intuitive use and seamless interaction between appliances are decisive in order to live up to our claim: consumer happiness with no compromises.”

### **Information about the survey**

The survey was conducted online on behalf of BSH Hausgeräte GmbH by the YouGov market research institute in the following 12 European countries: Austria, Belgium, France, Germany, Italy, the Netherlands, Poland, Slovenia, Spain, Sweden, Switzerland and the United Kingdom. Data was collected in March 2023 with a random sample of just over 1,000 respondents aged 18 and over per country – a total of 12,903 people took part in the survey.

## Image



Green Collection fridge-freezer

### **Contact for press inquiries**

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## Further information

-  Website: <https://www.bsh-group.com/de>
-  Press releases: <https://www.bsh-group.com/de/presse/pressemitteilungen>
-  Company Blog "Stories": [https://stories.bsh-group.com/de\\_DE](https://stories.bsh-group.com/de_DE)
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## About BSH

BSH Hausgeräte GmbH, with a total turnover of some EUR 15.9 billion and 63,000 employees in 2022, is a global leader in the home appliance industry. The company's brand portfolio includes twelve well-known appliance brands like Bosch, Siemens, Gaggenau and Neff as well as the ecosystem brand Home Connect and service brands like Kitchen Stories. BSH produces at 39 factories and is represented in some 50 countries.

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