Electrolux shapes living for the better by reinventing taste, care and wellbeing experiences, making life more enjoyable and sustainable for millions of people. Our products include refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances.

Through our brands, including Electrolux, AEG, Anova, Frigidaire, Westinghouse and Zanussi, we sell more than 60 million household and professional products on more than 150 markets every year.

www.electroluxgroup.com
Content

About the report
The purpose and method of the better living content report

Sustainability
General attitudes and concerns regarding sustainability

Taste
In our quest to make sustainable eating the preferred choice by 2030, we have investigated consumers’ general attitudes, behaviours, intentions and barriers when it comes to sustainable food practices.

Care
In order to reach our target to make clothes last twice as long with half of the environmental impact by 2030, we have investigated consumers’ general attitudes, behaviours, intentions and barriers when it comes to garment care.

Wellbeing
Lastly, to reach our target and make homes free of harmful allergens and pollutants by 2030, we have investigated consumers’ general knowledge, behaviours, intentions and barriers when it comes to keeping their home environment free of allergens and pollutants.

Contributors to the report
External & internal experts

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We are curious about the green gap

Today, it is easier to live unsustainably than sustainably, and the feeling of being unable to act on climate change causes anxiety. But those who have found ways to alter their unsustainable behaviours tend to feel less anxious, and more hopeful about the future.

People are starting to change their habits and make more sustainable decisions, for their own sake and for the planet’s health. Yet, many are not living as sustainably as they wish to, and thus live according to the notion of the ‘green gap’. The ‘green gap’ constitute of the actions we would like to take to live more sustainably than we live today.

This is where Electrolux comes in. Electrolux can empower people to act on their sustainability concerns by enlightening and enabling actions for a better and more sustainable living at home. In short - Electrolux enables people to close the green gap so they can focus on better living at home.
The green gap concept

**ATTITUDE**
Consumers’ perception of what practices they consider sustainable within a specific area

**BEHAVIOUR**
Consumers’ actual behaviour in their everyday lives within a specific area

**GREEN GAP**
What sustainable behaviours consumers would like to adopt within a specific area compared to what they practice today

**BARRIERS**
Obstacles that create the green gap. Reasons why consumers do not practice the sustainable behaviours they would like to within the specific area
Conducted on nine international key markets
About the survey

The survey has been planned, monitored and analyzed by United Minds and the data has been collected with the assistance of survey provider CINT.

Data collection took place between 29th of May - 13th of June 2019 through web panels in the respective countries.

Total number of respondents: 9230

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Total number of respondents: 9230

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Gender

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Attitudes to sustainability in general

52% consider themselves ‘a climate conscious person’

48% believe that they can have a positive impact on the environment

30% find it hard to figure out which consumption choices are the most sustainable

49% would like to have more labels explaining products’ environmental impact to me
Attitudes, behaviours and intentions to sustainability in general

ATTITUDE
Top 3 primary concerns about climate change:
1. Water pollution (42%)
2. Natural disasters (39%)
3. Extreme temperatures (35%)

BEHAVIOUR
Top 3 sustainable behaviours being practiced:
1. Sort and recycle waste (53%)
2. Limit use of single-use plastic (52%)
3. Reduce water and energy use (52%)

GREEN GAP
Top 3 largest green gaps:
1. Limit food waste (37%)
2. Reduce water and energy use (37%)
3. Limit use of single-use plastic (36%)
Taste
The food industry is one of the biggest threats to our climate and its negative impact is highlighted in the societal and political debate. A third of global emissions come from food production, and some experts even go as far as to claim that the food system has the largest single impact on the global environment.

30% of the world’s total energy consumption comes from the food sector.

30% of all food produced is thrown away.

15% of global Greenhouse Gas emissions comes from animal agriculture, making it one of the world’s largest sources of pollution.
What behaviours do people consider to be sustainable?
Attitudes to sustainable eating

Top 3 most popular beliefs about sustainable cooking:
1. Zero food waste (36%)
2. Eat seasonally and locally produces food (35%)
3. Eat home grown food (29%)

36% think that minimizing food waste is the most sustainable approach to food

Plant-based

A plant-based diet is a diet consisting mostly or entirely of foods derived from plants, including vegetables, grains, nuts, seeds, legumes and fruits, and with few or no animal products (Wikipedia)

Only 18% say that eating plant-based food is the most sustainable approach

24% say that eating less meat is the most sustainable approach
What behaviours do people practice today?
Behaviours being practiced today

- 53% try to minimize their food waste
- 25% reduce their meat consumption
- 20% eat a plant-based diet
What sustainable behaviours would people like to adopt?
32% of respondents want to lower their food waste compared to today.

1.3 Billion tones of food is thrown away every year*

Green gap

Barrier
37% throw away food because it has passed best before date

Barrier
31% throw away food because fresh food goes bad too quickly

Respondents who have answered that they want to practice a sustainable behaviour more than they do today

Barriers to why they are not practicing the sustainable behaviour today

Barrier
30% are worried to not get enough nutrition

Barrier
26% would miss the flavour and consistency of animal products

Best-before

*While the 'Use-By' date is a matter of hygiene, meaning you can’t guarantee that the good is safe to consume after that date, the 'Best-Before' date is a label for quality that guarantees top quality until at least the labeled date. However, most people understand the 'Best-Before' date as a 'Use-By' date”

Nicklas Amelin, EU Expert Livsmedelsföretagen

18% of respondents say they wish to eat more plant-based food

Taste

Key takeaways

Consumers are on a mission to minimise their food waste
Consumers are aware of the issues with food waste and perceive minimising food waste as the most sustainable approach to food. They say they actively seek to minimise food waste and have the ambition to do it even more.

Fresh food that goes bad is one of the main barriers to stop wasting food
Best before dates are made to protect the consumer, but it also makes people throw away food too early. Other main barriers are fresh food getting bad too quick.

There is a knowledge gap on how much impact a shift to a plant-based diet would have
Although scientists agree that a shift to plant-based diet is one of the best things that consumers can do to eat more sustainably, few consumers perceive a plant-based diet as a sustainable food practice and are willing to eat more plant-based.

Consumers are not willing to compromise when it comes to taste and nutrition
People are worried that they won’t get enough nutrition from a plant-based diet and are not willing to compromise with taste and texture. Health, sustainability and taste are inevitably linked with each other, but there is a need for inspiration – tasty and nutritious plant-based dishes – in order to motivate action.
In the last few years, the fashion industry’s negative climate impact have been scrutinized and revealed. According to research, the fashion and footwear industry combined account for an estimated 8.1% of global greenhouse gas emissions.

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**400%**

Increase in number of garments we purchase over the last 20 years

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**9 months = 20–30%**

Extending the life of clothing by an extra nine months by taking better care of clothes would reduce carbon, waste and water footprints by around 20–30% each.

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Fashion Revolution: https://www.fashionrevolution.org/about/why-do-we-need-a-fashion-revolution/
What behaviours do people consider sustainable?
Attitudes to sustainable garment care

Top 3 most popular beliefs about sustainable garment care:
1. Air dry clothes (39%)
2. Wash full loads (34%)
3. Use water and energy efficient machines (32%)

69%
Agree that increasing the lifespan of garments by taking care of them is the most sustainable practice

Only 25%
Define washing at lower temperatures as sustainable garment care
What behaviours do people practice today?
Behaviours being practiced today

Only 1 in 3
Wash at lower temperatures

48%
make sure to always wash full loads, which indicates room for improvement within this area

Main reasons to wash:
1. They smell bad (48%)
2. They get stains (49%)
3. I love the feeling of wearing newly washed clothes (22%)

Approach to washing:

Follow labels
61%
follow the washing advice on the label

Habit
57%
wash the way they were taught to

Convenience
47%
think it is important that washing takes as little time as possible

Simplicity
66%
buy clothes that are easy to wash
What sustainable behaviours would people like to adopt?
19% of respondents want to wash full loads more often

Barriers to why they are not practicing the sustainable behaviour today
- 39% Don't want to mix up different colours
- 28% Don't want to mix up different materials
- 30% Say they can't get rid of stains
- 29% I follow the advice of the washing label

14% of respondents say that they want lower the washing temperature more often
Care

Key takeaways

Extending the lifetime of garments is seen as the most sustainable approach
A majority believe that taking care of clothes to extend their lifetime is the most sustainable approach.

Simplicity, convenience and habit dictate our washing behaviour
In busy everyday lives, few have time to reflect on their washing behaviours. Rather, we want the washing routines to be quick and effortless, and many follow the instructions of the washing labels or wash according to habit.

Fear of damaging our clothes is a barrier for not washing full loads
Washing full loads is on the top list of what people define as sustainable garment care, and also one of the sustainable behaviours that many adopt today. However, the fear of damaging our clothes hinder us from washing full loads more often than we do.

Fear of clothes not getting clean is a barrier for lowering temperatures
More people wish to lower their energy consumption by switching to more efficient machines instead of lowering the washing temperatures. The main reason for not wanting to lower the temperature is because of the fear that the smells and stains won't go away.
Outdoor air pollution is continuously high on the agenda for researchers, politicians and in the media. The quality of indoor environments have been somewhat neglected, even though it is where we spend most of our time. The effects of poor indoor air quality has been given more attention in recent years, and emerging research has shed light on the ubiquity of the problem. Daily habits such as cooking, drying clothes inside and hair & body spray affect indoor air quality negatively.

*https://www.sciencedaily.com/releases/2019/06/190606133743.htm
*https://www.thetimes.co.uk/article/toast-is-more-toxic-than-traffic-tumes-wm6pb6c8z
*https://www.thesun.co.uk/news/9396110/cot-indoor-pollution-drying-clothes-inside/
What behaviours do people consider to be sustainable?
Attitudes to sustainable wellbeing

4 out of 5
Mention air quality and cleanliness as two of the most important factors for well-being at home

Only 39%
Feel empowered to improve their indoor air quality

Top 3 worst pollutants according to respondents:
1. Indoor smoking
2. Pesticides
3. Hair & body spray

41%
Believe that vacuuming has a negative effect on indoor air quality
What actions do people take to improve indoor air quality?
Behaviours being practiced today

Top 3 most popular actions to improve indoor air quality:
1. Air out the house (54%)
2. Vacuum clean (39%)
3. Use plants as air cleaners (37%)

Airing out
Most consumers air out their homes to improve the air quality inside. People feel like opening the window to let oxygen in, even if the particles outside are worse than the ones inside.
Metin Tuztas, Global Home Comfort R&D Director Electrolux

54%
Air out their homes to improve indoor air quality

26%
Use an air purifier to improve the indoor air quality
What sustainable behaviours would people like to adopt?
32% of respondents want to use an air purifier.

Respondents who have answered that they want to practice a sustainable behavior more than they do today.

Barriers:
- 41% It is too expensive
- 26% It consumes too much energy

Green gap: Barriers to why they are not practicing the sustainable behavior today.

21% of respondents say that they want to vacuum clean more often.
Wellbeing

Key takeaways

Indoor air quality is important for wellbeing at home
4 out of 5 think that indoor air quality is important for wellbeing at home, but many are not aware of the sources of indoor air pollution, resulting in the use products that pollutes the air indoors. Consumers air out their home to improve indoor air quality, not knowing that they open up the windows and let polluted outdoor air into their homes.

Few feel empowered to improve their indoor air quality

Financial and sustainability reasons are the main barriers for installing an air-purifier
Using an air-purifier tops the list of actions that people would like to take to reduce allergens and pollutants at home, but financial and sustainability concerns are the main barriers, hindering the use of air-purifiers.

Vacuum cleaning is seen as too much of an effort and useless
Only 1 in 5 would like to vacuum clean to reduce allergens and pollutants at home. Lack of time and energy and not seeing any need for vacuuming are the main barriers people have for not vacuuming more often.