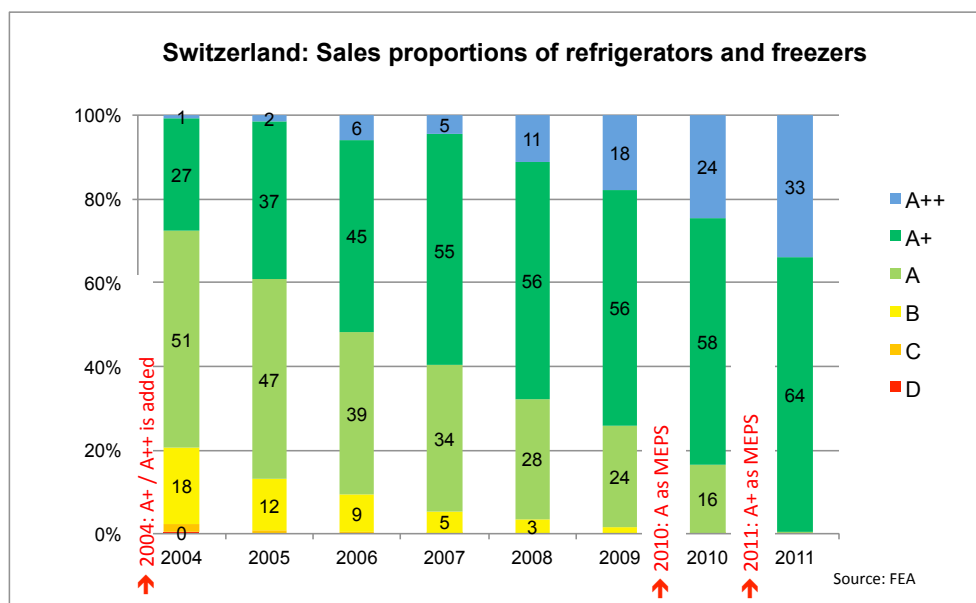


Appliance market: systematic monitoring needed

Appropriate product policy instruments are key

The analysis of Swiss market data on six household appliance categories by Topten shows that policy instruments such as energy label, minimum energy performance standards (MEPS) or rebate programmes are vital to drive the product development towards higher efficiency. Especially an energy label with appropriate classes is key, since most other instruments are based on the label. In order to remain effective, policy measures need to be redefined regularly, in parallel with the technical development of products. Also thanks to its sound market data, Switzerland has been able to define MEPS ahead of the EU ecodesign requirements in some cases.



Swiss refrigerators and freezers market and policy measures. A+ as MEPS is already in force; in January 2013 it will be tightened to A++. Graph source: FEA and S.A.F.E. (2012)

Systematic market monitoring is key to define and evaluate policy instruments

Decisions on product policy are taken at European level. Therefore the EU needs a good market monitoring in order to revise energy labels in time, define appropriate ecodesign requirements and evaluate their impacts. Good monitoring relies on data that is:

- Recent: the market evolves too fast to take decisions for the future based on old data
- Exhaustive: covering the whole market for the various products, and some key countries individually
- Regular: market monitoring is a long term activity, the analysis should be published regularly

A systematic market monitoring will help decision makers to take timely and effective measures and will allow more precise estimates of electricity consumption and potential and achieved savings.

More information

- Swiss appliances sales data, 2004 – 2011: analysis and conclusions for EU product policy: www.topten.eu/uploads/File/Swiss_appliance_market_analysis_and_recommendations.pdf
- Swiss appliances sales development 2004 – 2011, FEA and S.A.F.E., 2012 (all data and graphs): www.topten.eu/uploads/File/Swiss_appliance_sales_data-2004-2011.pdf
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