

AMDEA

The Association of Manufacturers
of Domestic Appliances

A Year in Review 2024 report



AMDEA: A Year in Review – 2024

February 2025

Introduction

**Outgoing Chair's Perspective:
Teresa Arbuckle, Managing Director,
Beko Europe and AMDEA Chair**



After six years as Chair of the Board of AMDEA, it is time for me to step aside as we look to appoint a new Chair in 2025.

I am proud to have led the organisation through significant change in order to properly transform AMDEA, creating a new-look trade organisation that is now very well set to represent member and stakeholder interests as we face the challenges of the future.

My first initiative, back in 2019, was to lead the appointment of a new AMDEA CEO, Paul Hide, who brought a wealth of experience of both the appliance industry and trade association knowhow.

Paul and I have worked closely together to improve the way in which AMDEA delivers its services for members and promotes positive industry actions and outcomes to our stakeholders, partners, and consumers, whilst dealing with the impacts of a UK outside the EU and post the Covid pandemic.

We established a new team of experts from around the country and new ways of working. We set AMDEA on a more secure financial footing, grew the membership, (which is still growing), and incorporated a more diverse small appliance membership. AMDEA now represents almost all

of the key appliance producers supplying the UK market, which is a significant positive step.

AMDEA's new team have consistently addressed the numerous changes in policy, legislation, and technical standards of the past six years. The AMDEA Board, and the industry, have put sustainability at the heart of our collective strategies. We created highly successful consumer campaigns raising awareness of the technological advances that modern appliances incorporate to save energy and water, improve safety, repairability and maintain long product lifespans.

I am confident that AMDEA will continue to provide its members and our stakeholders with the outstanding services, information, resources, and representation that it currently offers, and it will go from strength to strength.

I, and Beko Europe, look forward to continuing to assist AMDEA in supporting and promoting its members through yet another challenging year ahead.

In March 2024 we launched our first manifesto of policy recommendations in the Houses of Parliament. In July we held our first Summer Reception for AMDEA's members and its many stakeholders. We had an excellent turnout for both, testament to the great relationships AMDEA has with its partners.

Our Know What's Watt campaign won another award in 2024 and reached more people than ever. We also launched campaigns on the industry's progress towards wider sustainability goals, including a new sustainability section on our website, highlighting videos of AMDEA members meeting the challenges of net zero and delivering a circular economy.

I am grateful for the hard work of the AMDEA team over the past year and thank all of our partners and stakeholders who have worked with us to deliver change for the better.

As I look back on my time as Chair, I am immensely proud of what we have achieved together. ■

Teresa Arbuckle, Chair of AMDEA, and Managing Director, Beko Europe, February 2025

Introduction

Paul Hide, CEO, AMDEA



The year began with sales levels below the previous year's (as tracked by AMDEA's MDA monthly shipment statistics) and this weak market continued into the summer.

AMDEA's sell-in data tracking shows that UK shipment volumes for large appliance categories will be in the region of 11.25m units in 2024. Floor care contributed an additional 3m units. MDA market value declined circa 3%, as average price declined due to factors such as mix changes and the difficulties of raising pricing whilst trading conditions are tough.

The overall large and appliance market is worth more than £10bn at retail/ e-tail. The small appliance market (market value of circa £4bn) has also remained buoyant, supported by the continued robust performance in premium sectors such as coffee machines, personal care, air purifiers and by the continued interest in energy-efficient cooking devices. Microwave ovens, air fryers and slow cookers have all been strong performers.

Whilst the general election temporarily paused some of our advocacy work, throughout the year the AMDEA team engaged closely with officials in Defra, DESNZ, DBT, DSIT and the Office for Product Safety and Standards (OPSS) giving our members' perspective on the incoming avalanche of legislative,

regulatory and standards initiatives, including the challenges arising from any differences with EU regulation.

AMDEA remains at the forefront of product standards development as members of international and UK standards bodies, and in 2024 introduced a new member standards makers forum to input into evolving product standards. AMDEA kept members aware of legislative changes in the EU and USA through the close relationships with our EU counterparts APPLiA and the Association of Home Appliance Manufacturers in the USA.



AMDEA will continue to be engaged every step of the way to ensure that our members' interests are fully represented and that we support all our governmental and cross-sector stakeholders who lead these reviews.

The AMDEA team has continued to be hard at work all year supporting this vibrant industry, so I pass on my thanks to all of them for the great work delivered in 2024 and to all of you that have supported our many work streams.

We remain incredibly grateful for the support of all our members, stakeholders and partners who have actively engaged in the work delivered over the past 12 months. We look forward to more successful collaboration in the year ahead.

Here's to a successful and productive 2025.

Enjoy the read. ■

Paul Hide, CEO, AMDEA

What We Do (our Value Proposition)

AMDEA has been representing appliance producers' interests for over five decades. We are the 'go-to' organisation for all matters relating to the domestic appliance industry, large and small. Our primary role is enabling the most productive trading environment for producers and distributors within the UK through representing their interests with stakeholders and supporting our members' compliance with the ever-growing raft of UK regulations, standards, and legislation.

Being a member gives access to AMDEA's industry expertise through 121 consultancy support on member-specific issues, and helps businesses through:

- Reducing business risks through knowledge and access to expert support.
- Helping make informed business decisions, supporting predictable growth.
- Opportunities to influence the influencers, creating a more favourable trading environment.
- Connecting with industry peers, pool learning and increase your competitiveness.

Our work includes:

- Leading the development and review of policy, standards and regulation relating to the placing of goods upon the UK and GB markets.
- Working closely with UK Government and related bodies such as Consumer Interest Groups, Fire Brigades, Trading Standards; representing members' interests and providing a conduit through which our members can engage with all stakeholders.
- Promoting the benefits of modern appliances to end users (consumers and commercial) via campaigns and media activity, supporting sales and raising consideration to purchase.
- Running the industry 'Register my Appliance' website and portal, which exists to encourage consumer registrations of all domestic appliances,

Want to understand more about how AMDEA can support your business? Get in touch to arrange a conversation. Drop us a line at: info@amdea.org.uk

allowing households to be contacted in the event of a safety recall or service requirement.

- Market Data. AMDEA run a confidential market intelligence service, providing monthly consolidated sell-in data by key product category, as well as annual market forecasting.

Want to understand more about how AMDEA can support your business? Get in touch to arrange a conversation. Drop us a line at info@amdea.org.uk



COMMUNICATIONS

Rebecca Hildreth, Head of Communications and Marketing

Campaigns

Our other goal in 2024 was to increase the impact of our campaigns, primarily using social media.

In 2024 our goal for AMDEA's consumer campaigns was to broaden the consumer messaging to include more information about the strides that the industry is making towards supporting sustainability goals and a circular economy. Research shows that whilst UK consumers are primarily concerned with energy costs and product price, a growing number of consumers aim to make conscious choices to reduce their environmental footprint by selecting more sustainable products. Sustainability has been a primary driver for the appliance manufacturing industry for many years, and AMDEA aims to ensure that consumers, retailers, and stakeholders are more aware of the achievements of the industry on this vital agenda.

Our other goal in 2024 was to increase the impact of our campaigns, primarily using social media. To this

end we launched our new TikTok channel, aimed at younger householders who live in shared or rented accommodation and who purchase small appliances.

We revisited our campaign strategies and with the support of our consumer campaigns panel comprising brands and marketing leaders from a cross-section of our membership we have evolved the way we run our campaigns.

Register My Appliance Week

60% of UK adults think their attitude to taking care of their appliances has changed over the past couple of years.



To increase the impact of the Register My Appliance campaign (the marketing campaign to encourage appliance owners to register their appliances for safety and recall updates by the manufacturer) in 2024, we launched the Register My Appliance Week, to coincide with the January sales. The campaign ran from January 22 to 26, with a call to action to register your appliances as the best way



to care for them. The campaign used short reels on social media and a press release which highlighted consumer research into attitudes towards caring for appliances:

60% of UK adults think their attitude to taking care of their appliances has changed over the past couple of years - whether to try to make their possessions last longer, or to save money or resources, but 32% of people never or rarely register their appliances.

The campaign was boosted through fire service and housing association partners across the country, who tailored our press release and shared the campaign through their social media assets.

The results were good:

- Nearly 20 million readers through regional and trade press.
- 10 million impressions through the social media campaign.
- The Register My Appliance website Home - Register My Appliance had 62,000 new visitors during the campaign.

Know Watt's What Campaigns 2024



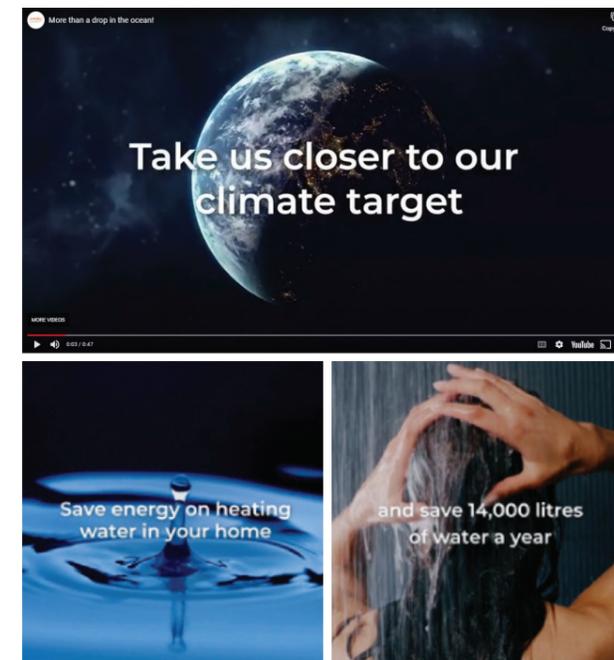
AMDEA's Know Watt's What campaign was launched in 2022 and was designed to alert consumers to the energy and cost savings that can be made through utilising the eco-tech available in appliances. In November 2024, our 2023 Know

Watt's What campaign won another award, taking Bronze at the Association Excellence Awards for Best Awareness Campaign or Advancement of a Cause. (The campaign won the Best Campaign Award for its 2022 launch, at the Trade Association Awards).

Not wanting to rest on our laurels, we reviewed our campaign goals for 2024. We broadened the messaging about the role that appliances can play in helping to reduce the environmental impact of our homes. We also extended the campaign period to increase visibility on Google, as well as incorporating more information for consumers about the environmental benefits of utilising the eco-design features built into modern appliances.

More than a drop in the ocean

Against a background of water companies announcing likely price hikes in 2025 and the increasing consumer awareness of the need to save water, in July 2024 we launched a campaign under the Know Watt's What banner to promote the water savings to be made through using eco-settings (on wet appliances and electric showers to householders). This campaign ran from July 29 into October. The campaign was called 'More than a drop in the ocean.'



New pages were created for the consumer-facing part of our website **Know Watt's What - AMDEA** to illustrate the ways to save water through eco-settings and other measures, and a social media campaign was implemented, supported by a PR campaign.

The PR campaign was based on research conducted with consumers into attitudes towards water conservation through using their appliances. The research found that:

- 30% people did not consider water conservation when using their washing machines.
- 25% of people did not consider water conservation when using their dishwashers.
- 54% understood that eco-cycles use less water.

The results of the campaign were incredibly positive:

- Social media garnered over 21.5 million impressions.
- Press coverage reached 28.5 million readers.

Sustainability

Overall visits to the website reached more than 300,000.

A key goal for the appliance industry is to not only produce the most energy and water efficient products to support the net zero home, but to also contribute to the circular economy and minimise environmental impact during production processes. These sustainability objectives are becoming increasingly important to consumers in consideration of purchase too, and the new Labour Government has put net-zero at the forefront of its policies.

In 2024 AMDEA prioritised not only alerting consumers to the energy and water savings to be made through modern appliance technology, but also to promote the work that the industry is doing towards reducing its wider environmental footprint.

A new sustainability sub-site was launched in September, featuring new video case studies of members Triton Showers and Numatics International, who are leading the way on various aspects of



sustainable practice. More case studies from other members are being prepared for launch in 2025.

The website [Sustainability - AMDEA](#) was augmented by a concerted consumer social media campaign highlighting different aspects of the sustainability agenda for appliance manufacturers including: ways to reduce food waste, how to save water and energy, and the strides that manufacturers are making to reduce their environmental impact. The campaign also focused on raising awareness among appliance retailers, so that they can support consumers to make informed choices.

The campaign using paid-for and organic social media across all our channels has been highly successful.

Overall visits to the website reached more than 300,000.

Parliamentary Engagement

AMDEA's Policy recommendations: 'AMDEA's Roadmap to deliver a sustainable appliance future.'

In March 2024 AMDEA was delighted to launch its publication 'AMDEA's Roadmap to deliver the UK's sustainable appliance future' which outlined some twenty policy recommendations for the new Government.



These policy recommendations were set in the context of how Government can support the industry to continue to address sustainability objectives, provide the regulatory framework that

supports the industry to ensure a continued supply of the most efficient and technologically advanced products into the UK, and to ensure consumer safety. The publication can be downloaded here: [AMDEA-Roadmap-Manifesto-Update-2024-FINAL.pdf](#) The AMDEA policy recommendations were shared with all relevant ministers, civil servants, and opposition ministers, and sent to all parliamentary candidates. The document, revised in October to reflect the new Labour Government's priorities, forms the backbone of AMDEA's continuing engagement with the Government.

Parliamentary Reception



Our roadmap of policy recommendations was launched at a Parliamentary Reception, held in the House of Commons on March 20 2024. We were delighted by the number of MPs, Ministers and Peers who attended, along with our members and our stakeholders.

Webinars

With AMDEA members being based all over the UK, informative webinars remain one of the key ways in which AMDEA is able to provide members with information, food for thought and insights into current issues affecting the industry (in addition to the regular meetings we hold with members on a



wide range of workstreams). In 2024 our member webinars often included a guest partner to share their expertise, and our webinar topics included: Risk assessment methodology, Inclusive appliance design, European Union (EU) Cybersecurity, the EU AI Act, Batteries regulations explained, and appliance market insights.

AMDEA Summer Reception

For the first time, AMDEA held a networking Summer Reception, to bring together all our partners and members to enjoy an informal gathering in central London. Despite the General Election being called for the following day and unseasonably wet weather, nearly 80 of our partners, supporters, members, and stakeholders enjoyed meeting each other over drinks and food.



WORKSTREAMS

Robert Gosling, Head of Technical Regulation and Policy

2024 will be remembered by many as the real kick off for the implementation of the packaging Extended Producer Responsibilities.

2024 was a year of getting more people together at the right time and seeing how it helps to get things done. I was particularly reminded of this when the British Standards Institute (BSI) was hosting the International Electrotechnical Commission (IEC) general meetings in October, where one of the locations was the Edinburgh Assembly Rooms.

We are taught about the importance of bringing people together to exchange and learn from an early age at our school assemblies and it's important we continue to embed that in what we do. AMDEA and our members generally operate in a hybrid format, although most prefer in-person where possible, and we have the option to join online available.

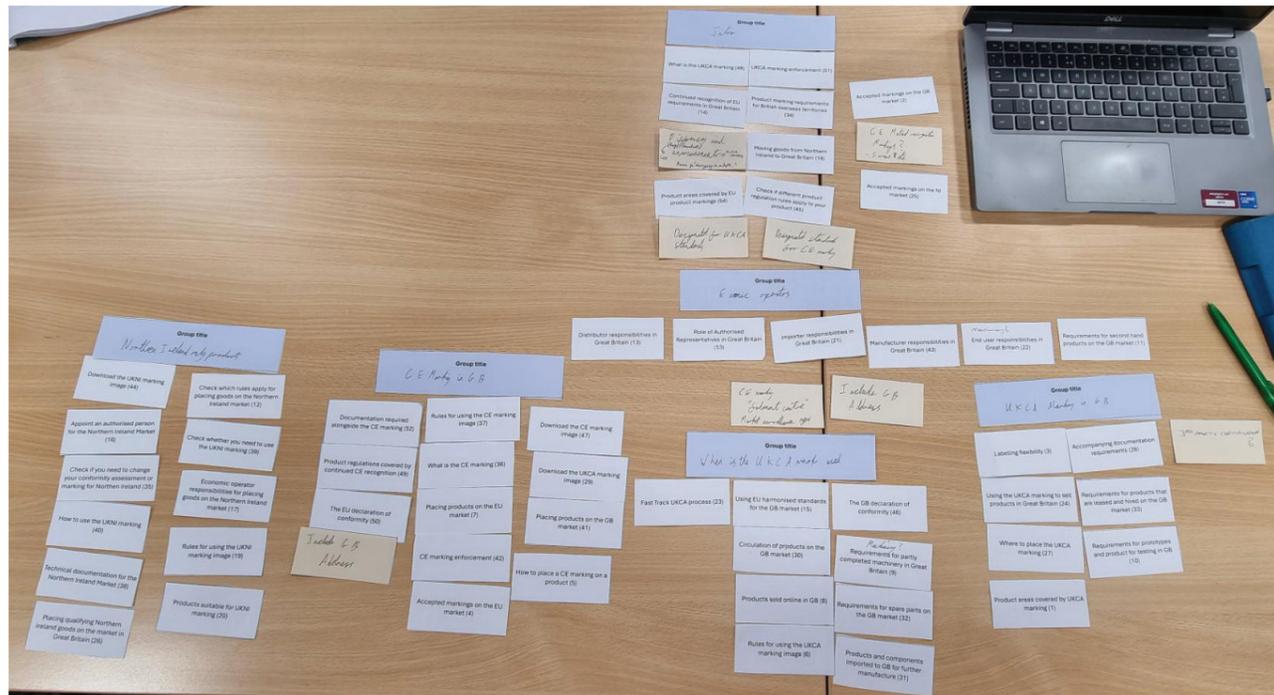
Through the year AMDEA has run a total of 36 member meetings, including nine webinars on a wide range of subjects relevant to members. These have covered everything from the market data and insights through to the implementation of the EU batteries directive. The webinars are designed for a wide audience within our members with a careful balance of technical and commercial information.

They prove to be a valuable resource for our members whether dipping their toe into a subject or sense checking their approach.

The AMDEA Technical Committee has had a full-on year, with clear priority areas set and worked with our new chair Paul Wright (Miele) steady the ship and bringing in more members to join proceedings.

The betting started early in 2024 on as to when the election would be, even amongst some of the politicians... With change comes opportunity and with the potential for a new Government reviewing their agendas, we didn't expect to see huge changes to our topics as most have support across the political sphere.

The main challenges for our members can be roughly put into the traditional three buckets of specification, timing, and cost. A great deal of uncertainty around each of these areas continued



Mapping of CE/UKCA guidelines at the Department of Business and Trade workshop



APPLiA Autumn sessions – Robert Gosling speaking.

when looking across the upcoming regulatory areas in the UK. The EU remains an important market for our members and working with APPLiA (European domestic appliance manufacturers association) remains key for not only trading with Europe but the potential for compatibility issues with Europe, Northern Ireland, and the Great Britain market.

AMDEA’s IF (Implementation & Forecast) tool developed for our members and stakeholders has been incredibly useful in illustrating all the potential regulations on the horizon and when their implementation might land, enabling our members to plan accordingly.

The Product Security and Telecommunications Infrastructure regulation (PSTI) will leave a lasting impression on many as some of the first “home grown” product legislation to be placed on products in the UK market. This caused no end of issues,

with a lack of stakeholder engagement at the design phase and limited and late guidance for implementation. We hope lessons can be learned and look forward to supporting future legislative work in the future.

Just before the election there was a bit of “wash-up” time when the Government’s work could be finished and one of the key regulations that was pushed through was the unilateral recognition of CE marking legislation. This gave members some certainty on the approach to using CE marking and its recognition where the regulations were the same, and was something members had worked hard on together, bringing in not only Department for Business and Trade but also the Department for Energy Security and Net Zero (DESNZ) and Department for Environment Food and Rural Affairs (Defra) to agree on the regulations it should include. This collaboration provided a notable example of what joined-up Government can achieve. However, there is still a lot to be worked out in this area especially with so many new EU regulations coming through.

With the new Government probably one of the biggest items out of the chocks was the Product Regulation and Metrology Bill (PRMB) announced at the opening of Parliament. This follow up to the Product Safety Review will provide important tools to Government with one key area being the ability to mirror EU regulation, should it be required. As well as the ability to better set up the unilateral recognition of CE marking, it still has a way to go

and with any tools there will be much work to get the right results out of it, but the PRMB is a positive step for AMDEA. We look forward to working further on this in 2025.

2024 will be remembered by many as the real kick off for the implementation of the packaging Extended Producer Responsibilities. This policy significantly ratchets up cost for those putting non-recyclable or hard to recycle packaging on the market, bringing forward decisions on how packaging is used, as well as real attention to the materials. Members were kept well briefed on the policy as it went through, with involvement and discussion at each of the key steps. Concerns remain in many quarters about how this additional cost will be passed on to consumers, where substitution of materials and design will be significantly more costly than the fees.

One of the constant frustrations for members from 2024 remains the uncertainty around the approach to tumble dryer ecodesign and energy labelling, despite our continuous engagement with Government departments on this point. New EU regulations as well as applying in Europe will also apply from March 2025 to Northern Ireland and until they are adopted for the Great Britain market, this means that consumers may not have access to the most efficient technology. Consumers may also be confused by differing labels in different places. Despite AMDEA proposals we are still waiting for a clear plan from Government on how technical barriers to trade can be avoided on ecodesign and energy labelling.

Regulation, Technology Outputs and Look Forward

Robert Gosling

Supply chain due diligence and reporting is raising its head in a number of topics and there remain a few challenges with these policy areas.

2025 is looking to be another full-on year. At time of print we’re counting 20 key implementation dates during 2025 for our members. We can expect some bigger pieces of the puzzle to come together with the final parts of the implementation around

packaging extended producer responsibility. The Product Regulation and Metrology Bill will get Royal Assent, which we hope will provide easier tools to mirror EU product regulation. Although Government policy on how it will be used remains unclear and we look forward to working with Government and our members on the what the priority outcomes will be.

If we’re going to cherry pick, we’ve got to be able to work out how to grade the cherries and if we take too long working out how to grade them, the harvest will go rotten!

Everything is becoming a data point which could be fed into all manner of Artificial Intelligence models for regulators, designers, marketers, consumers, and regulators. Therefore, one of the actions AMDEA is kicking off is for us as a team to be AI-ready. We were an early adopter of Microsoft’s Co-pilot and will be working across the team and with members on how it can support our work and provide greater member value.

Supply chain due diligence and reporting is raising its head in a number of topics and there remain a few challenges with these policy areas. Especially around the balance of impact versus the administrative burden/cost of putting them in place. The data quality and the risk around the accuracy of some of the information being hunted out through supply chains also raises a concern, as often the challenge is proving a negative rather than a positive. This makes it difficult for market surveillance, which can add unnecessary cost on to members and therefore consumers. Therefore, there is often limited cost saving of being more sustainable. AMDEA continues to work to streamline these.

We expect to see further progress on energy smart appliances as having the potential to provide demand side response instead of additional energy production. The key points for our members remain interoperability, and that the framework being written at this stage for the priority products of car chargers and home energy will also work for domestic appliances.

The next generation of ecodesign requirements for appliances are being designed and there may well be precedents set in the world of refrigerators and washing machines. It remains unclear for members whether the new technology that may be needed on these products will be allowed to be sold and promoted with energy labels in the UK.

To continue the journey to sustainability all players in the supply chain must come together and we expect to see even more joined-up thinking in 2025. This includes consumers, retailers, logistics, waste management/recyclers, as well as designers and business operations. Yes, each can take actions on their own, but without the right connections in the product life, the real impacts won't be manifested.

The role of standards in supporting legislation will remain a key part of 2025 with regulations setting the what and standards supporting on the how.

Standards making does have an associated cost and there are models in place to fund this through the distribution of standards, however this is under fire in several locations including the follow up. There are few shortcuts to good standards making with the right experts involved and even once standards are made, they need continual improvement. AMDEA will continue to be a key player in standards making for the industry and push to keep it on the straight and narrow.

In terms of certainty, my 90%, 50% and 10% predictions for 2025 are:

- 90% chance that the tumble dryer market is going to be significantly disrupted by the lack of clarity on plans in the Great Britain market.
- 50% chance there will be a clear plan published in 2025 of the UK approach to reviewing EU product legislation for compatibility.
- 10% chance that the packaging EPR payments will be delayed.

All in all, I'm really looking forward to collaborating closely with members, stakeholders and the team for an exciting 2025.

Safety Standards

Daniel Lawson, Technical Manager

Overall, it has been a positive year in safety standards, with significant progress made in developing key international standards to safeguard consumers.

Representing our members and participating in international and national safety standards development is a priority for AMDEA.



AMDEA Technical Manager Daniel Lawson at the Beko headquarters in Istanbul

Overall, this year has been marked with continued progress in the development and refinement of the 60335 standards suite, which relate to the safety standards for household appliances.

A significant achievement this year was related to International Electrotechnical Commission (IEC) standard 60335-2-15, which covers appliances for heating liquids, and AMDEA and Great Britain National Committee's (GBNC) win related to this at Hangzhou, China, where this year's plenary for the IEC 60335 was held. The AMDEA-led proposal to revert the impact energy requirement for glass appliances for heating liquids (specifically glass kettles) to 0.5J, with the crucial stipulation that no breakage should occur for any material, received overwhelming support. This decision marks a significant victory for consumer safety and consistency in standardisation. The adoption of the revised impact energy requirement not only enhances consumer protection but also elevates the profile of the GBNC within the (IEC) framework.

For the past year there has been an ongoing effort to streamline the whole IEC 60335 development process at the Technical Committee 61 (TC61) level to address emerging challenges more efficiently and effectively. The committee remains engaged in ongoing constructive restructuring of the whole standards development process, moving work and discussions into the working groups and freeing up the plenary event to achieve decisions. This already seems to have positively impacted the documentation that we distribute to our members.

This past year, AMDEA representatives have attended the British Standards Institute (BSI) standards groups in London, focused on positioning and detailed discussions on various projects and



drafts. The sessions also included updates on the progress of ongoing items and the review of comments received from all CPL61 stakeholders.

AMDEA also attended many working groups, and noteworthy were Working Groups WG47 (Working Group 47) fires in wet appliances and WG58 (Working group for appliances with a washing and drying function) in Washington DC and Istanbul. In Washington DC, the meeting was held at the offices of our US counterparts, the Association of Home Appliance Manufacturers (AHAM) and the Istanbul meeting was held at AMDEA member Beko's headquarters.

These discussions focused on various aspects of preventing fires in wet appliances, and included the development of new safety requirements, refinement of existing standards to address emerging technologies and market needs, while also looking deeper at issues such as spontaneous combustion and fire containment. There was also a focus on the safety standards for washer-dryers. Currently, there is no specific product safety standard for these appliances, and they are evaluated using IEC 60335-2-7 (requirements for washing machines) and IEC 60335-2-11 (requirements for tumble dryers).

However, these standards do not fully address the potential hazards associated with washer-dryers. WG58 has been tasked by TC61 to develop the necessary safety requirements for appliances with both washing and drying functions. These working groups proposals then advanced from Washington and into Istanbul, where data collated by AMDEA has been instrumental in evidencing field faults and measuring the impacts of proposed changes to future standards.

Overall, it has been a positive year in safety standards, with significant progress made in developing key international standards to safeguard consumers.

Product Regulation and Metrology Bill

It was clear from the findings of the Product Safety Review that the current product safety framework is complex and outdated.

This year has seen significant developments in the realm of UK product safety and regulation, marked by the long-awaited Government response to the Product Safety Review and the introduction of the wider than anticipated scope of the Product Regulation and Metrology Bill, which now also encapsulates environmental factors.

The UK Government's response to the Product Safety Review was publicised on November 5, 2024. The Government's response to the review shows that AMDEA members' feedback and responses have been considered. The Product Regulation and Metrology Bill, created following the review, lays the groundwork for modernising and simplifying the product safety framework.

It was clear from the findings of the Product Safety Review that the current product safety framework is complex and outdated. There was support for innovation, safer online shopping, opportunities for digital labelling and expectations that this would require enhanced national leadership from the Office for Product Safety and Standards (OPSS). There would need to be a clear goal of enforcement to ensure compliance was adhered to and ensure a level playing field for those that are already complying.

The Product Regulation and Metrology Bill (PRMB) itself was introduced in the House of Lords on September 4, 2024, and it will update the UK's product safety, regulation, and metrology framework. The bill grants the Government broad powers to adjust regulations related to product safety, metrology, and online marketplaces while also enabling the UK to keep pace with technological advances and emerging business models through new enforcement powers.

The PRMB has been a major focus for AMDEA, and it aligns with many of the goals and recommendations outlined in "AMDEA's Roadmap to deliver the UK's Sustainable Appliance Future". The ongoing efforts to streamline the product safety framework

and address emerging challenges will ensure that the standards remain relevant and effective in promoting consumer safety while supporting innovation. Discussions will continue throughout 2025, and there will be further opportunities for member engagement including an incoming round table event with OPSS to discuss the bill's outputs and progression further.

Safety Liaison Panel 2024

Overall, this year has been marked by significant progress in enhancing product safety and fostering collaboration between key stakeholders.

This past year, the Safety Liaison Panel (SLP) has continued to play a key role in facilitating discussions within our membership and stakeholders on topics relevant to product safety. These ongoing collaborations with UK fire brigades, Electrical Safety First, Government representatives and Trading Standards reflect the group's commitment to supporting consumer safety, sharing best practices, and collaborating on product and user safety.

This year has proven successful in terms of stakeholder and member collaboration. Fire services and OPSS have provided valuable data and insights and members have anonymously shared data, allowing AMDEA to identify further trends and support targeted incident analysis at international standard development committees. We have also been fortunate to have the IEC convener for WG47 - fires in wet appliances - attend our panels and help share some of this progress with all attending.

We had an update from Trading Standards on the changes to Primary Authority and a fascinating session on online marketplaces and outdoor living from Electrical Safety First. Collaboration continued with West Midlands Fire Brigade sharing with us their journey to ISO17020 accreditation, which means complying with the Forensic Science Regulator's Code of Practice (FSR CoP). This accreditation ensures that their fire investigation processes are robust, dependable, and meet the necessary legal standards. These unique insights offer manufacturers and fire services the opportunity to discuss similar processes and common audit practices, highlighting how manufacturers and fire services can work together supportively.

A significant focus this past month has been the response to the Regulation 28 coroner's report relating to a fatal fire arising from a tumble dryer electrical fault. The report highlighted several areas of concern, including the ingress of moisture into condensate pumps, it proposed changes in information management and the need for manufacturers to share data on decisions and rationale behind recall/replacement of condensate pumps and RFI filters.

AMDEA's membership have actively engaged in this process, discussing these concerns. These efforts must continue, but, as per all good risk assessments, we should continue to ensure there are considerations for all components within a product. The enhancement of moisture protection and mitigating water ingress risks for these components will now be considered further and will be discussed at the next SLP on June 26 2025.

Overall, this year has been marked by significant progress in enhancing product safety and fostering collaboration between key stakeholders. The ongoing efforts to streamline the product safety framework through the Product Regulation and Metrology Bill will address emerging challenges and through our continued work we will ensure that the SLP remains relevant and effective in ensuring consumer safety.

Policy

Heidi Ranscombe, Policy Manager

In 2024, AMDEA's Smart Appliance Panel was formalised as a forum to facilitate members' engagement with relevant policies.



2024 was a transitional year from several different policy perspectives. It laid the groundwork to:

- marry digital security requirements with traditional safety considerations in manufacturing compliance processes
- divorce longer term UK and EU circular economy ambitions, and
- refresh strategies for competitiveness, with the election of new leaderships in both the UK and the EU.

It was the interchange of objectives driving these policies that most shaped AMDEA's work in 2024.

Safely modernising consumer lifestyles through digitalisation

Our members have competed on performance efficiency and consumer convenience for many years. More recently, innovative technologies have boosted the opportunity for lifestyle efficiencies and additional services. These technologies introduced new considerations for long-established safety compliance procedures and, from the inverse perspective, the need to take account of manufacturing requirements in previously distinct digital standards and policies. In 2024, AMDEA's Smart Appliance Panel was formalised as a forum to facilitate members' engagement with relevant policies. Its initial priorities included the approach to product security.

The application of the UK's Product Security and Telecommunications Infrastructure (PSTI) rules from April 29 2024 was followed by the entry into force of the - but not yet applicable - EU Cyber Resilience Act (CRA) on December 11. The CRA will apply to CE marked products from December 2027. The PSTI regime lies outside the UKCA/CE framework, but both take a similar approach to cyber enforcement.

Despite the similarity of their objectives, however, the industry impact of the two regimes has been markedly different: the fast application of the PSTI regime to products on sale from May, left global supply chains scrambling to adapt their established compliance systems in time. This included clarifying underlying details and introducing the steps to support verification by enforcement authorities as well as consumer advice. Here, in addition to our bilateral support to members' compliance teams, joint workshops with techUK, OPSS and DSIT were welcomed by members.

The approach to designing cybersecurity considerations into product compliance regulations is still a work in progress. The PSTI regime is designed to build out consumer protections in stages. The EU CRA framework will build forward from security standards developed under the EU Radio Equipment Directive. Going forward, members' technical files, compliance systems and consumer communications will need to marry these two separate frameworks. AMDEA's support to members coordinating the two is therefore expected to continue in 2025.

The impact of the rapid evolution of artificial intelligence (AI) varies across AMDEA's membership. Our role in 2024 was therefore largely to keep members informed of the regulatory outlook. Whilst the groundwork (particularly for risk management and quality management) has been laid within international standards, the extension of the CE marking framework to include the new EU AI Act, focused AMDEA's attention on the role harmonised standards will play in demonstrating compliance with EU manufacturing requirements. Our engagement in BSI's AI Committee will continue to underpin our work in 2025, alongside our engagement with APPLiA.

Digitalisation still plays a relatively minor role in domestic appliances compared with other consumer electronic products. One area of activity has been to build cooperation with other stakeholders to coordinate a common voice for manufactured products in developing digital frameworks. Our satellite role is even more striking when it comes to the introduction in the UK of a smart, secure, and flexible electricity framework. Efforts to develop a competitive market for demand side response service providers (DSRPs) are focused on heavy energy-using appliances (such as EVs and heat pumps). However, in the context of longer-term ambitions for home energy management, AMDEA participated in DESNZ's stakeholder forums and the parallel update of the BSI's smart appliance PAS. In defending potential future interoperability impacts that could limit affordable market access to members' products, our engagement was coordinated with international consortiums in which our members participate (the Home Connectivity Alliance and the Connectivity Standards Alliance) as well as APPLiA.

Transitioning from ecodesign to a circular economy

Horizontal initiatives aim to extend product lifetimes and improve recyclability, amongst other issues.

In contrast to digital policies, domestic appliances have been central to the UK's ecodesign and energy labelling framework. Several iterations of these regulations underpinned a steady increase in efficiency and, more recently, introduced the first steps for a repair economy.

In 2024, the shift towards circular economies picked up speed across the UK, EU, and national levels, and in doing so reshaped the outlook for future appliance ecodesign. The adoption of the replacement Ecodesign of Sustainable Products Regulation (ESPR) by the EU in June, expanded the scope of the heritage framework to almost all products. In addition to its relationship with new EU legislation promoting product repairability, it blurred the edges of related regulations e.g. covering waste. Planned secondary legislation will drive efficiencies across a range of product groups within the EU and Northern Ireland. Horizontal initiatives aim to extend product lifetimes and improve recyclability, amongst other issues. A further EU Circular Economy Act is promised for 2026.

Following the adoption of Circular Economy (Scotland) Act in August, Scotland's route map to 2030 published in December, mirrors some of these objectives, though framed in the context of global supply lines and the alignment of interests across the UK. With Wales's 'Beyond Recycling' strategy ongoing, the UK Government established an independent Circular Economy Taskforce in November to support the creation of a circular economy strategy for England.

This momentum is a welcome support to AMDEA's own campaigns promoting sustainability, particularly under the umbrella of "Know Watt's What." From a policy perspective, however, our focus has been on the need for efficiencies through the coordination of global supply chain obligations that are duplicated within parallel frameworks. Benefits would include GB markets keeping pace with the increasingly efficient appliances coming into shops across Europe, for example. The approach that the ESPR has taken to repair allows for the seamless

expansion of the regime piloted for domestic appliances, to all products. Not only does that offer useful learnings for GB markets, but differences in policy structure (e.g. re measuring repairability, identifying components, informing consumers etc.) would risk disrupting the supply chains within the UK Internal Market as well as globally. The development of "Digital Product Passports" offers the potential to navigate the increasing volume and diversity of consumer and enforcement information requirements but equally raises questions for the operation of supply chains under the respective frameworks.

In 2024, our engagement with Government and stakeholders on the need to coordinate circular economy/ecodesign requirements, picked up our members' urgent product specific concerns referenced in other chapters of this review. This is all the while eliciting member feedback to inform positions and responses. In addition, AMDEA participates in meetings with politicians, officials and standards makers, raises queries with UK Government, participates in Government stakeholder interviews and workshops, and more besides.



Alex Martin at the APPLiA summer sessions

AMDEA welcomed the Government's introduction in Parliament of the Product Regulation and Metrology Bill in September. With regulatory coordination required at the secondary legislation level, government powers are needed to allow the UK to keep step as common objectives are moved forward within the respective frameworks. Work within AMDEA's Spares and Service Panel this year to draw from our sectors' experience in shaping recommendations for a repair economy in the UK will be ongoing in 2025, as will our coordination with APPLiA and bilateral support to members.

Environmental regulation

Alex Martin, Senior Technical Manager

Domestic appliances have, for a long time, been subject to UK and EU-wide regulation that seeks to drive up energy, water, and material efficiency, substitute out hazardous substances from product parts and materials, and foster more reuse and recycling at end of life. AMDEA takes a keen interest in this regulation. We seek to advise members of new and revised laws and standards, also the implications for their products and businesses. This is all the while eliciting member feedback to inform consultation responses; AMDEA participation in meetings with politicians, officials and standards makers, the raising of queries with UK Government, participation in Government stakeholder interviews and workshops, and more besides.

Legislative changes in 2024

Looking back, some key developments included:

- The EU's adoption of the Packaging and Packaging Waste Regulation. This will eventually repeal the longstanding EU Packaging and Packaging Waste Directive.
- The passage of the Producer Responsibility Obligations (Packaging and Packaging Waste) Regulations 2024 into UK law. These Regulations provide for Government implementing its packaging Extended Producer Responsibility ('packaging EPR') regime.
- The EU's adoption of a ban on the use of bisphenol A in food contact materials.
- The adoption of the EU Critical Raw Materials Act.
- The EU's adoption of a revised Local Space Heaters Ecodesign Regulation.
- New, more demanding minimum energy performance standards taking effect under existing EU and UK laws for cold and wet appliances. For example, household dishwashers placed on the EU and UK markets must now have an energy efficiency index that is <56 with a rated capacity equal to 10 or more place settings.
- Additions getting made to the Authorisation Lists that exist under both EU REACH and UK REACH. These Lists constitute 'negative' or 'black' lists since once substances are included on them, they can no longer be used. That is, unless authorisations are granted for specific uses.

- New restrictions for certain substances coming into effect under EU REACH.
- The European Commission announcing that it had decided against restricting tetrabromobisphenol A (TBBP-A) and medium-chain chlorinated paraffins (MCCPs) under EU RoHS.
- The European Chemicals Agency's identification and listing of seven more Substances of Very High Concern, bringing the total number now listed to 242.
- Substance restrictions and manufacturer conformity assessment (including battery CE marking and technical documentation creation and retention) taking effect under the new, EU Batteries Regulation.

AMDEA supported members with their understanding of these legislative changes, sharing news and analysis of new or revised requirements. The developments were also discussed at the February, July, and October AMDEA Technical Committee meetings. In some cases, there proved a lot to impart. As an example, consider packaging EPR:

Packaging EPR

AMDEA sought to raise member awareness of the added cost burden they were facing.

This is a new regime that will impose significant costs on affected large packaging producers. The UK Government's own estimation is that these costs will total around £1.7 billion a year.

AMDEA sought to raise member awareness of the added cost burden they were facing, likewise the data reporting deadlines that needed to be met. We did this through sharing the three sets of illustrative base fees that were circulated by UK Government in 2024, giving advice on the methodologies used to inform the values set in each instance.

We also engaged with members concerning the Government's development of its Recyclability Assessment Methodology (RAM) tool. This assigns a traffic light-style system to determine the ease with which materials or packaging types can be recycled at scale. In the future, RAM ratings will be used to help determine the disposal fee charged for a product (e.g., a domestic appliance) putting certain household packaging on the UK market as part of the 'fee modulation' process. Through AMDEA, members learnt of RAM's development and had opportunity to comment on its design, content

and operation during October and November consultations.

Tumble dryer ecodesign and energy labelling

As another example, take tumble dryer ecodesign and energy labelling. With the EU having adopted new product-specific Regulations in 2023, the UK Government has yet to amend the UK legislation that still refers to the earlier 2012 EU Regulations that were in effect pre-Brexit. In 2024 AMDEA continued in its long-running engagement with UK Government officials on this situation. Alongside email correspondence and calls this engagement included two in-person meetings. Among other things, we urged Government to clarify whether heat pump tumble dryers showing the eco programme could be supplied to the GB market from 1 July 2025 – and just with the rescaled EU energy label accompanying them. While an official was able to confirm that the Government was working towards ‘fully aligning’ UK legislation with the EU Regulations, they would not be drawn on answering specific questions. Disappointingly, 2024 ended with both the tumble dryer manufacturing and retailing industries waiting on Government to launch a consultation on its intended change in UK legislation. This is anticipated to take place in Q1 2025. AMDEA will respond to this while it, together with the British Retail Consortium, also looks forward to a promised meeting with the relevant Government Minister.

Consultation responses in 2024

Turning from legislative developments to UK Government proposals and consultations, 2024 proved busy.

Pleasingly, we had some success when it came to Defra’s WEEE consultation and call for evidence. In March we responded to these and argued in favour of the Government introducing financial obligations on online marketplaces, also the creation of a new category for vapes under the UK WEEE Regulations. We argued for these changes on grounds of fairness and proportionality. For example; in the case of vapes, the absence of an individual WEEE category within the UK Regulations means that producers of non-vape WEEE currently pick up the recycling cost burden, something that is high owing to vapes being expensive to recycle as well as a large – and growing – waste stream. Come December, Defra announced that new financial obligations will fall on online marketplaces from 2026, while an individual category for vapes would be introduced.

Keeping with WEEE, we responded to Defra’s October consultation concerning the continued operation of the WEEE compliance fee and the

suitability of the proposal made by the Joint Trade Associations (JTA). As in previous years, AMDEA came out strongly in favour of the compliance fee.

We argued that it has clearly supported the delivery of the UK WEEE Regulations and, through it, the amount producers – who include AMDEA members – must pay through Producer Compliance Schemes is now far more closely aligned to true WEEE collection and treatment costs. As one of the 12 trade associations that make up the JTA, we also supported the JTA proposal with regard to the implementation of the compliance fee.

Another UK Government consultation we answered concerned potential changes under UK REACH. This is a core piece of chemicals legislation in Great Britain, with Defra positing an ‘alternative transitional registration model’ as well as divergence from the EU when it comes to the process of consulting upon/setting restrictions. We responded on the latter, stating a preference for the status quo (i.e., continuation in the regime inherited from the EU) while also raising concerns over the ability of product manufacturers to participate/respond should existing UK consultation periods get consolidated. A Government response on this consultation is awaited; we understand it has been delayed until at least mid-way through 2025. That being so, it seems likely that registration deadlines (October 27 2026/’28/’30) may need to be postponed. With just over 18 months to go, the applicable registration rules are currently in flux.

Standardisation

AMDEA – and AMDEA members – contribute to the development or revision of assorted standards through participation in various BSI committees. With respect to product performance and environmentally-conscious design, this participation encompasses CPL/59, CPL/59/1, CPL/59/6, and GEL/111. In 2024, AMDEA circulated over 40 performance standards for review and comment by members, and five environmentally-themed standards, mainly to do with WEEE collection and treatment. The progression of IEC/ASTM 62885-10 ED1, Battery-related items for surface cleaning appliances for household or similar use – Methods for measuring the performance, and IEC/ASTM 62885-11 ED1, Surface cleaning appliances – Part 11: Wet-cleaning robots for household or similar use – Methods for measuring the performance, from new work item proposals to committee drafts were especially notable developments. We thank those members who commented upon them at both stages, likewise for their continued engagement in the standards-making process.

The year ahead

EU ecodesign and energy labelling: contributions will continue to be sought by the consultants running the wet and cold appliance review studies.

Looking ahead, there is much on the regulatory horizon for AMDEA to tackle in the interests of its members in 2025. The following is my shortlist, but a longer list exists while the occasional curveball may also be experienced!

- UK ecodesign and energy labelling: the Government has said it will consult on a change in the law that applies to tumble dryers in Q1 2025, while it may also consult on changes in water heater ecodesign and energy labelling, partly to pick up on the water heater-related questions posed in the hydronic space heaters consultation (live at time of writing). UK Government positions pertaining to lighting and cooking appliance ecodesign and energy labelling are still awaited, particularly when it comes to exempted lighting applications. In addition, it may be that the Government consults on changes in UK vacuum cleaner ecodesign legislation and air conditioner and comfort fan ecodesign/energy labelling legislation, particularly if the EU completes relevant legislative reviews in 2025.
- EU ecodesign and energy labelling: contributions will continue to be sought by the consultants running the wet and cold appliance review studies, with these studies convened under the new Ecodesign for Sustainable Products (ESPR) legislative framework. Running in parallel, the existing reviews under way for air conditioners and comfort fans, cooking appliances, vacuum cleaners and water heaters are likely to complete, potentially leading to new EU Regulations getting adopted in one or more instances. AMDEA will continue to participate in relevant APPLiA committees, reporting back to members and seeking feedback as appropriate.

2025 will additionally see the new, rescaled EU energy label for tumble dryers enter into use, with a need for this to be supplied with tumble dryers destined for Northern Ireland from March (the new label is, initially, to be supplied alongside the existing label). With GB energy labels not destined to change in hand with the EU label, we can anticipate there to be consumer confusion over energy efficiency information in circulation in Northern Ireland

compared to Great Britain. AMDEA has raised this issue several times over with UK Government, likewise how tumble dryers that show the EU-required ‘eco programme’ will be judged by UK market surveillance in 2025. We remain hopeful that the Government will be pragmatic and supportive of tumble dryer manufacturers and retailers as they respond to an uncertain situation.

- UK food contact materials: using powers under the Retained EU Law (Revocation and Reform) Act 2023, the Food Standards Agency has indicated that it may explore potential changes to food contact materials regulation, applicable in Great Britain, over the next year. It will be interesting to see what comes of this, not least as the powers that exist for regulatory reform under the 2023 Act are timebound: they can be used no later than June 2026.
- Universal PFAS restriction under EU REACH: at the time of writing, the very large number of comments that were received on the public consultation run in 2023 were still being digested by the European Chemicals Agency’s RAC (risk assessment) and SEAC (socio-economic assessment) Committees. These Committees will likely publish their (draft) opinions on a restriction in 2025. It may be that regulatory interventions other than bans are in the offing, depending on the uses to which poly- and perfluoroalkyl substances (PFAS) are put as well as industry’s ability to substitute PFAS for other substances.
- UK mandatory water efficiency labelling: this may get legislated for, despite opposition from manufacturers of water-using appliances, taps and sanitaryware. Further engagement from Defra and the Environment Agency is anticipated.
- Possible second reading of the Microplastic Filters (Washing Machines) Private Members’ Bill: if adopted, this Bill would necessitate manufacturers to fit microplastic-catching filters to new domestic and commercial washing machines placed on the UK market. AMDEA has already expressed surprise that this Bill has been re-introduced, not least because, in February 2024, the then Under-Secretary of State at Defra advised the House of Commons that ‘there is not a sufficient benefit to the environment for legislating the installation of microfibre-capturing filters in all new washing machines’. Calls for similar legislation elsewhere in the world have also faltered (e.g., the Governor of California vetoed the adoption of State legislation in 2023).

A Year In Stats



Our Members

Aga Rangemaster
Aqualisa Products
Beko plc
Bertazzoni UK
BSH Home Appliances
CDA Group
DR Kitchen Appliances
Dualit
Dyson
Electrolux Major Appliances
Emerson Electric UK
Franke UK
Glen Dimplex Home Appliances
Haier Europe
Hisense
Howdens
Hozelock
Interpet
iRobot UK
Kenwood
Kitchenaid UK
Lavazza Coffee UK
LG Electronics UK
Liebherr UK
Maurice Lay Distributors
Midea Home Appliances UK
Miele Company
Newell Brands UK
Numatic International
Ooni
Proctor and Gamble UK
Product Care Group
Samsung Electronics (UK)
SharkNinja Europe
Smeg (UK)
Strix
Sub Zero & Wolf
Triton Showers (Norcross Group)
Vax
Versuni UK
Vestel UK
Vorwerk UK

Our Key Stakeholders and Partners

Government Departments

DBT - Department for Business and Trade

DESNZ - Department for Energy Security and Net Zero

Defra - Department for Environment, Food and Rural Affairs

DSIT - Department for Science, Innovation and Technology

Home Office

OPSS - Office for Product Safety and Standards

Trade Associations

AHAM - Home Appliances association in US and CAN

APPLiA - Home Appliance Association Europe and national association members

BEAMA - Manufacturers and providers of energy infrastructure technologies and systems

BMA - Bathroom Manufacturers' Association

CBI - Confederation of British Industry

ENA - Energy Networks Association

EURIS - European Union Relationship and Industrial Strategy

GAMBICA - Instrumentation, Control, Automation and Laboratory Technology

GIFAM - The French domestic appliance association

HEEST - The Household Electrical and Electronic Servicing Training Forum

JTA - Joint Trade Association

KBSA - Home Specialist Association

LIA - Lighting Industry Association

Make UK - UK Manufacturers Association

MTA - Microwave Technologies Association

TAF - Trade Associations Forum

techUK - UK Tech Trade Association

Water UK - Water UK is a membership body representing the UK water industry

Non-Governmental Organisations

BSI - British Standards Institution

CEN/CENELEC/ETSI - European Standards Organisations

CSA - Canada Safety Agency: Product Test & Certification House

Domestic & General - providers of appliance warranties, servicing and repairs

EEESafe - Building local and Safer Repair Circular Economies

Electrical Safety First - Charity promoting all aspects of safe electrical appliance and network use

ERP Recycling - Environmental Compliance

Eurofins - Product Test & Certification House

Gas Safe Register - leading/promoting accreditation of the approved gas installation, service and support network

IEC - International Electrotechnical Committee

Intertek - Product Test & Certification House

ISO - International standards organisation
Independent consultants

ISVR - Specialist Acoustic and Vibration Testing

LFB - London Fire Brigade

Material Focus - supporting and promoting electrical goods recycling

NFCC - National Fire Chiefs Council

Pacifica - providers of servicing, repairs, and warranties

REPIC - Environmental Compliance

Recolight - Environmental Compliance

Salford University - Specialist Acoustic and Vibration Testing

SIQ - Product Test & Certification House

TUV SUD - Product Test & Certification House

UKAS - The UK Accreditation Body

UL - Underwriters Laboratories:
Product Test & Certification House

University of Southampton

Valpak - Environmental Compliance

WEEE forum - International Association of Electronic Waste Producer Responsibility Organisations

Which? - Consumer information, reviews and reports

WRAP - Waste and Resources Action Programme

WRAS - Water Regulations Approval Scheme

Channel Partners

AO Ltd

BIRA - British Independent Retailers Association

BRC - British Retail Consortium

CIH Ltd (Euronics)

Currys Ltd

Sirius Ltd

About AMDEA

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 more information on AMDEA and to access all of our publicly available reports and publications, visit www.amdea.org.uk

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