

AEG

THE TRUTH ABOUT LAUNDRY

Complete care edition – from washing to drying, 2025

Introduction

For the first time since 2021, when we began publishing our annual reports into laundry attitudes and behaviors, we are zeroing in on drying habits. Drying is a crucial yet often overlooked aspect of maintaining clothing longevity.

However, as this report will demonstrate, there are common misperceptions about tumble drying's impact on energy use, resource consumption and, in particular, its ability to gently dry delicate fabrics. As we have shown in previous reports, extending clothing life is an effective way to reduce the significant environmental footprint associated with garment production¹.

For consumers, this involves wearing clothes more often between washes and laundering them under gentler conditions – specifically, using lower temperatures and shorter cycles. For Electrolux this means continuing to develop intelligent and efficient appliances that care for clothes and which save energy throughout their lifespan in people's homes.

The findings in this report are based on an analysis of over 22 million wash cycles and more than 6 million drying cycles from Electrolux connected appliances. In addition, quantitative data was collected from up to 15,953 adults across 14 European countries, including Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, and the UK.

Overall, since 2021, we have surveyed over 70,000 adults across Europe, tracking and sharing emerging data, trends, and insights. To ensure our data is both nationally representative (1,000 general population respondents) and robust in its representation of tumble dryer owners (+500), we have adjusted the number of participants accordingly.

¹ WRAP: Valuing clothes: The cost of fashion



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About Electrolux Group

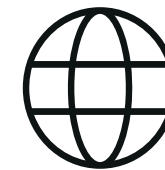
Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years. We reinvent taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our group of leading appliance brands, including Electrolux, AEG and Frigidaire, we sell household products in around 120 markets every year. In 2024 Electrolux Group had sales of SEK 136 billion and employed approximately 41,000 people around the world. For more information go to www.electroluxgroup.com

Electrolux Group's sustainability leadership² has been recognized by the prestigious EcoVadis Gold rating, which places it as a sustainability leader in the industry and within the top 5% of 70,000+ companies globally. The global non-profit CDP awarded Electrolux Group sustainability leadership with an A- score for its work on Climate³. In 2025, the Financial Times⁴ named Electrolux Group as a European Climate Leader for the third year in a row for the company's work to reduce its carbon emissions. Electrolux Group is placed 32 out of 600 European companies that made the list and is the highest-ranked appliance manufacturer.

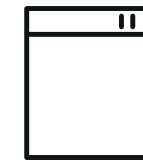
²[Electrolux Group Sustainability Statement 2024](#)

³[Scores and A lists – CDP](#)

⁴[The Financial Times](#)



**Present in over
120 markets**



**Sales of
136 billion SEK
during 2023**



**41,000
employees**

Executive summary



The fashion industry’s environmental footprint is staggering, producing more greenhouse gases than all international flights and shipping combined⁵.

Then consider Europeans discard about 16kg of textile waste per person each year, 87% of which ends up in landfills or is incinerated⁶ – the vast majority of which are still usable⁷.

⁵[Ellen MacArthur Foundation](#)

⁶[European Environment Agency](#)

⁷[Fashion Revolution](#)

Our laundry choices, therefore, particularly how we launder, hold immense potential to reduce this impact. Yet, making the right choices isn’t always straightforward. Consumers care deeply about their clothes and want them to last longer. They seek guidance on how to achieve this, but as we’ll see in this report, bridging the gap between good intentions and actual behavior remains a challenge.

Speed laundering, for example, is a top priority for consumers. One-third of laundry cycles now take less than an hour, highlighting demand for quick, efficient routines. Concerns over energy costs also shape habits: 43% limit dryer use, and many actively modify routines to cut consumption. There is also a significant knowledge gap when it comes to tumble dryers.

Despite rapid technological advancements, many consumers remain unaware that there are now specific programs available for different fabrics including wool, duvets and down jackets.

At the same time, consumers genuinely want to care for their clothes better. Over half recognize that washing at lower temperatures extends garment life but struggle to turn these good intentions into daily habits.

Smarter solutions—such as dedicated cycles and sensors—are increasingly sought to protect delicate fabrics and improve results. However, the core challenge remains: bridging the critical divide between what people care about and what they actually know and empowering consumers with solutions that turn intent into action and foster sustainable, confident laundry habits.

Foreword

Companies that stand the test of time are those guided by a clear purpose. In our case, “Shape Living for the Better” has been at the heart of our mission for over a century. This enduring commitment to making a positive impact on people’s lives has driven our success and innovation.

Fundamental to this purpose is a deep understanding of consumers and a dedication to solving real-world problems. We focus on addressing genuine needs, especially in areas like laundry, where extending the life of clothes and minimizing environmental impact are paramount. Initiatives like “The Truth About Laundry” research help us dispel myths and enable consumers to operate more effectively and sustainably.

So it is with great pride that we publish the 5th edition of this important research. Once again, it reveals key insights that often go unnoticed within the industry. Electrolux continues to lead through innovation and by inspiring meaningful change in consumer behavior.

This is how we have been innovating and will continue to do so, leading our innovation efforts, shaping how we serve and educate consumers. Together, we are dedicated to creating a better future - one that is sustainable, informed, and full of possibilities.



Nikos Bartzoulianos

Group Chief Marketing Officer and Head of Sustainability Europe APMEA at Electrolux Group

Foreword

At AEG, we don't just build appliances; we design solutions that meaningfully enhance everyday life. For years, our Truth About Laundry report has served as a guiding compass, helping us navigate the evolving landscape of consumer attitudes and behaviors. This latest edition reinforces a powerful insight: people deeply value the longevity of their clothes. Their wardrobes are more than just garments — they're expressions of identity, memory, and personal style.

This report highlights a key tension though – the desire for convenience versus the need to preserve fabric quality. Modern life demands speed and efficiency, but consumers also crave solutions that safeguard the quality and lifespan of their garments.

This is where thoughtful design becomes essential. At AEG we challenge our teams to go beyond basic functionality, creating appliances that are intuitive, intelligent and empowering. Our design philosophy is rooted in giving consumers the knowledge and tools to make confident, informed choices. Whether it's through advanced sensor technology, specialized cycles, or seamless user interfaces, we aim to simplify the laundry process while maximizing garment care and confidence in every use.

I am very proud of AEG's continuous innovation, from heat pump technology to 3DSense Technology, from low temperature cycles to UniversalDose – breakthroughs that reflect our commitment to enable consumers to take the best care of their garments effortlessly and increase clothing life. Ultimately, our appliances are the vehicle; the real value is in enabling people to care for what they love, longer. This is what matters most. Empowering consumers to keep their clothes like new for longer, extending the life of their wardrobes in a smarter, simpler, and more caring way.

We will continue to innovate with purpose – creating solutions that preserve garments and seamlessly fit into modern lifestyles. By prioritizing design that truly understands and responds to consumer needs, we are redefining the role of laundry in the modern home – transforming it from a chore into an act of mindful care.



Elisabetta Bari

VP Global Fabric & Dish Care

INDUSTRY FIRSTS

AEG

CHALLENGE THE EXPECTED

Measuring the impact of laundering

In 2024⁸, we established an industry-first innovation – the AEG Care Index – that can evaluate different treatments and their impact on clothing deterioration. The Care Index is an internal measure that evaluates the gentleness of two washing treatments and quantifies their impact on clothing deterioration, influencing their lifespan.

This methodology offers clear, evidence-based insights into how washing programs affect garment lifespan, addressing consumer durability concerns, and supporting Electrolux Group’s sustainability goals.

AEG has also developed the AEG Care Life Cycle Assessment (LCA) which uses the Care Index as an input. A Life Cycle Assessment (LCA) is a recognized scientific method to measure environmental performance of products. This tool was created to model all phases of a garment’s life cycle. From production, distribution, and use-phase through to end-of-life. It quantifies the environmental impact of clothes and the resulting impact per wear.

The AEG Care Index

T-shirt duration



- Notes:**
- C.I = Care Index.
 - In the evaluation we assumed to wash the T-shirt after each wear.

⁸Electrolux Group, Better Living Program 2024.

Continued

The combination of the Care index with the Care LCA will demonstrate the extent to which laundry treatments with different gentleness can affect the clothes longevity and, consequently, impact the overall emissions.

For instance, comparing two washing cycles, A and B, where cycle B is the gentler, shorter and at a lower temperature, a Care Index of 1.5 indicates that cycle B extends the garments’ lifespan by 50%.

This results in a reduction of approximately 30% in the impact of clothing per wear⁹. This parameter considers the contributions of different phases (i.e. production, distribution, use phase and end-of-life) and relates them to the number of wears during the use phase.

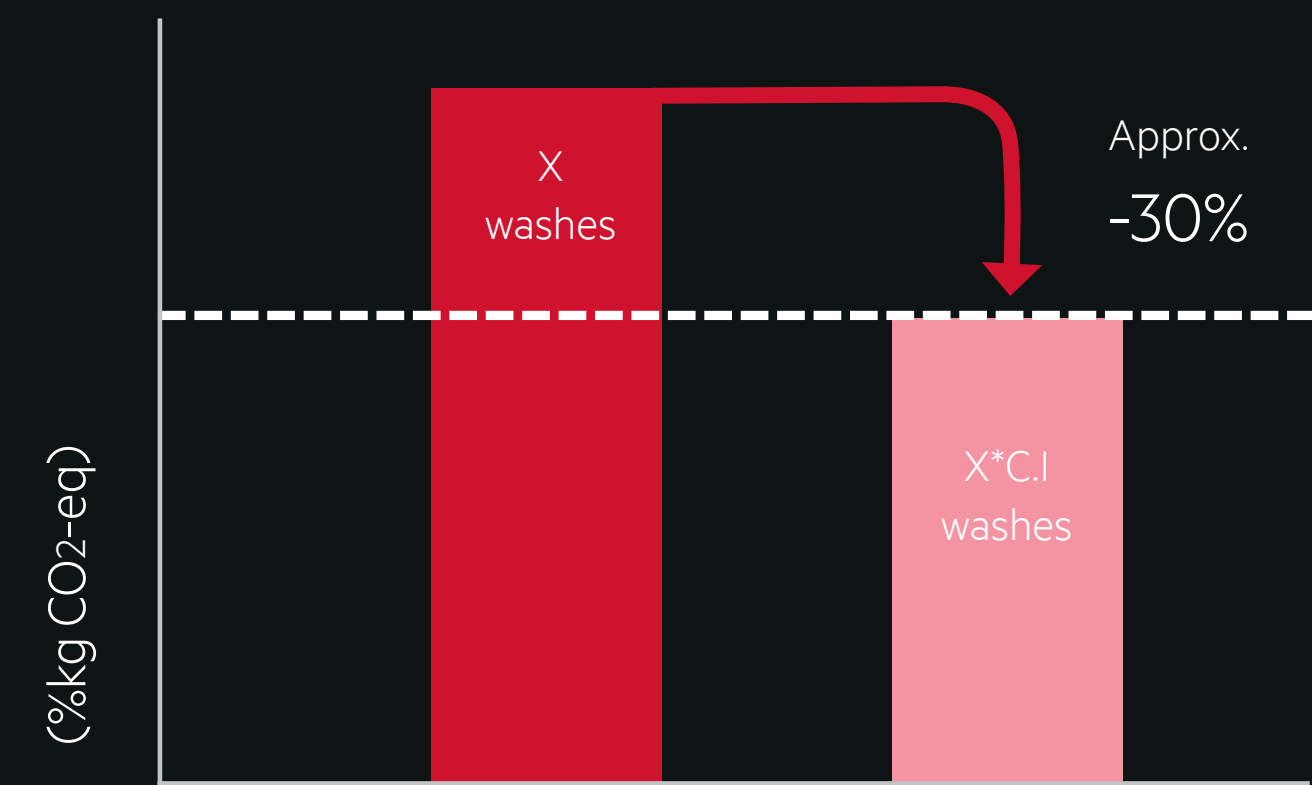
As above, the Life Cycle Assessment methodology “AEG Care LCA”, developed to quantify the environmental impact, has been reviewed by TÜV Rheinland¹⁰. TÜV Rheinland is one of the world’s leading providers of testing and inspection services.

⁹Climate change, GWP. Electrolux lifetime assessment based on Care Index simulation of 1.5

¹⁰TÜV Rheinland

Climate change impact pear wear, cotton T-shirt, used in EU

By extending the use, the environmental burden can be regarded as distributed across a greater number of wears.



Notes:

- C.I = Care Index.
- In the evaluation we assumed to wash the T-shirt after each wear.

Reference for the Care LCA: Paper presented at PLATE 2025 Conference:Zuin S., Dengin V., Perzolla V., Bisaro F., Pipita M. M., Azzano A., Garzena F., Stabon E. (2025). The Laundry Care LCA project. 6th PLATE Conference – Aalborg, Denmark, 2-4 July 2025

Tumble dryers: change is coming

Across Europe, households primarily use three types of tumble dryers: vented, condenser and heat pump. However, the European Commission has updated the Energy Label and ecodesign for tumble dryers to implement stricter energy efficiency standards.

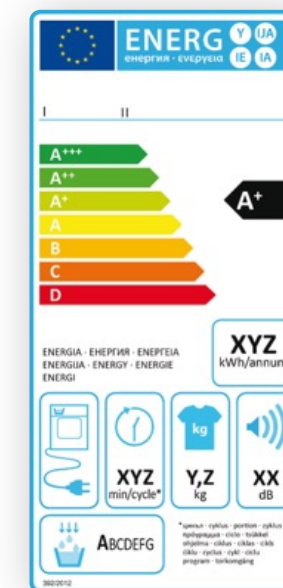
The E-label rating on the A-G scale will be rescaled, eliminating the A+++, A++, and A+ categories. The new EU regulation also mandates the phase-out of E-label classes F and G starting from July 1st, 2025. Currently, only heat pump tumble dryers meet the new requirements, which is why AEG decided to phase out condenser appliances.



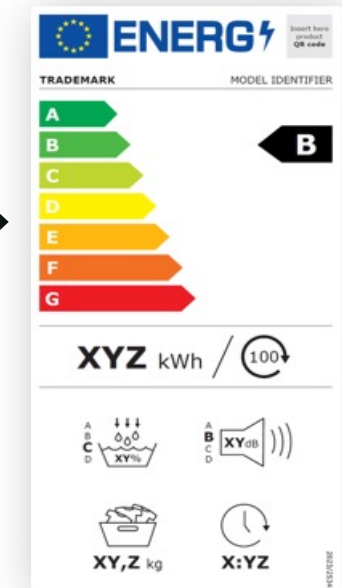
Understanding energy labels

In our 2022 edition of The Truth About Laundry – the microplastics edition, we revealed only 15% of Europeans find energy labels very easy to understand. Energy labels help compare how much energy a tumble dryer uses, making it easier to choose an efficient model. From 1st July 2025, the energy labeling for tumble dryers will be updated and modernized. The energy class levels will be re-scaled from the current A+++ to D range to a new scale ranging from A to G. Additionally, the new, more stringent criteria for achieving an A class rating will ensure that only the most efficient products will qualify.

Old energy label



New energy label



DID YOU KNOW? – All of AEG's heat pump tumble dryers range from A-E class.

KEY FINDINGS OF OUR RESEARCH

AEG

CHALLENGE THE EXPECTED

#1 The need for speed and early starts

33%

Of wash cycles now clock in under an hour.

54%

Laundry before midday.

Fast laundering

AEG data from millions of connected appliances shows that a third (33%) of washes now take less than an hour, with another 25% completing in just 1 to 1.5 hours. Analyzing tumble drying data presents a similar picture. Nearly a quarter (24%) of all tumble drying is completed in under 90 minutes, nearly half (47%) in under two hours – it should be noted that in tumble dryer, the drying time depends on quantity /type of load and its initial moisture.

According to consumer preferences, appliances that deliver both speed and resource efficiency are highly desirable. The most popular response to “how could laundry be improved” was wanting a washing machine that washed clothes more quickly followed by a desire to wash in a more sustainable way.

Laundry’s early start

AEG data also reveals a majority (54%) launder before midday. This trend, sparked by 2019’s COVID stay-at-home mandates, has solidified morning laundering as Europe’s top choice, especially among 18–44-year-olds, likely reflecting a continued influence of home/hybrid working.



DID YOU KNOW? – Fast laundering can deliver good results at lower temperatures. AbsoluteWash 49min and PowerClean 59min from AEG delivers the market’s best stain removal results, in under an hour, at 30°C¹¹.

¹¹Based on external test of stain removal on 59 stains using AbsoluteWash 49min and PowerClean 59min programme with 4kg load compared with market leading brands in Europe with 1h short programmes using 30°C

#2 Drying habits revealed

76%
Are wary of
tumble-drying wool.

62%
Are reluctant to
tumble-dry down jackets.

Speed, care, or the environment: what truly drives our drying choices? For the first time, we explore the evolving attitudes and behaviors shaping how Europe dries its clothes, and the forces behind these trends.

Nervous about delicates

A striking 76% of tumble dryer owners are very wary of tumble-drying wool, with nearly half (49%) avoiding it altogether. This caution extends to other fabrics and garments. 62% are reluctant to tumble down jackets, 57% duvets, 64% outdoor wear and 69% silk. Yet our research highlights a strong desire for appliances that can safely dry all these fabrics and more. Modern lifestyles increasingly demand convenience, and consumers want versatile and flexible solutions to care for all wardrobe essentials.

Heat pumps as catalyst for change

The primary cause of anxiety over tumbling delicates is the fear of fabric damage. Not trusting their dryers and adhering to care labels were also key reasons cited by respondents. Interestingly, the features that tumble dryer owners want, so that they can dry delicate fabrics more quickly, are offered in heat pump dryers. These dryers are currently in the minority amongst those we polled. 57% of our respondents have condenser dryers, 22% vented, and only 11% use heat pumps – a mix sure to shift over the coming years with new EU legislation.



DID YOU KNOW? – AEG was the first brand in the world to have tumble dryers awarded Woolmark Wool Care Green certification from global wool care experts, The Woolmark Company¹². The certification ensures the highest care for wool together with lower energy consumption¹³. All of AEG's tumble dryers with the AbsoluteCare® feature are Woolmark certified but it was the 9000X series, launched last year, that broke through for the highest honors.

¹²[Fibre2Fashion](#)

¹³[Woolmark](#)

#3 Powering down: Energy efficiency still key

53%

Say energy efficiency will
influence their next purchase.

43%

Of tumble-dryer users are
concerned about energy costs.

From wash temperature to drying methods, energy efficiency is reshaping laundry habits. A significant number of households are adapting to their habits due to cost concerns. This shift is influencing purchasing decisions, with energy efficiency now a key factor for most consumers.

Energy efficiency takes center stage

Energy efficiency remains a high priority for consumers. Over half (53%) stated that energy efficiency will be a major influence on their next major appliance purchase. While slightly down from 59% last year, this clearly demonstrates that energy efficiency continues to be a primary consideration when purchasing laundry appliances.

The cost-conscious cycle

Concerns over energy costs significantly impact tumble dryer usage. A substantial 43% of tumble dryer owners stated that these concerns prevent them from using their appliance more often. This is further reinforced by the fact that over a quarter (28%) have actively changed their drying habits in the past twelve months due to energy costs. The desire to save money could also drive changes in washing habits. Over a third of Europeans indicated they would lower wash temperatures if it saved them money (37%) or reduced energy consumption (35%).



DID YOU KNOW? – You can choose to dry your clothes quickly or run the dryer efficiently. For example, SmartDry feature on an A class dryer from AEG, allows you to either save up to 50 minutes of run time or up to 20% of energy¹⁴.

¹⁴Based on internal testing comparing AEG heat pump tumble dryers Energy Class A, Time Save mode and Energy Save mode, respectively vs. AEG heat pump tumble dryers Energy Class B, 8kg 179 minutes on MixDry cycle

#4 Longevity Laundry: Clothes to cherish not just clean

66%

Reported no issues at
all with washing at 30°C.

62%

Understand that lower wash
temps. mean longer clothing life.

Today's consumers are more aware of how laundry affects clothing lifespan and quality. This awareness fuels a shift towards more mindful, specialized fabric care – seeking effective cleaning while protecting garments. However, bridging the gap between intention and action presents both challenges and opportunities.

Temperatures are dropping

Across Europe, 41% of us are now washing at 30°C or below – a 6% jump since 2021. This gradual shift is backed by research from the European Environment Agency¹⁵. Interestingly, when asked about their most recent wash at 30°C, 66% of respondents reported they experienced no issues whatsoever, suggesting that many are already successfully making this change without concern.

Connecting the dots

An encouraging 62% now understand that lower wash temperatures mean longer clothing life (up from 47% in 2021). However, only a quarter (25%) truly believe washing has a major impact on how long their clothes last – a drop from 38% last year. This disconnect shows there is still work to do. While people are starting to get the idea, they're underestimating just how much washing affects their clothes.

¹⁵ [European Environment Agency](#)



DID YOU KNOW? – Nearly three-quarters of Europeans usually stick to the default wash temperature—often 40°C. In contrast, AEG's latest ranges set the default temperature to 30°C or 20°C, with nearly 70% of programs operating at these lower temperatures, promoting energy savings without sacrificing performance.

#5 Total fabric care

48%

Believe tumble-dryers reduce clothing life.

62%

Always/often follow care label advice.

Understanding more about how to best care for fabrics ultimately will help extend clothing life. While lower temperatures and shorter cycles are proven to have a major impact, the role of intelligent technology could ultimately decide the future of fabric care.

Specialized cycles

To encourage more consumers to trust tumble dryers for delicate fabrics, specialized cycles and features are key. When asked what would encourage them to start drying delicate items in a tumble dryer, dedicated cycles for different fabric types, better sensors to scan humidity levels and programs which sync appliances together were the most popular responses.

Care label advice

62% of those surveyed primarily follow the guidance on care labels. However, there is ongoing confusion about care labels among consumers. For example, labels that indicate “do not tumble dry” do not account for technological advancements in heat pump dryers. Additionally, it is not widely understood that the wash temperature indicated on a label represents the maximum allowed temperature, rather than a recommended setting.



DID YOU KNOW? – Advanced sensors in heat pump dryers, like AEG 3DScan technology on 9000 and 9000X series, scans humidity deep inside thicker garments like duvet and down jackets, to restore 100% warmth and fluffiness¹⁶.

¹⁶Based on external test of thermal resistance for items dried with 3DScan Technology, performed according to ISO 11092.

1.0

THE NEED FOR SPEED AND EARLY STARTS

AEG

CHALLENGE THE EXPECTED

Laundry practices now reflect how we live, work, and care for our environment in today's domestic life. Morning washes, once a mere routine, now symbolize a shift in priorities, as busy schedules and heightened awareness shape our approach to this regular task.

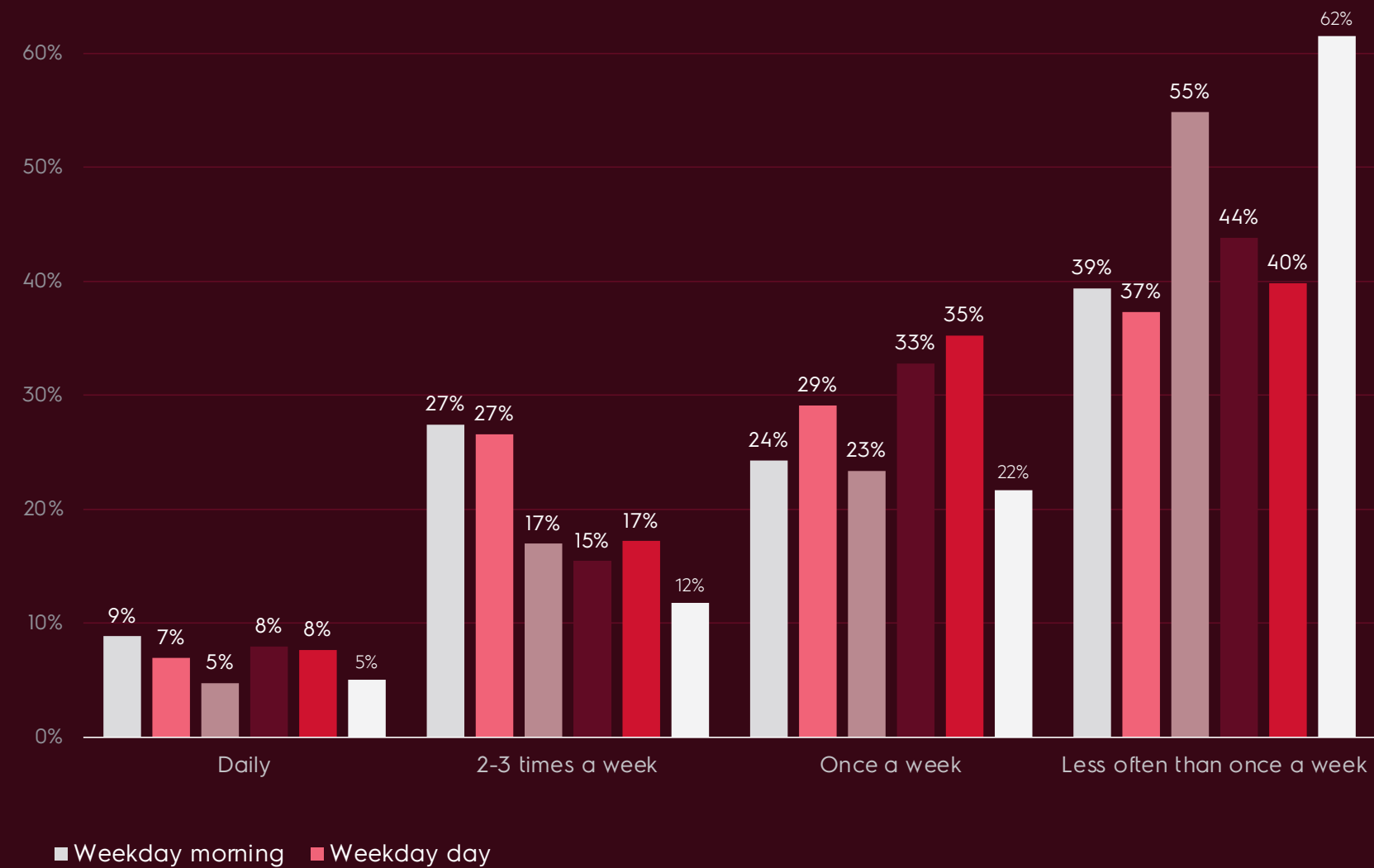
1.1 Fast laundering: efficiency and time-saving solutions

Connected appliance data, extracted from over 22 million AEG appliance cycles, demonstrates that one-third (33%) of wash cycles now take less than an hour, with an additional quarter (25%) taking 1 to 1.5 hours. This trend highlights a growing consumer preference for appliances that offer both speed and resource efficiency. When asked about potential improvements in laundry processes, the most common response was for washing machines that operate more quickly (30%), followed closely by a desire for more sustainable washing methods (28%).

The desire for speed also dominates drying habits. Nearly a quarter (24%) of cycles from Electrolux connected appliances now take less than an hour and a half, with almost half (47%) completed in two hours or less. However, it should be noted that drying times depend on the quantity / type of load and its initial moisture content. Tumble dryer owners cite timesaving and convenience as their top benefits. Additionally, 68% prefer using a tumble dryer over air drying mainly to speed up the process.

Unsurprisingly, perhaps, it is parents of young children (0 to 10 years), who want a great deal more from their appliances. Quicker washes and connected appliances that make it easier for them to get through lots of washing are top priorities.

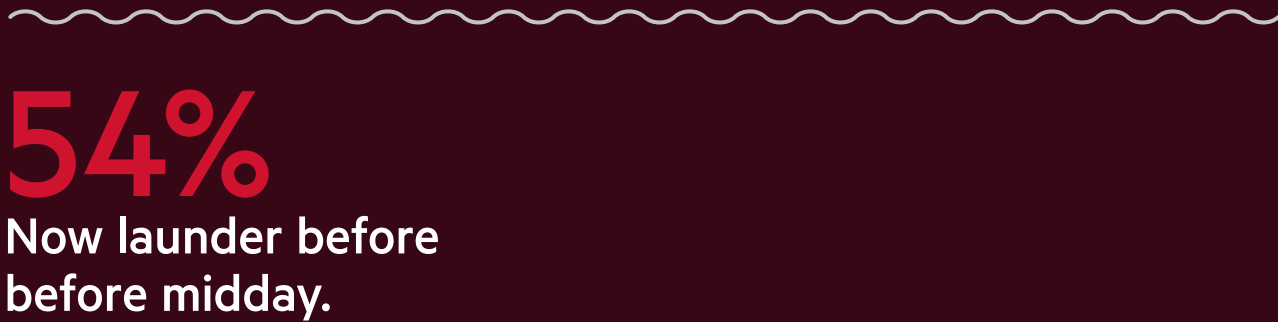
Q. How often, if ever, do you typically do your laundry at the following times?



1.2 Laundry’s early start: the rise of morning washing

AEG data also reveals a pertinent trend: a majority (54%) of Europeans now prefer laundering before midday. This shift, coinciding with the stay-at-home mandates of 2019, has solidified morning laundering as Europe’s preferred time, particularly among the 18–44 age bracket.

This preference among younger generations may be influenced by hybrid and home working patterns. While many European businesses have reverted to workplace-only operations, 58% of EU employees continue to work either partially or fully from home¹⁷. Age also plays a significant role in shaping laundry practices. The 18-24 age group is notably more inclined to address laundry on weekday mornings, with 14% reporting daily washing and 35% washing 2-3 times per week, in stark contrast to older demographics where frequency declines noticeably. Conversely, evening laundry remains less common.



Q. Which, if any, of the following best describes how you feel doing the laundry could be improved – from sorting clothes, to washing and drying them? [Select up to two]	
I wish my washing machine would wash clothes more quickly	30%
I wish my washing machine could wash my clothes in a more sustainable way	28%
I wish I didn't need to sort my clothes out before washing them	25%
I wish my washing machine could set the correct drying programme for the load so I could just transfer the clothes over and let the dryer do the rest	16%
I wish I didn't need to sort my clothes out after washing them and before drying them	11%
Other	2%
N/A – I don't think it can be improved / not sure	23%

¹⁷ Living and Working in the EU research, Eurofound, published in January 2025.

1.3 Generational shifts: demand for intelligent care and a glimpse into laundry’s future

Looking ahead, generational differences offer valuable insights into the future of laundry. Beyond mere speed, there’s a burgeoning demand for smarter, AI-driven laundry technologies especially among younger generations. 18–44-year-olds say they are seeking washers that automatically set the dryer, enabling seamless transfer and fully automated drying.

The appeal of more intelligent care among younger generations also influences the purchasing decision. When choosing a new appliance, younger generations are more drawn towards design, modern user interfaces and a variety of features whereas older generations over index on performance, “a brand I can trust” and appliance durability. The attraction of technology also extends to tumble dryers with a fifth (20%) of 18–34-year-olds drawn favoring enhanced sensors to scan humidity levels and automatic program selection based on the laundry’s needs.

These generational differences indicate a future where laundry habits become increasingly personalized, driven by younger generations’ demand for smart, time-saving technologies and adaptable laundry solutions.

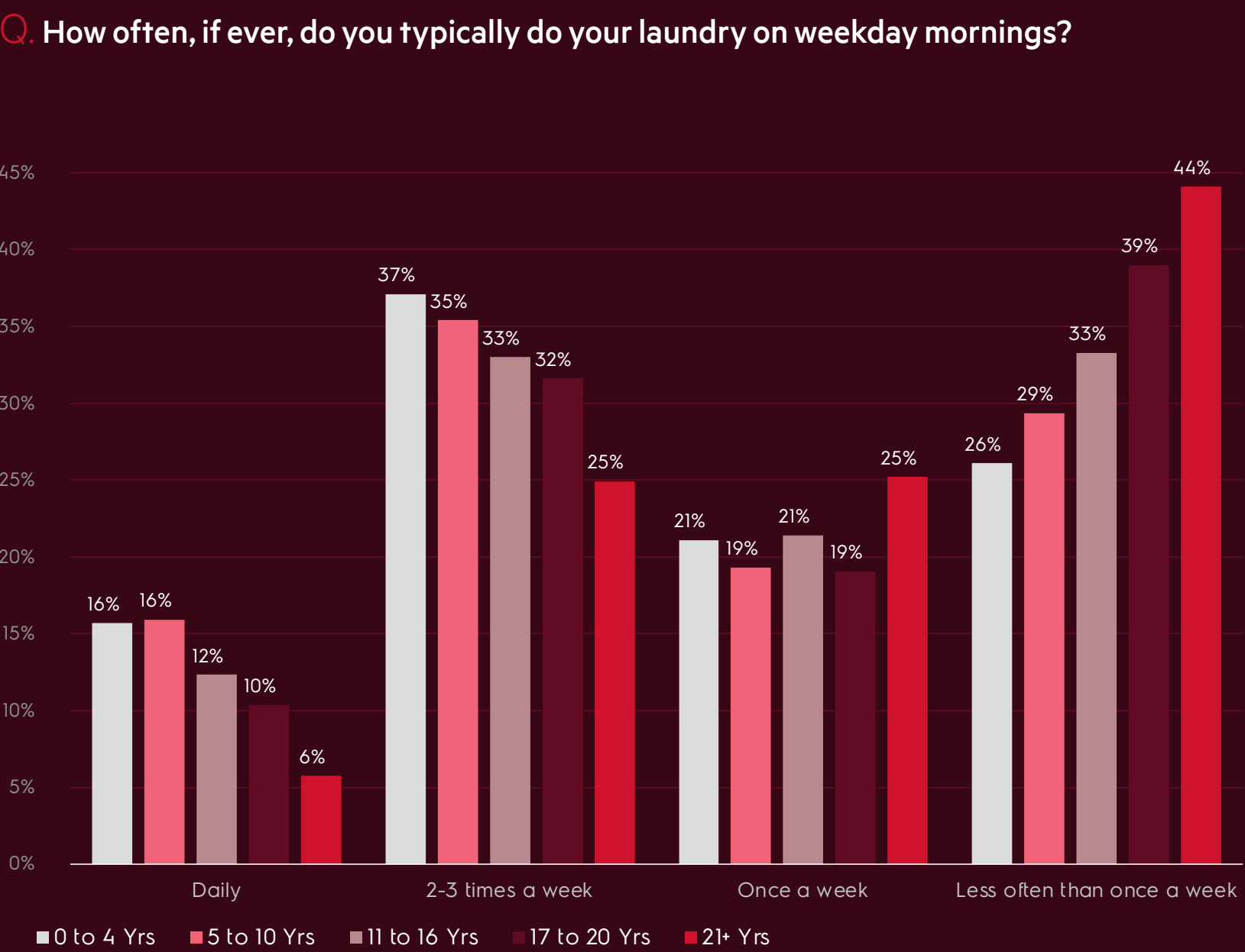
Q. What, if anything, would encourage you to start drying those items in your tumble dryer? [Select all that apply]	
Dedicated cycles for different fabric types	16%
Better sensors to scan the humidity levels to not expose the garments to over drying (which can destroy the fibres)	14%
If there was a dedicated program that syncs your washing machine to your tumble dryer so that, for example, the dryer can automatically select the corresponding programme for your laundry.	14%
If it had shorter cycles with lower energy consumption	14%
Using a dryer rack inside the tumble dryer (a dryer rack keeps the laundry flat and secure as the tumbler rotates. The laundry is dried by the heat of the dryer, without the noise or potential damage that tumble drying can cause)	12%
If it had lower drying temperatures	12%
If I had a newer tumble dryer	11%
If it was endorsed by external certifications/partnerships	7%
Using fabric fresheners / dryer sheets	6%
Other (please specify)	1%
N/A – nothing would persuade me to dry those items in a tumble dryer	37%

1.4 The influence of family structure: laundry with children

The presence and age of children significantly influence laundry habits. Households with young children (0-4 years) tend to do laundry more frequently, with 16% washing daily on weekday mornings and 37% doing so 2 to 3 times a week to accommodate increased laundry needs. As children grow older, laundry frequency typically decreases.

37%

Of families with young children launder 2 to 3 times a week to accommodate increased needs.



2.0

DRYING HABITS REVEALED

AEG

CHALLENGE THE EXPECTED

European drying habits are evolving, influenced by speed, fabric care, and environmental awareness. While nearly half of households own tumble dryers—mainly condenser models—many still turn to air drying. Space constraints are particularly challenging for younger adults in smaller accommodations. A significant number of respondents express concern about tumble drying delicate fabrics due to potential damage. Heat pump dryers with advanced sensors are able to dry the majority, if not all, delicate fabrics. However, ownership levels of these dryers are lower compared to other dryer types.

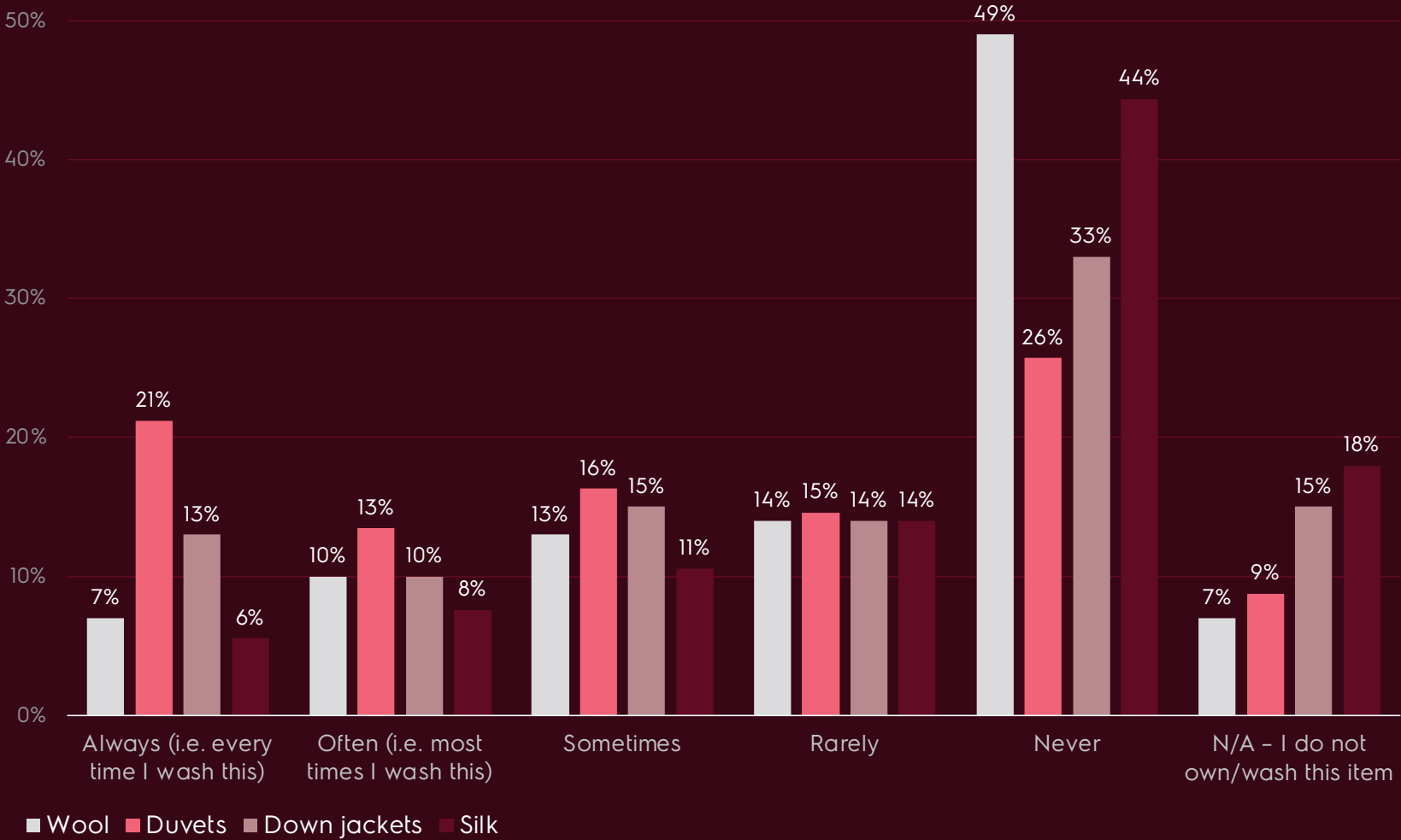
2.1 Nervous about delicates

One of the most striking findings from our survey is the widespread reluctance to tumble dry delicate fabrics. Even though the vast majority want to. A significant 76% of respondents are wary of tumble-drying wool, with nearly half avoiding it altogether. This reluctance extends to silk (69%), duvets (57%), down jackets (62%) and outdoor wear (64%) and other delicate fabrics.

This highlights a clear need for technologies that can safely and effectively dry delicate items.

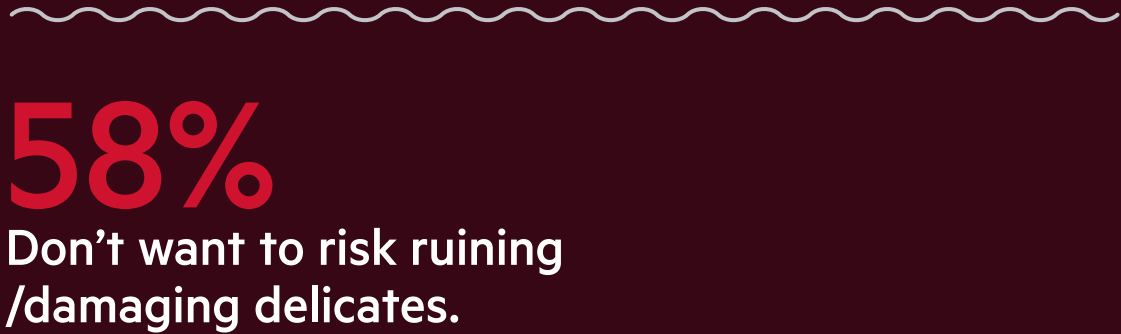
76%
Are wary of tumble-drying wool.

Q. How often, if ever, do you tumble dry the following items?
Wool, Duvets, Down jackets, Silk (by demographics)



2.2 Damage is primary concern

According to our research, the three main reasons given by tumble dryer owners as to why they don't tumble certain fabrics like delicates are: risk of damage, not trusting their dryer and because the care label says not to tumble dry the item. While concerns about damage are prevalent, our data also suggests that new technologies can help overcome these barriers.



Q. Why don't you use your tumble dryer when it comes to drying some fabrics (e.g. silk, wool, lingerie)? [Select all that apply]

I don't want to risk ruining / damaging my delicates	58%
I don't trust my tumble dryer to dry delicates	34%
Because the care label says not to tumble dry	32%
The clothes are too expensive	14%
Because I have spoiled/ damaged items of clothing in the past	11%
My tumble dryer does not have a delicates setting	6%
My tumble dryer does not have dedicated programs for all my specific garments	6%
My tumble dryer is too old	5%
I believe in using professional laundry services for my delicates	3%
My tumble dryer isn't of a good enough quality	3%
Other (please specify)	3%
Not sure / no reason in particular	8%

2.3 Heat pump dryers to change drying dynamics

Survey data indicates that nearly half (48%) of Europeans possess a tumble dryer, reflecting its important role in contemporary laundry practices. Among the respondents, 57% own condenser models, making them the most common type. Vented dryers are owned by 22%, while 11% use heat pumps. This distribution is expected to change due to the forthcoming EU ban on the sale of vented and condenser models. As ownership of heat pump dryers rises, consumers may experience benefits such as increased efficiency, reduced operational costs, and the capability to dry a wider range of fabrics due to the gentler nature of heat pump technology.

Q. Which type of tumble dryer do you own? [select best match]

Condenser – collects moisture released during drying in a tank or drains directly. This may require regular emptying of the water tank	57%
Vented – the dryer releases moist air outside through a vent. They require proper installation with external venting.	22%
Heat Pump – a tumble dryer that is more energy efficient.	11%
Don't know	10%

11%

Own heat pump tumble dryers.

3.0

POWERING DOWN:
ENERGY EFFICIENCY
STILL KEY

AEG

CHALLENGE THE EXPECTED

Energy efficiency is increasingly influencing how Europeans approach their laundry routines. The rising cost of energy has led many households to reconsider their existing practices, prioritizing appliances that not only save money but are also fast and resource efficient. With a growing awareness of the long-term benefits of energy-efficient technology, this section examines the changing landscape of laundry habits and the pivotal role that efficiency plays in shaping consumer choices.

3.1 How much energy do appliances use?

Household appliances account for almost 30% of global energy consumption in the home¹⁸. Our science-based approach and Life Cycle Assessments show that approximately 85% of the environmental impact of an appliance, during its life cycle, is generated when it is in use¹⁹. Therefore, improving and sharing our knowledge is crucial if we are to continue reducing the carbon footprint of appliances. For its part, AEG has an important opportunity to continue to develop efficient appliances that save energy throughout their lifespan in people's homes.

30%

of global energy
consumption.

85%

of the total value
chain CO2 emissions.

¹⁸International Energy Agency

¹⁹Electrolux Group Life cycle assessment



3.2 The purchasing power of efficiency: a key consideration

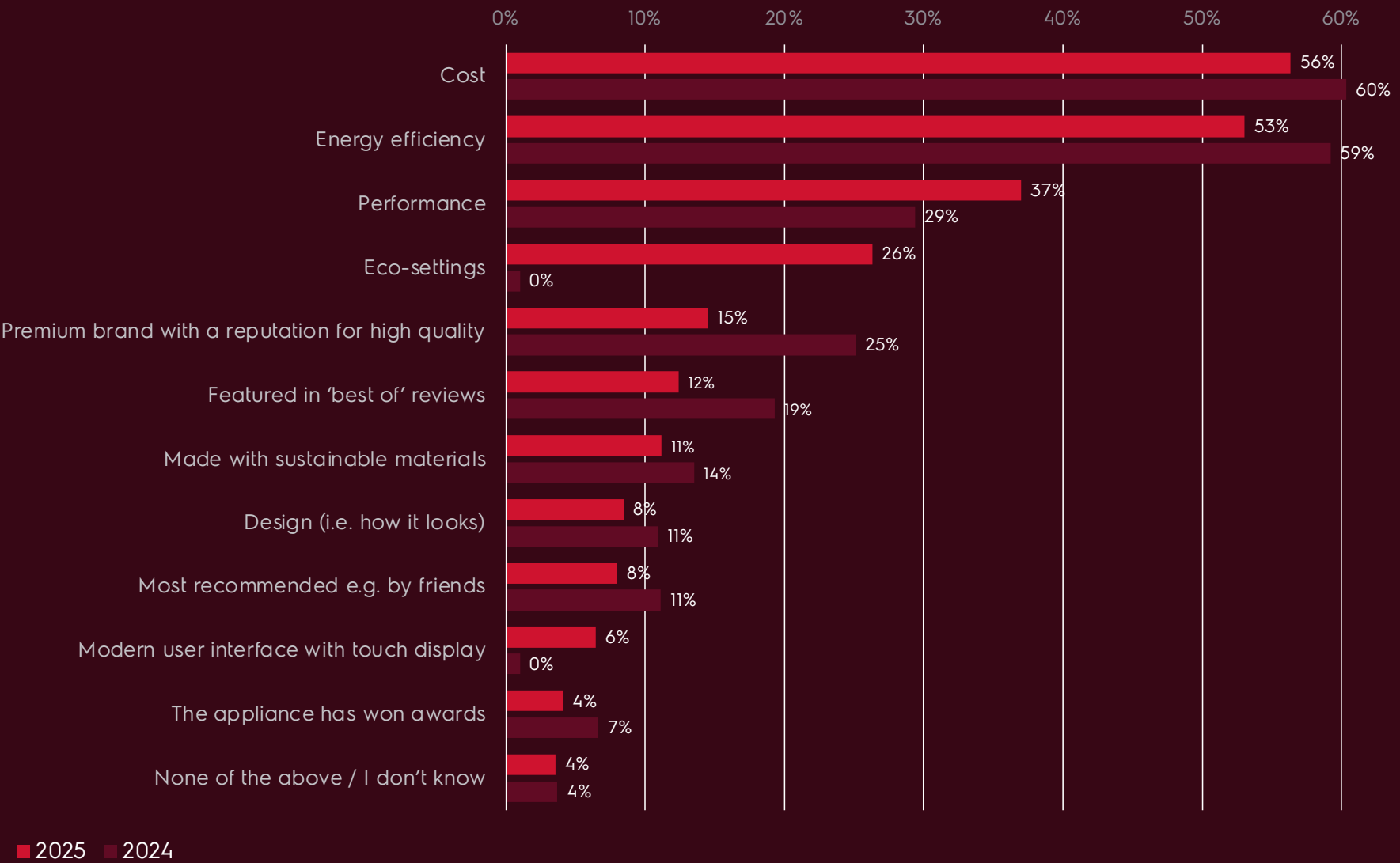
Energy efficiency influences both current usage and future appliance purchases. Over half (53%) of respondents stated that energy efficiency will be a major influence on their next major appliance purchase. 37% also cited performance and 26% said Eco-settings, both linked to energy. This underscores the enduring importance of energy efficiency as a key factor in the appliance market.



53%

Stated that energy efficiency will be a major influence on their next major appliance purchase.

Q. 7. Thinking about the next major appliance you buy (e.g. washing machine, tumble dryer, etc.), which, if any, of the following factors would influence you MOST when considering which one to buy? [Select up to 3 options]

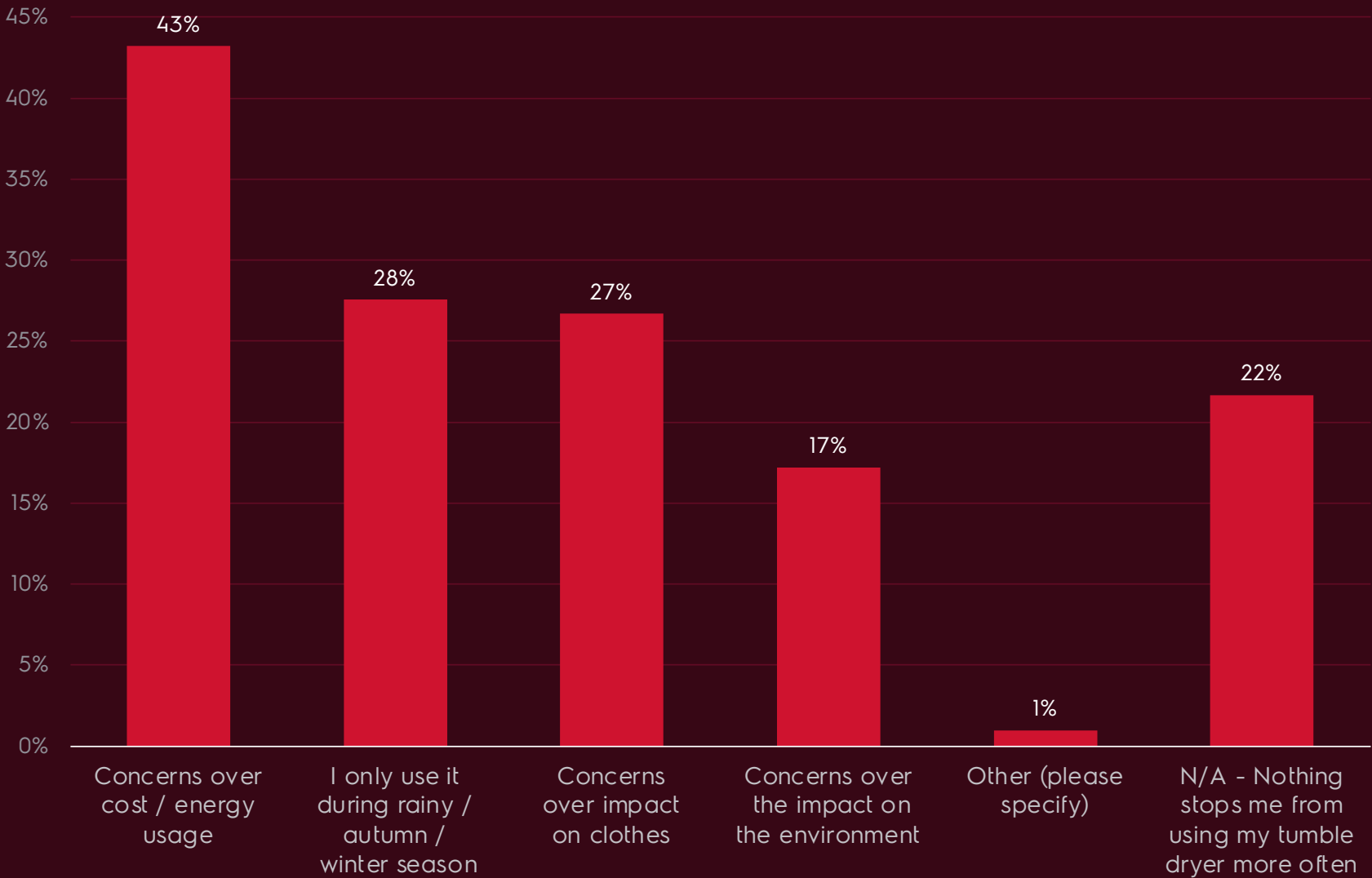


3.3 The driving force: cost savings

In today’s economic climate, cost savings are a major driver of consumer behavior, and laundry habits are no exception. When asked about the factors that influence their tumble dryer usage, a substantial 43% of tumble dryer owners cited concerns over energy costs as a primary deterrent.



Q. What, if anything, stops you from using your tumble dryer more often?
[Select all that apply]

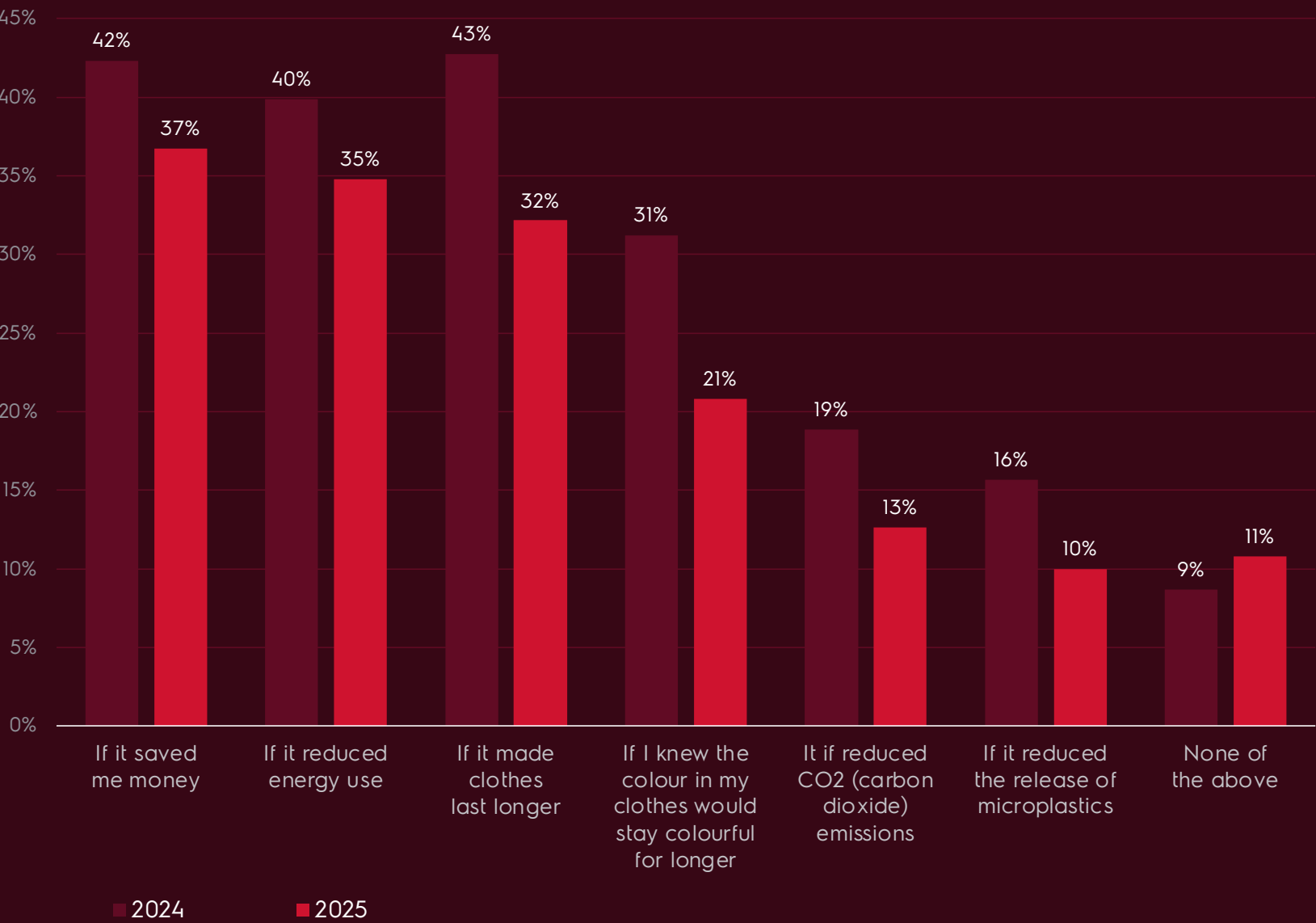


3.3 Continued

The desire to save money could also drive changes in washing habits. Over a third of Europeans indicated they would lower wash temperatures if it saved them money (37%) or reduced energy consumption (35%).



Q. Which, if any, of the following benefits would encourage you the most to wash at lower temperatures (i.e. 30°C or less) more than you currently do? [Select up to 2]

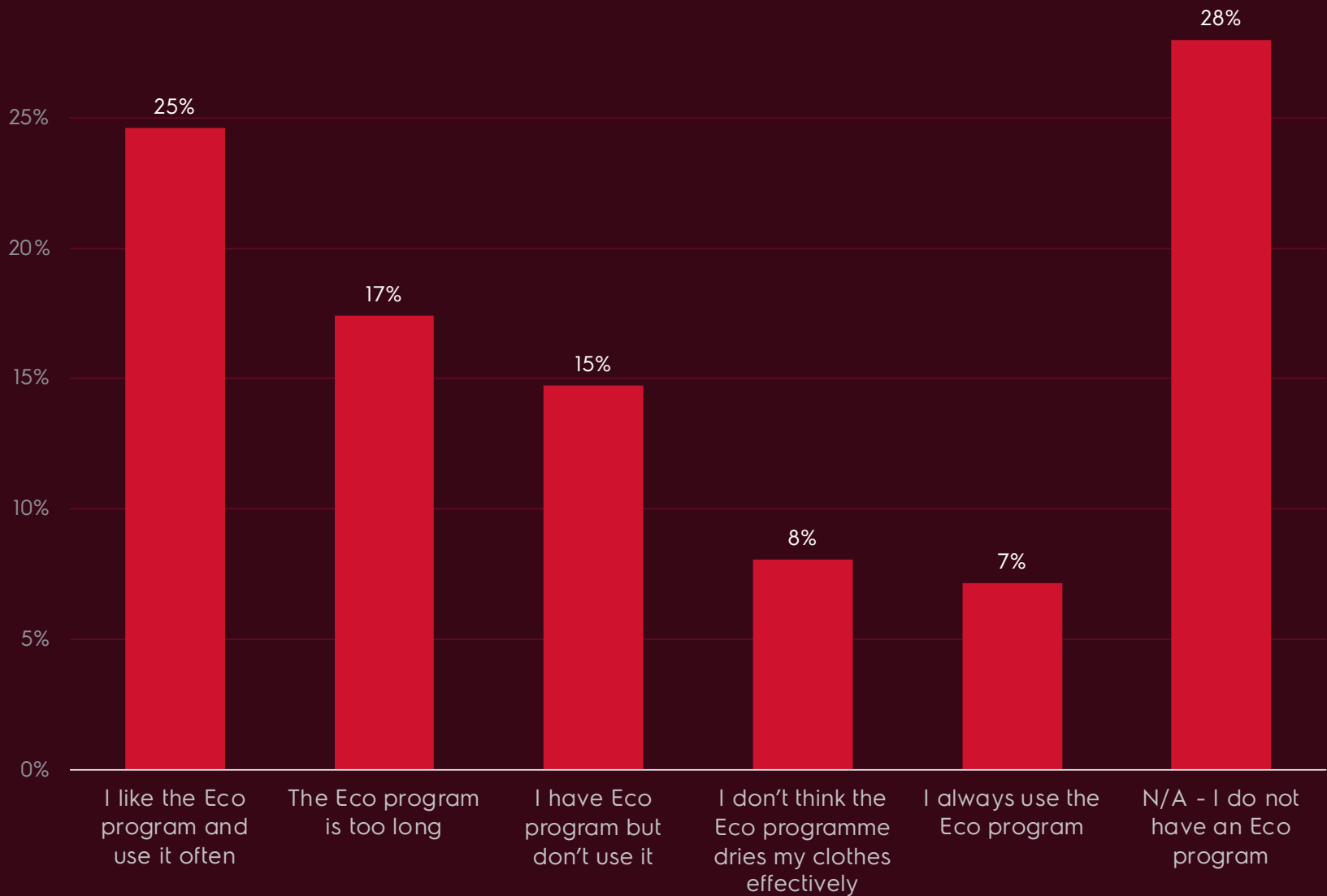


3.4 Eco mode: balancing lower energy with time

Eco functions are designed to reduce energy efficiency, which saves money and minimizes environmental impact. However, only 32% of respondents report always or often using the Eco program on their tumble dryer. A combined 32% either find the program too long or have an Eco option but choose not to use it. Furthermore, despite all tumble dryers in the EU being required to have an Eco-program, over a quarter (28%) report never noticing it.

32%
Report often or always using the Eco program on their tumble dryer.

Q. If you have an Eco function on your tumble dryer, which, if any, of the following statements applies to you most / do you agree with most? [Select one]



4.0

LONGEVITY LAUNDRY:
CLOTHES TO CHERISH
NOT JUST CLEAN

AEG

CHALLENGE THE EXPECTED

At the heart of longevity laundry lies a fundamental belief: that caring for clothes extends their lifespan. Our research from 2024²⁰, The Truth About Laundry – Love Clothes for Longer Edition, confirmed this. A resounding 84% of Europeans agreed that they care about looking after their clothes. We have also shown, through the AEG Care Index methodology, lower temperatures and shorter cycles can extend clothing lifespan by over 50%, keeping colors vibrant and preventing fiber damage and shrinkage.

But is this message getting through?

²⁰ [The Truth About Laundry 2024](#)

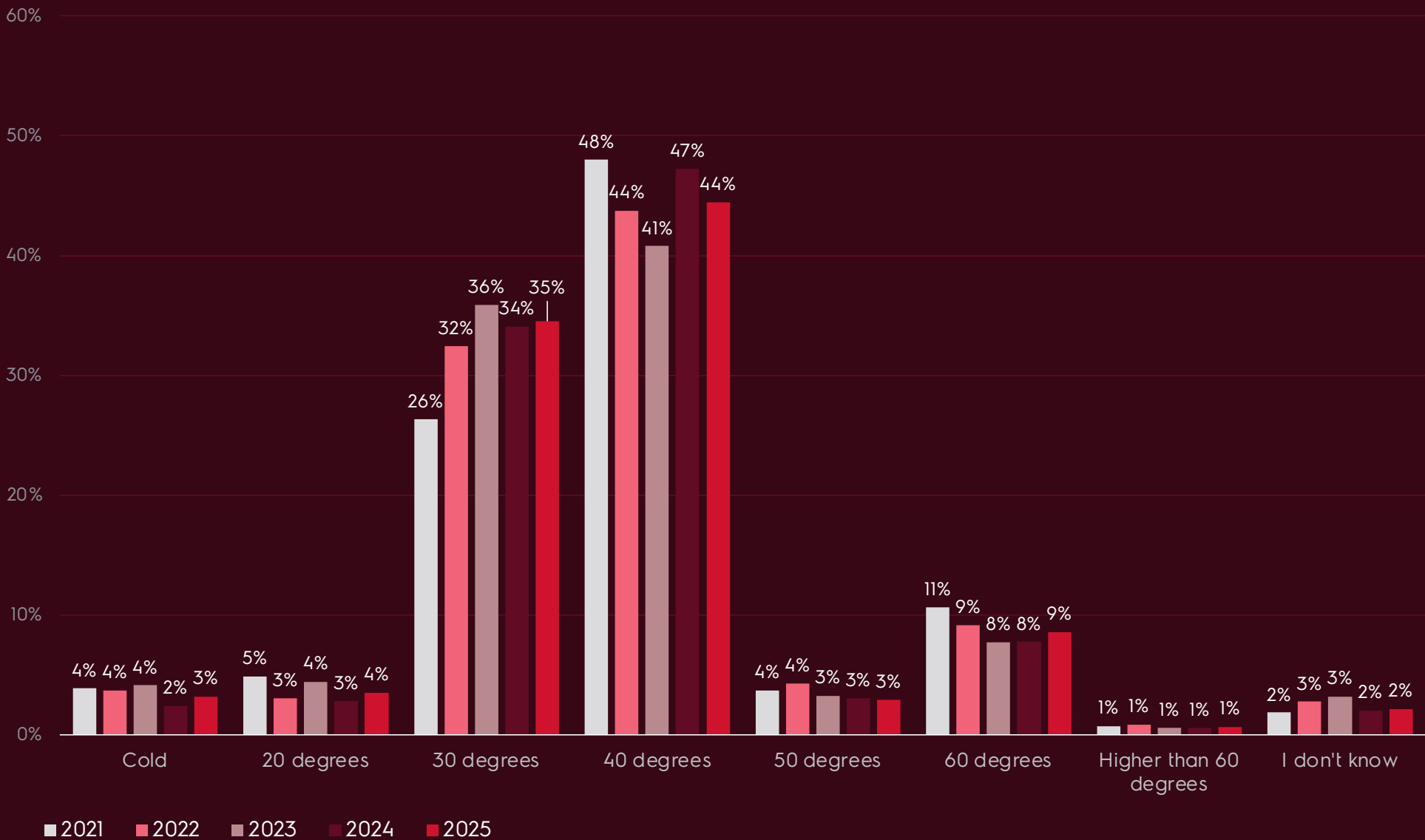
4.1 Temperatures are dropping

Across Europe, 41% of us are now washing at 30°C or below – a 6% jump since 2021. This gradual shift is backed by research from the European Environment Agency²¹. However, while wash temperatures are coming down, the majority (57%) continue to wash at 40°C and above which can shorten clothing life and utilizes more energy. When looking at the data to explain this attachment to 40 and above, a number of patterns appear.

The first pattern is one of culture: Since our first report in 2021, the Nordics, Poland and Switzerland have topped the hot wash league. While there are signs of improvement, there is clearly a long way to go. For example, 86% of Fins claim to wash at 40°C and above. The second pattern is age: 18–24-year-olds are much more likely than any other age group to wash at 50°C and above. The third pattern is children – or rather parents of young children: The younger the child, the higher the propensity to wash with hot temperatures. 62% of parents with children aged 0-4 years wash at 40°C and above compared to 56% of parents with children aged over 21 as well as empty nesters.

²¹European Environment Agency report

Q. When washing your clothes, what temperature do you use the most? [Select one]



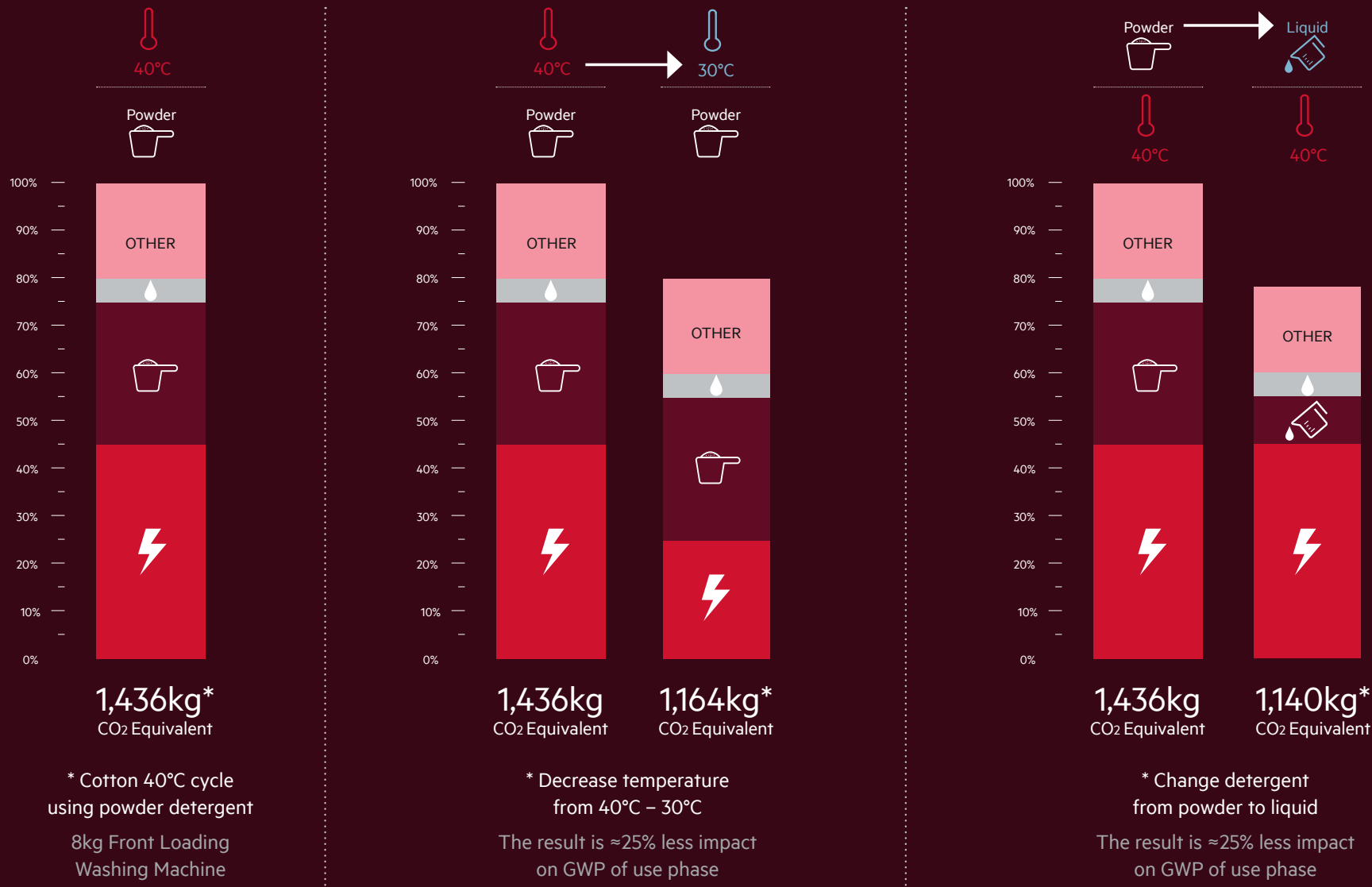
4.2 Why it matters?

In our 2021 report²², Lowering the wash temperature from 40°C to 30°C decreases the Global Warming Potential (GWP) by approximately 25% during the use phase. By making this switch, households could save up to 27.2 kilograms of CO₂ equivalent emissions per year, contributing to a better future.

²² [The Truth About Laundry 2021](#)



Global Warming lifecycle impacts vs key factors in use phase of a washing machine. Source: The Truth About Laundry, 2021



4.3 The knowledge gap: understanding the impact of washing

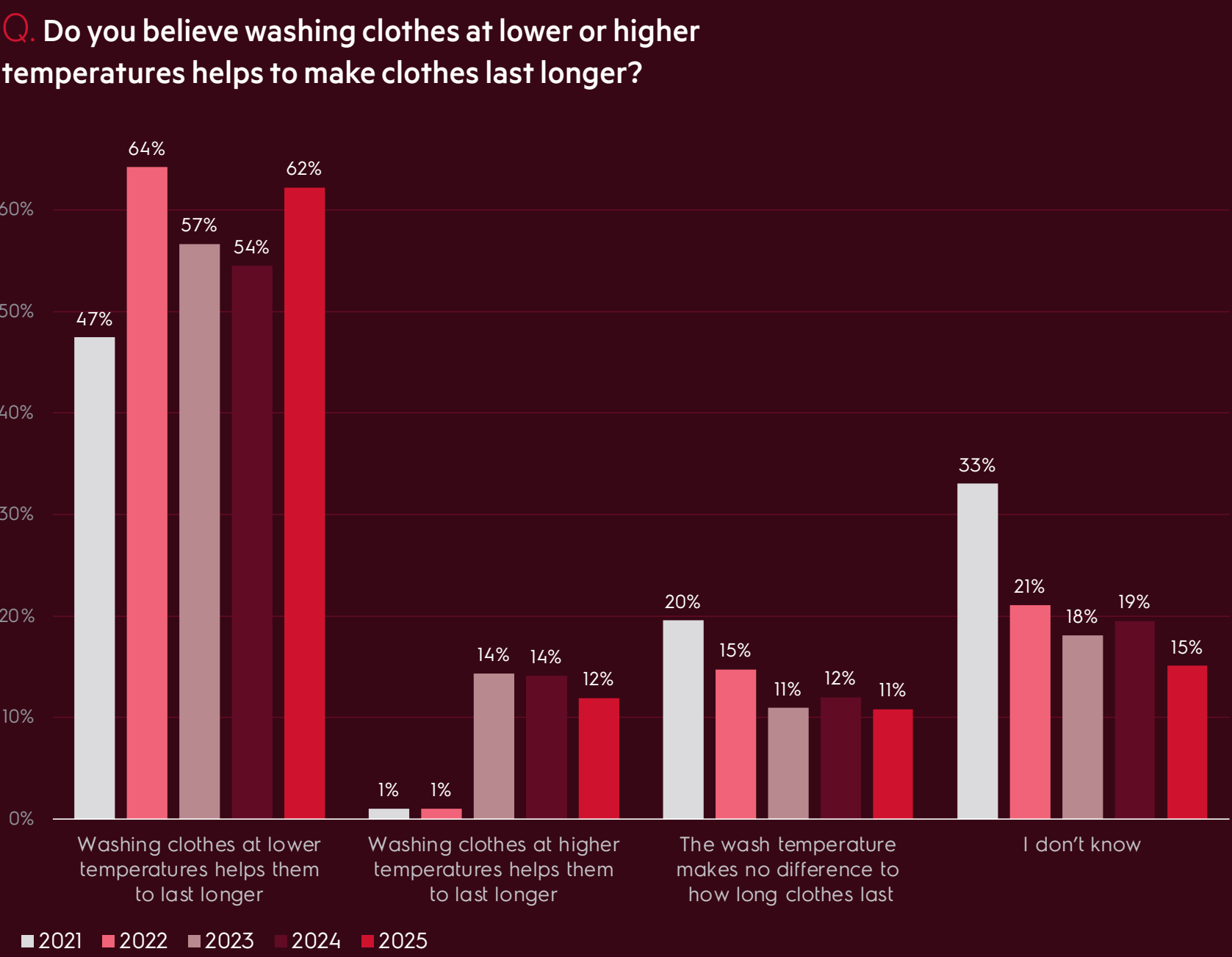
An encouraging 62% now understand that lower wash temperatures mean longer clothing life (up from 47% in 2021). However, only a quarter (25%) truly believe washing has a major impact on how long their clothes last – a drop from 38% last year. This disconnect shows there is still work to do. While people are starting to get the idea, they’re underestimating just how much washing affects their clothes.

When asked what they would be prepared to do more of if it meant their clothes lasted longer, consumer responses are heartening: Over half (52%) would wash at lower temperatures – consistent with responses since 2021. 38% would wear clothes more often between washes and 43% would wash full loads more often. This fits a narrative from our previous research²³ that 25% of Europeans consistently say the primary reason they wash often is not because their clothes are dirty, but because they enjoy wearing clothes that are freshly laundered.



52%
Would wash at lower temperatures if it meant their clothes lasted longer.

²³The Truth About Laundry 2022



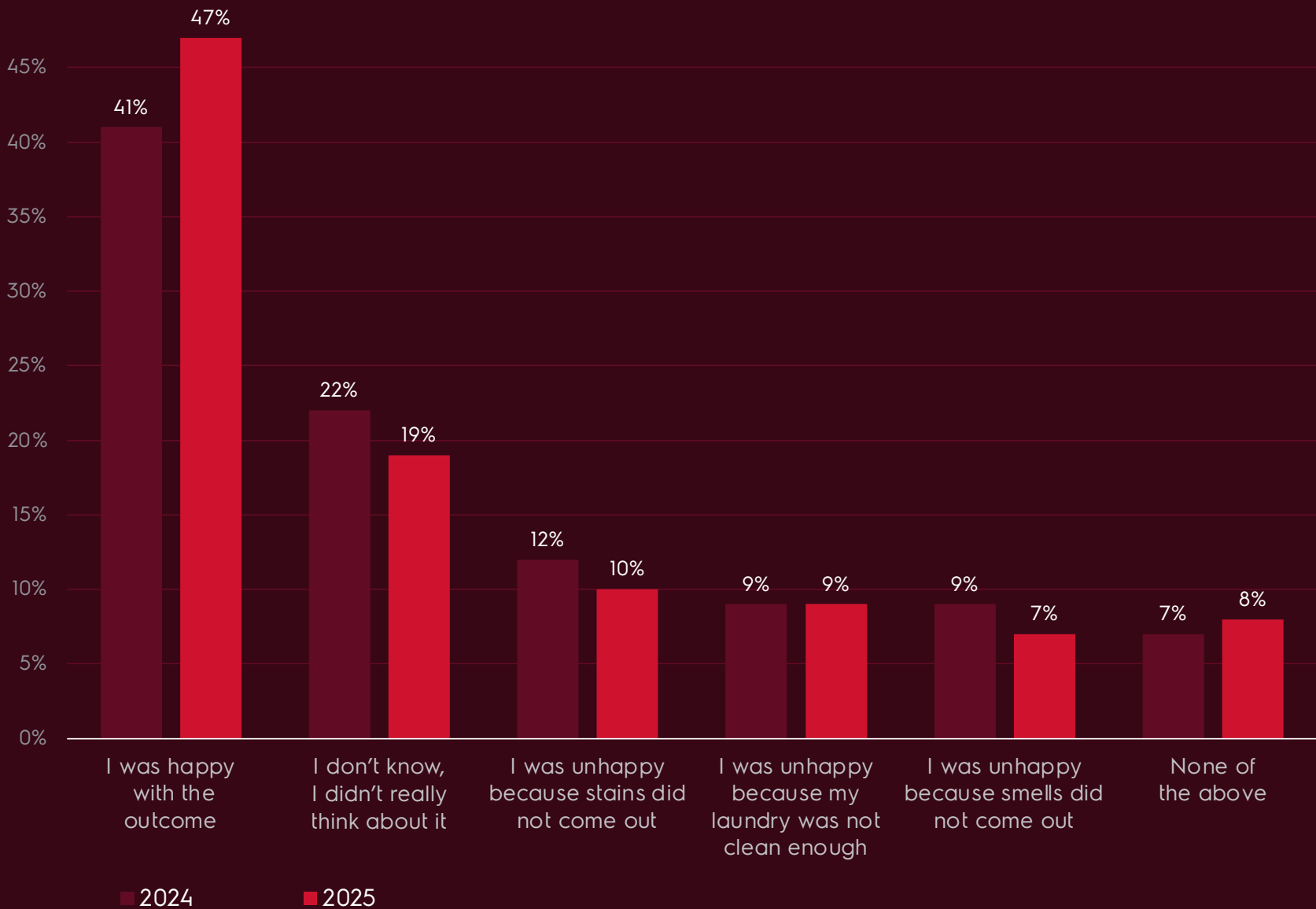
4.4 Tackling stains: balancing cleanliness and longevity

One major barrier to adopting longevity laundry practices is the perception that gentle washing isn't effective for stain removal. Thirty-five percent of respondents doubt lower temperatures can tackle stains, while 28% are concerned about germ elimination, and 27% are unsure if odors will be fully eradicated.

However, when reflecting on their experiences, 66% report no issues with lower temperatures, and only 10% say stains remain. This highlights a significant gap between perception and reality.

66%
Report encountering no issues at lower temperatures.

Q. Please think back to the last time you washed at 30 degrees or lower. Which, if any, of the following describes the outcome? [Select one]



4.4 continued

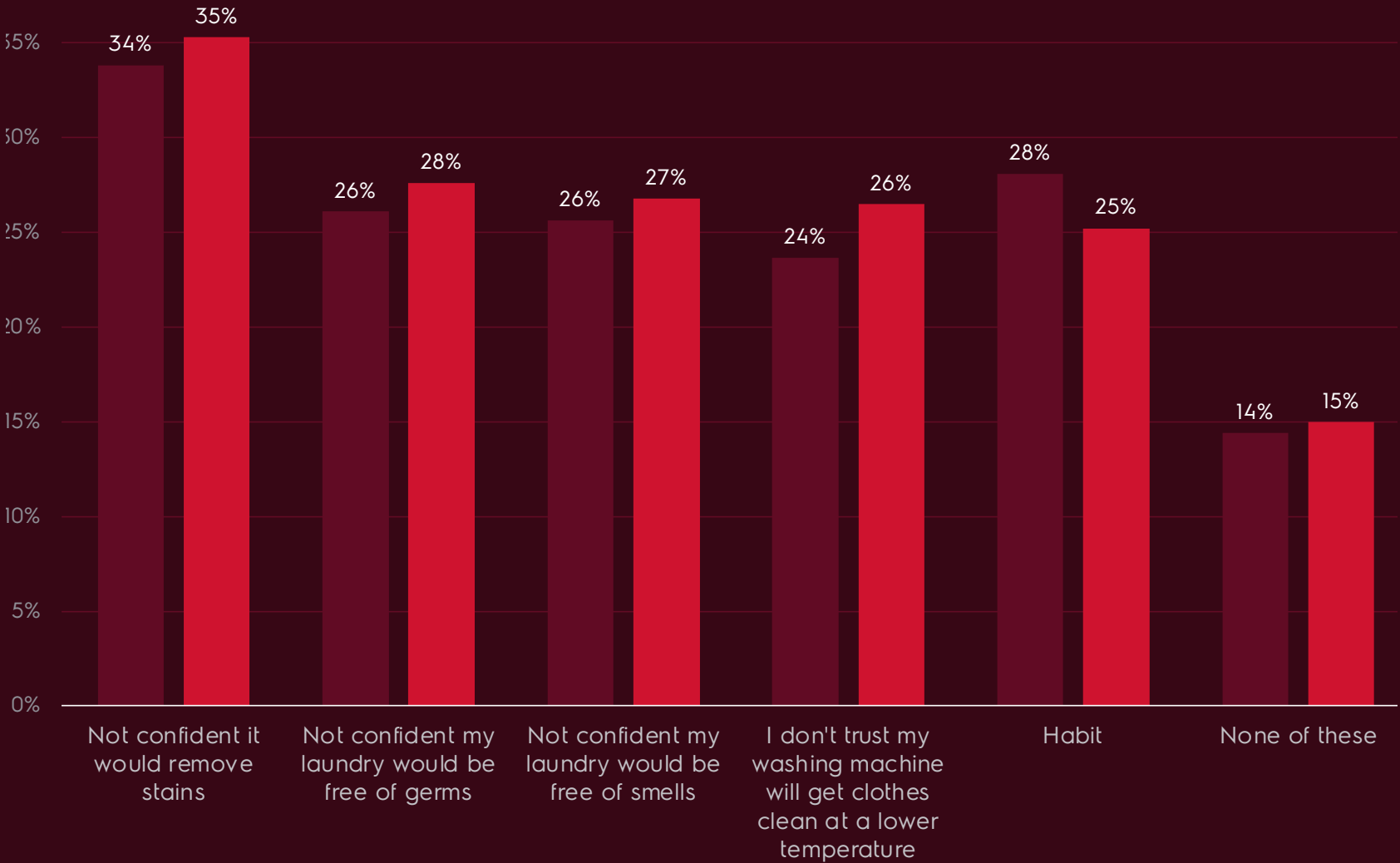
Habit also remains a barrier—25% of respondents cite routine as a key reason for sticking to higher temperatures. This underscores the need to disrupt ingrained laundry routines and promote sustainable habits.

To encourage adoption, it’s essential to highlight the proven effectiveness of modern appliances and detergents. By addressing misconceptions and showcasing technological advancements, consumers can become more confident in embracing sustainable laundry practices.

35%

Expressed doubt about the ability of lower temperatures to tackle stains.

Q. Which, if any, of the following stops you from washing clothes at lower temperatures, such as 30 degrees or less, more often? [Select all that apply]



4.5 A misunderstanding of tumble drying and the fallacy of fluff

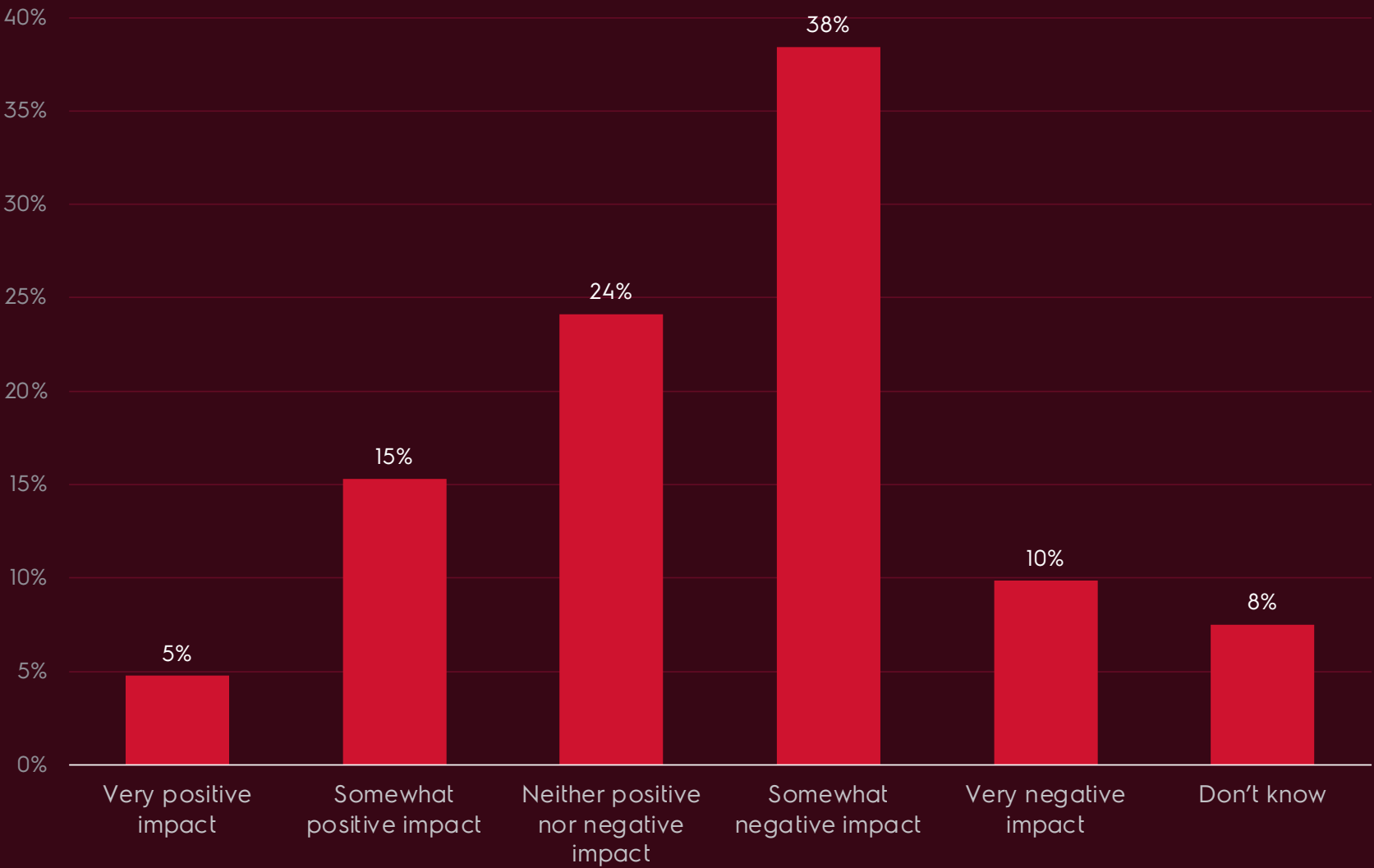
Considering all of the factors that affect clothing life – wearing, washing, drying, ironing – the dryer is often seen as being the most impactful. Nearly half (48%) of all respondents believe that tumble drying negatively affects the lifespan of clothing. But there is no clear/proven evidence to support this view.

The perception may stem from confusion about the fluff or lint collected in a tumble dryer’s filter; 58% of respondents think the fluff results from the washing and/or drying process. According to literature, however, fiber fragmentation also occurs from wearing²⁴.

58%
Think fluff results from the laundering process.

²⁴Napper, I.E., Parker-Jurd, F.N.F., Wright, S.L. & Thompson, R.C. (2023).

Q. Do you think tumble dryers have a positive or negative impact on the quality and lifespan of your clothes?



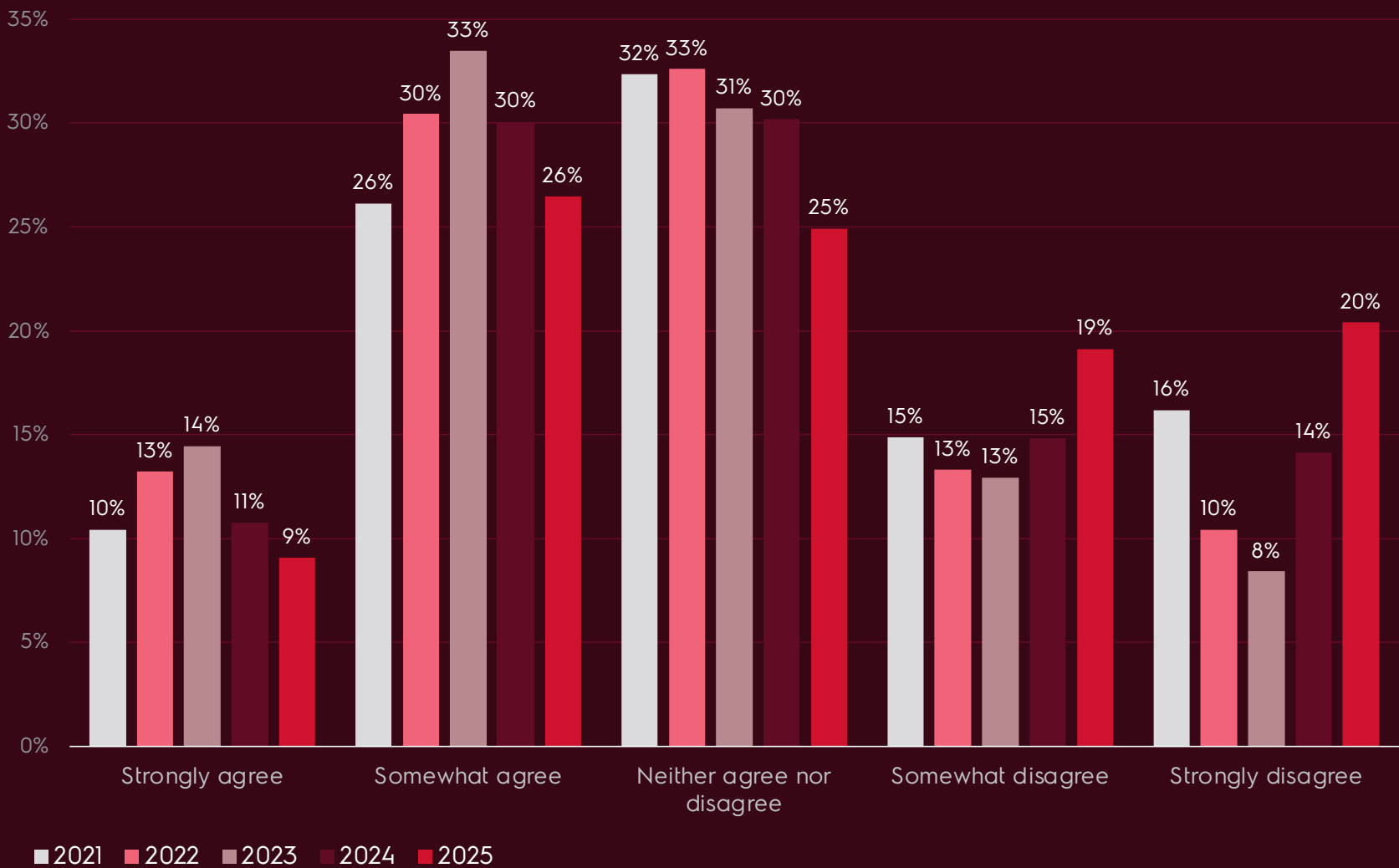
4.6 Decreasing guilt over laundry’s environmental impact

There has been an 11% decrease in the number of people feeling guilty about laundry’s environmental impact since last year (40% in 2025, down to 29% in 2024). This shift may reflect rising awareness of how actions like lower wash temperatures reduce environmental harm, or increased education on sustainable practices.

We do know, for example, that 63% of consumers try to have a positive impact on the environment through their everyday actions²⁵.



Q. To what extent do you agree or disagree with the following statement: ‘I often feel guilty about the impact that doing laundry (washing and drying) has on the environment/planet’?



²⁵Euromonitor International

5.0

FABRIC CARE

AEG

CHALLENGE THE EXPECTED

In modern times, with the vast array of fabric materials available, consumers are increasingly looking for solutions that cater to their diverse fabric care requirements. As we showed in our 2024 Truth About Laundry, the vast majority (84%) place significant importance on maintaining the condition of their clothing and 87% are particularly interested in learning how to extend the longevity of their garments.

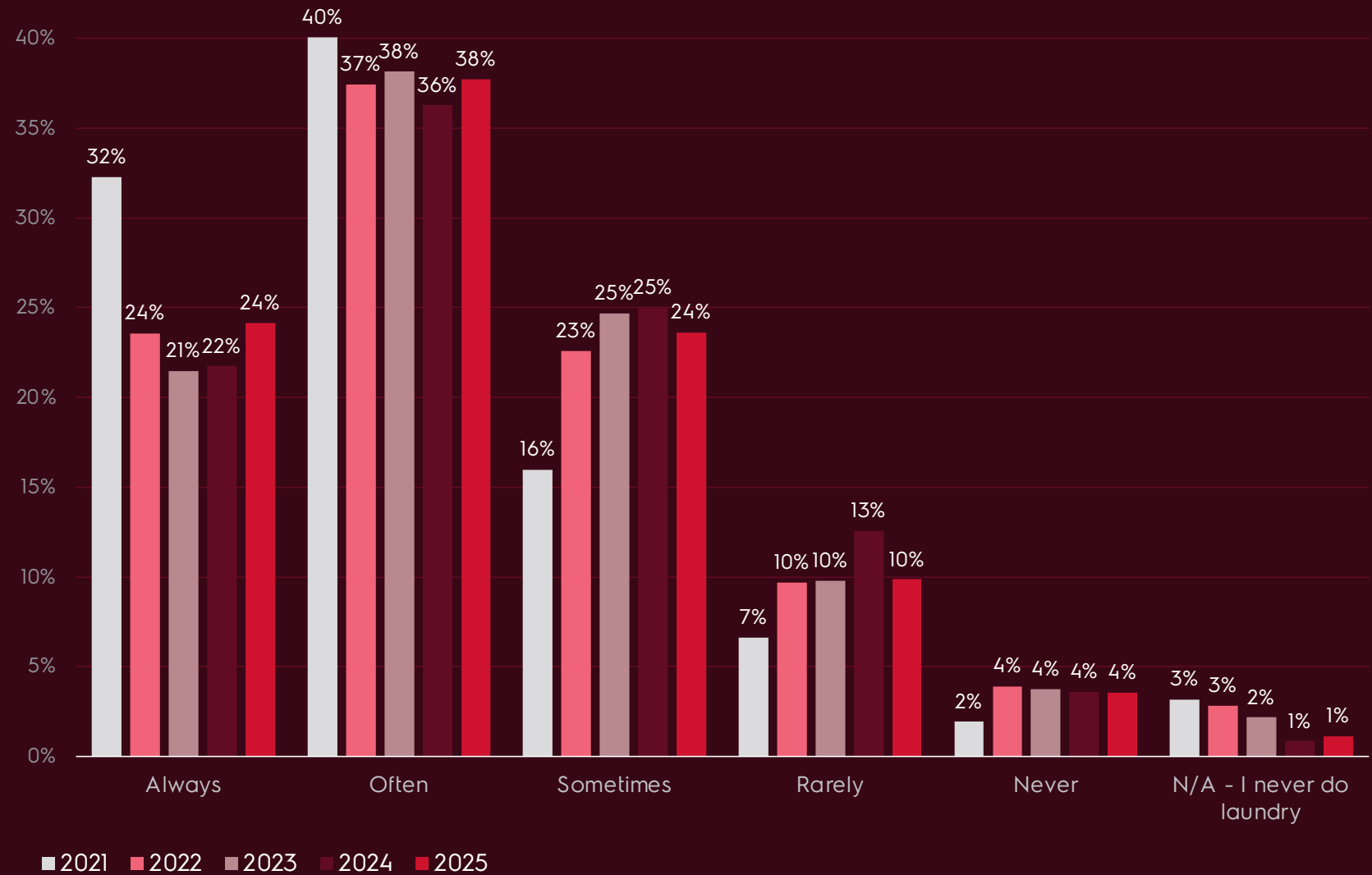
5.1 Care labels and delicate fabrics: a disconnect in consumer confidence

The percentage of consumers consistently following care label advice has remained relatively unchanged since 2021. Nearly a quarter (24%) report always adhering to the guidelines, while an additional 38% say they often do. However, confusion surrounding care labels persists among users. For instance, the wash temperature indicated on a label is the maximum allowed, not the recommended setting.

Additionally, labels marked “hand-wash only” may still permit the use of a washing machine’s hand-wash feature, and instructions prohibiting tumble drying do not account for advancements in drying technology.

24%
Always follow care
label advice.

Q. How often do you follow the care instructions on the care label when washing / drying clothes / garments?



5.2 Wash to dry: transferring loads

When it comes to drying clothes after washing, consumer habits vary significantly. 63% of respondents report that they often remove certain items—such as new, favorite, or delicate garments—to air dry, while placing the remaining items in the tumble dryer. In contrast, 37% indicate that they typically transfer the entire load directly into the tumble dryer without sorting for air drying. These insights may well be linked to a general distrust in the tumble dryer, as we have noted before. But where “aging” of clothes has started, the threshold appears to be lower.



Q. Which of the following statements best reflects what do you do when you wash and then dry clothes / garments? by Demographics

After completing a wash, I typically take out some items (e.g. new / favorite garments /delicates etc.) to air dry / hang dry etc. and put the rest in the tumble dryer	63%
After completing a wash, I typically transfer the load into my tumble dryer without sorting clothes / garments for air drying	37%

5.3 Air drying and fabric care

Globally, with 2024 being the warmest year on record²⁶, and air quality a growing concern²⁷, environmental factors could shape drying habits in the future particularly among younger generations. A fifth (20%) of 18–24-year-olds are particularly aware of these issues including concerns over air pollution.

Another concern, when air drying clothes, is related to fabric care, where actually prolonged sun exposure can lead to higher color degradation²⁸. This could cause clothes to be discarded earlier, versus tumble drying.

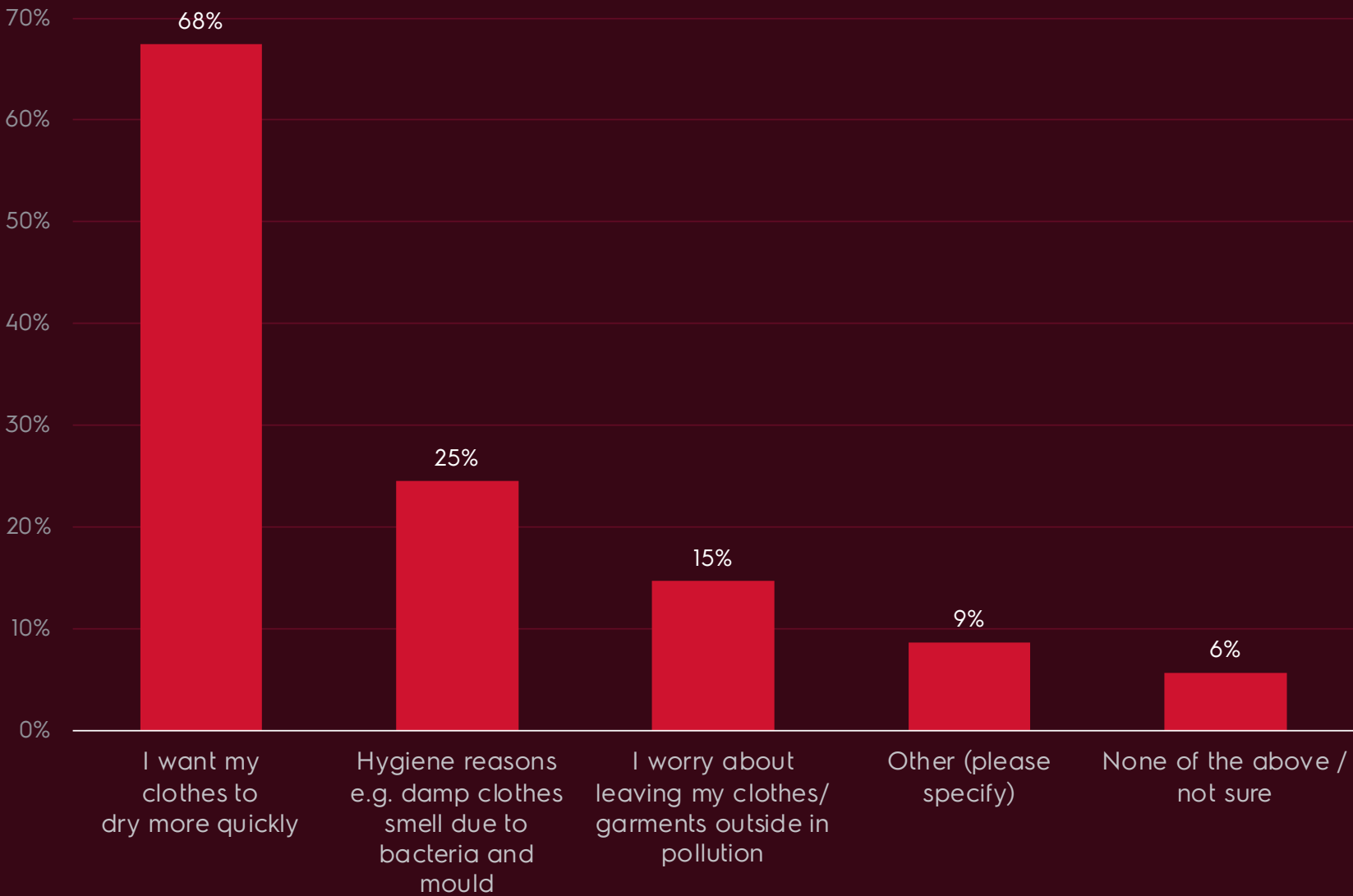
Air drying for the moment though, remains the most common drying method across Europe – even among tumble dryer owners. The primary reason for this, given by 59% of respondents, is a belief that air drying is better for clothes – a belief that does not have clear scientific support and may not apply to all fabrics.

59%

Believe that air drying is better for clothes.

²⁶ [The Met Office](#)
²⁷ [Earth.Org](#)
²⁸ Based on AEG test for colourfastness comparing outdoor sun drying with tumble drying.

Q. Why do you typically tumble dry your clothes more than you air dry?
[select all that apply]



5 tips from AEG to help bridge
the laundry gap between good
intentions and positive actions

Tip#1 Speed it up

In today's fast-paced world, efficiency is key, especially when it comes to laundry. Our findings from our connected appliances show that one-third of wash cycles now take less than an hour and “speed” and “convenience” are two of the main attractions with tumble drying. For parents of young children and hybrid workers in particular, quicker laundry solutions have become a necessity rather than a nice-to-have. Here's how you can take laundry speed up a level:



Look for dryers that offer flexibility

Sometimes you will want a quick dry and sometimes you will want to let the dryer run as efficiently as possible. SmartSave from AEG, for example, allows you to either save up to 50 minutes of run time or up to 20% of energy¹⁴.

Quick wash, brilliant results

Technology is moving fast and with it the ability to get exceptional cleaning power in a fraction of the time. AEG AbsoluteWash 49 min and PowerClean 59 min, available in 8000 and 9000 series washing machines, delivers complete stain removal even at low temperatures. It effectively removes over 50 common household stains – like ketchup, Bolognese sauce, and gravy – at just 30°C, all in under an hour²⁹.

Big loads, fast speeds

A current trend is for washing machines with larger capacities. But a bigger drum size should not mean a slower wash. CareDrum XL provides space for loads up to 11kg in a standard-sized machine. Available on selected AEG models from 7000 series to 9000 series, these models also come with PreciseWash. It's a load-sensing technology that detects load size and adjusts the programme in order to save up to 40% of time³⁰, water and energy per load. This ensures precise and tailored washing for every garment.

¹⁴Based on internal testing comparing AEG heat pump tumble dryers Energy Class A, Time Save mode and Energy Save mode, respectively vs. AEG heat pump tumble dryers Energy Class B, 8kg 179 minutes on MixCare cycle.

²⁹External test of AbsoluteWash 49 min and PowerClean 59 min 30°C programme with 5 kg load shows 100 % stain removal of 59 most common household stains.

³⁰Internal test for time, water and energy consumption of a 30°C Cotton cycle optimized with PreciseWash for 1kg vs maximum load.

Tip#2 Smart way to dry

Tumble drying is a convenient laundry solution that offers speed and efficiency. However, there are concerns about drying certain fabrics, doubts about its impact on clothing longevity and hesitancy over energy usage. Here are four things you should know.

Space not a barrier

The main reason younger generations and parents of young children don't have a tumble dryer is because of a lack of space. A solution can be to opt for a washer dryer. For example, the AEG 9000 AbsoluteCare® Washer Dryer washes and dries clothes, whatever they are made of. The AbsoluteCare® system with Heat Pump tailors low temperatures and drum motion to any fabric. Even delicate silk garments keep their shape³¹.

Sync appliances for stress free drying

Having the same brand of washing machine and dryer can bring big benefits. Time saving, simplicity and less stress being three. SyncDry, available on AEG connected models, is a great example. Set the washing program and SyncDry takes care of the rest. Once washing is complete, simply transfer the laundry to the dryer and press SyncDry to effortlessly pick the most suitable drying cycle.

Look for intelligent sensors

Dryers with advanced sensors can adjust drying time for optimal, consistent results. AEG's 3DScan technology, for example, available on all 8000 UltraCare models and above, scans moisture levels deep within thick garments, like down jackets and duvets, ensuring complete drying while fully restoring their warmth and fluffiness¹⁶.

³¹Compared to air drying confirmed by external test performed in May 2022.

¹⁶Based on external test of thermal resistance for items dried with 3DScan Technology, performed according to ISO 11092.

Tip#3 Great results with less energy

Saving energy and achieving great laundry results benefits both your wallet and the environment.



Change is coming

Tumble dryers in EU are undergoing a change in the energy label from July 1st, 2025. Energy labels rating tumble driers' energy efficiency on an A to G scale must be displayed in shops and online. The AEG AbsoluteCare® Pro 9000X has the highest energy rating of A-Class as well as A-level on noise and condensation efficiency.

Go Eco

28% of tumble dryer owners say their dryer does not have an Eco function yet all laundry appliances must have an Eco program by law. So, if energy reduction is a concern, use the eco mode on the tumble dryer.

Get to know your appliance

Over a fifth of consumers³² have never read their appliance's manual, 27% don't know they can adjust the temperature, and 35% are unaware they can change the wash time. Apps, like the AEG app, simplify this—connecting and automating appliances to optimize performance, reduce energy use, save costs, protect clothes, and lessen environmental impact.

³²The Truth About Laundry 2023

Tip#4 For clothes to last, go gentle

To extend the life of your garments, adopting gentler and more mindful laundry practices is crucial. Here are three tips to make your clothes last longer.



Short cycles are best for clothes

Low wash temperatures and short cycles increase clothing life. It's that simple. But people still want great results. AEG AbsoluteWash 49min delivers complete stain removal, even at low temperatures³³, saving up to 30% energy³⁴.

Smart tech for smart laundry

Busy schedules make selecting the right program difficult, particularly when tumble drying. For example, the SmartDry feature on an A class dryer from AEG, allows you to either save up to 50 minutes of run time or up to 20% of energy with every load¹⁴.

Refresh. Not wash

Often clothes don't need a full wash. They just need a refresh which is where steam technology comes in. SteamRefresh from AEG refreshes clothes with steam so they can be worn again while saving up to 96% water³⁵. The 25-minute SteamRefresh programme is also suitable for delicate garments and for an even fresher feel, AEG Steam Fragrance can be added.

³³Based on internal test comparing energy consumption of the 40°C cotton programme with the 49 min 30°C AbsoluteWash programme.

³⁴Based on external test of stain removal on 50 common household stains using UltraQuick 30°C programme with 5kg load.

¹⁴Based on internal testing comparing AEG heat pump tumble dryers Energy Class A, Time Save mode and Energy Save mode, respectively vs. AEG heat pump tumble dryers Energy Class B, 8kg 179 minutes on MixDry cycle.

³⁵Based on internal test of water consumption comparing SteamRefresh with full wash 30°C Delicate programme using a 1kg load.

Tip#5 Have fabric confidence

The variety of fabrics in modern wardrobes often confuses people about the best washing and drying methods. Follow these tips to help navigate the world of total fabric care.



Technology takes fabric concerns away

AEG was the first brand in the world to have a range of its tumble dryers awarded Woolmark Wool Care Green certification from global wool care experts, The Woolmark Company^{12, 13}. The certification ensures the highest care for wool together with lower energy consumption. All of AEG's tumble dryers with the AbsoluteCare® feature are Woolmark certified but it was the 9000X series that broke through for the highest honor.

Intelligent laundry

Old habits die hard but smart technology means people don't need to be stuck in the past. Tumble dryers that dare to dry delicates. Washing machines that care for garments while delivering superb results and energy efficiency. Everything is possible. For example, AEG AbsoluteCare® 9000 series Washer Dryer can do it all. It can wash and dry wool, outdoor garments, and even ensure that delicate silk fabrics keep their shape³¹.

Follow Care Labels

It's important to check care label instructions before choosing the most suitable way to clean or refresh clothes. But it's also important to remember the wash temperature featured on the label is not the recommended wash temperature; it's the maximum it can be safely washed at. If it says 40°C and the garment isn't excessively dirty, it can be washed at lower temperatures.

¹²[Fibre2Fashion](#)

¹³[Woolmark](#)

³¹ Compared to air drying confirmed by external test performed in May 2022.

6.0

METHODOLOGY

AEG

CHALLENGE THE EXPECTED

AEG has been producing and sharing The Truth about Laundry since 2021. The findings in this latest study are based on quantitative data collected from 15,953 adults across fourteen European markets. OnePoll, a survey-led market research company – managed the research in collaboration with AEG and its partners.

The survey was fielded between 30th January to 7th March 2025 with data collected in the following countries: Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, and the UK; 1000 General Population per market, with a boost to 500 Tumble Dryer Owners. While the data is mainly from EU countries, due to the size and scale of the research, and to maintain consistency with previous years, we have applied the findings to Europe.

The data was weighted for each country to ensure accurate representation by age, marital status, income/ social class, ethnicity, and religion. For a statistic of 50% the margin of error for sampling on a sample of 1000 respondents is $\pm 3.1\%$. For smaller or larger statistics, the margin of error will decrease and falls to 1.9% for a statistic of 10% or 90%. This is based on all countries having 1000 respondents per market.

This margin of error is small making the data highly reliable.

AEG