

# LAUNDRY WASHING HABITS

## DIVERSE PROFILES ACROSS EUROPE

In spring 2011, A.I.S.E. commissioned a pan-European survey on consumers' washing habits in 23 countries. The objective of this exercise was to find out about current consumer habits and define potential areas for improvement in the domain of laundry practices. The survey covered countries in Western, Southern, Eastern Europe and Scandinavia, with approximately 200 respondents taking part per country (exactly 5249 in total). Here is a summary overview of key findings linked to laundry washing habits.

In Europe, around 35.60 billion laundry loads are done every year, meaning that approximately **1 130 washes are started every second**.

European households wash on average **3,2 times per week**.

The average laundry washing temperature across Europe is **41°C**.

The 40°C cycle is the most popular programme today, with 43% of European loads washed at that temperature.

Washing at or below 30°C is on the rise, with **32% of loads washed at 30°C or lower** (up from 29% in 2008).

**If all 5 countries were to reduce their average wash temperature by 3 degrees, that would save 1065 GWh/year...**

**The equivalent of the total electricity consumption of a city of more than 140000 inhabitants for a year!**



### UNITED KINGDOM - DOING THE LAUNDRY

Average number of washes per week per household: 4  
 Average wash temperature: 39°C  
 Washes at or below 30°C: 32,3%  
 Washes at or above 40°C: 67,6%  
 Annual laundry energy use : 115,6 kWh per household  
 Country washing energy use: 2988,4 GWh/year  
 Potential savings (wash T reduced by 3°C): -20,1%

### DENMARK - DOING THE LAUNDRY

Average number of washes per week per household: 2,9  
 Average wash temperature : 43°C  
 Washes at or below 30°C: 18,1%  
 Washes at or above 40°C: 81,9%  
 Annual laundry energy use: 97,3 kWh per household  
 Country washing energy use: 259,6 GWh/year  
 Potential savings (wash T reduced by 3°C): -10,4%

### BELGIUM - DOING THE LAUNDRY

Average number of washes per week per household: 3,1  
 Average wash temperature: 41,2°C  
 Washes at or below 30°C: 32,2%  
 Washes at or above 40°C: 67,8%  
 Annual laundry energy use: 97,4 kWh per household  
 Country washing energy use: 458,9 GWh/year  
 Potential savings (wash T reduced by 3°C): -11,1%

### FRANCE - DOING THE LAUNDRY

Average number of washes per week per household: 3,1  
 Average wash temperature : 39,7°C  
 Washes at or below 30°C: 35,3%  
 Washes at or above 40°C: 64,7%  
 Annual laundry energy use: 92,1 kWh per household  
 Country washing energy use: 2589,6 GWh/year  
 Potential savings (wash T reduced by 3°C): -11,5%

### ITALY - DOING THE LAUNDRY

Average number of washes per week per household: 3,7  
 Average wash temperature : 40,4°C  
 Washes at or below 30°C: 38,9%  
 Washes at or above 40°C: 61,1%  
 Annual laundry energy use : 112,7 kWh per household  
 Country washing energy use: 2833 GWh/year  
 Potential savings (wash T reduced by 3°C): -11,5%