

# Cijfers

groot- en kleinhuishoudelijke  
apparaten

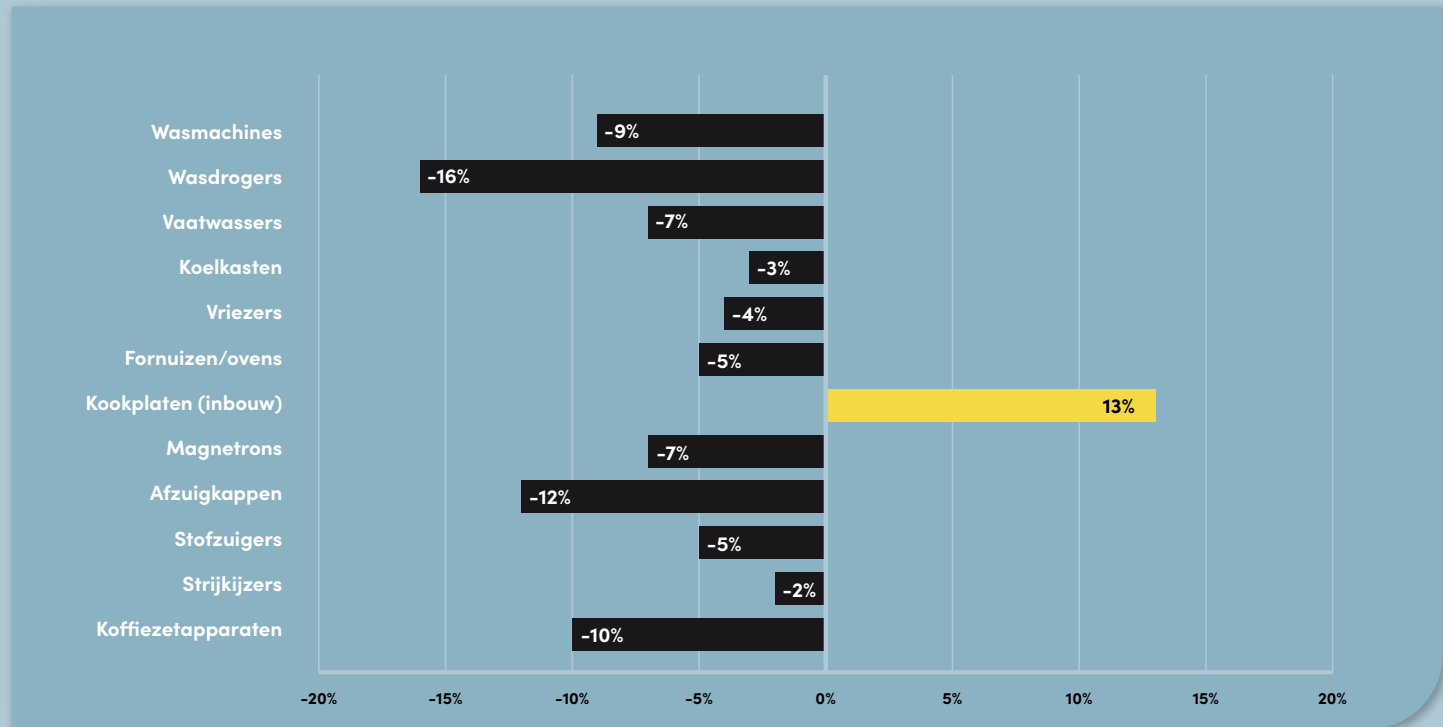
**2022**



APPLiA

# Groei in stuks

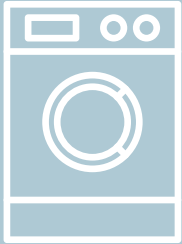
t.o.v. 2021



# Inhoud

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Klik op de producten voor de cijfers

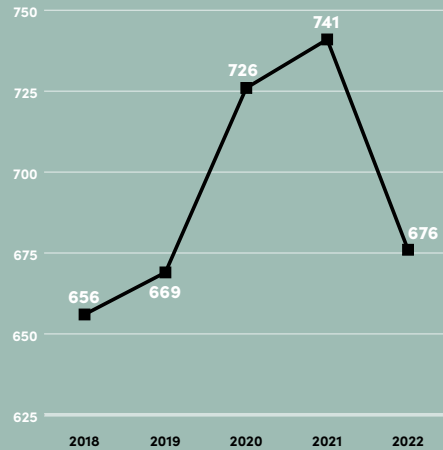


# Wasmachines

-9%

## Aantallen

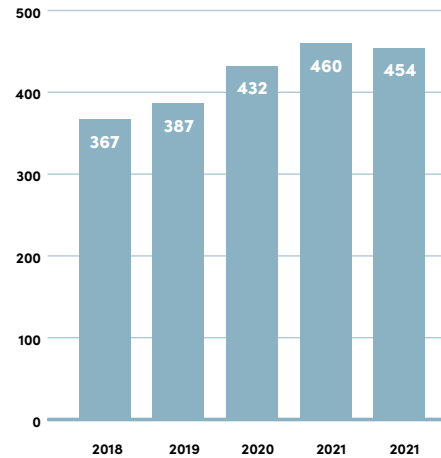
x 1000



-1%

## Omzetwaarde

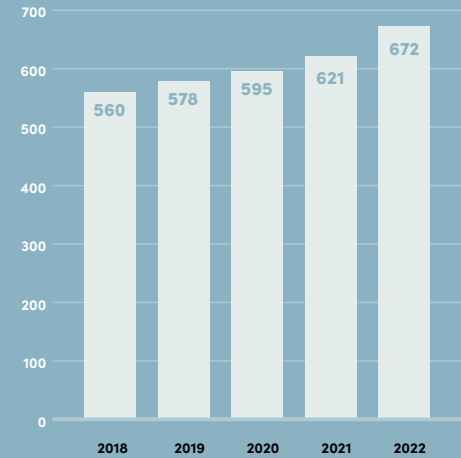
x mln



8%

## Prijs

gemiddelde in €





# Wasdrogers

-16%

## Aantallen

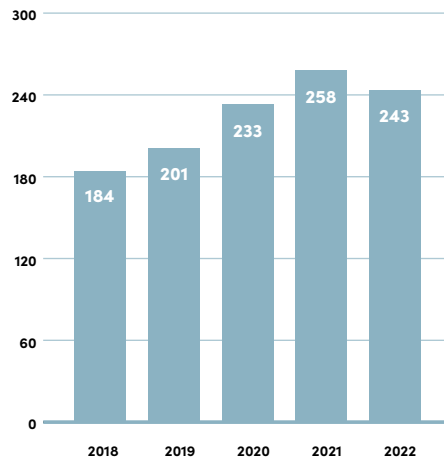
x 1000



-6%

## Omzetwaarde

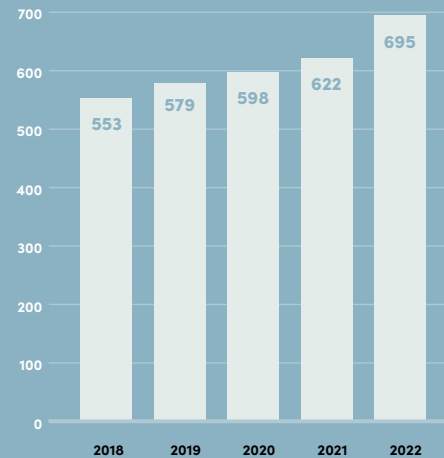
x mln



12%

## Prijs

gemiddelde in €



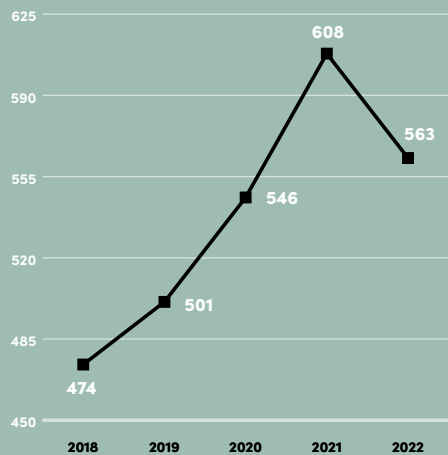


# Vaatwassers

-7%

## Aantallen

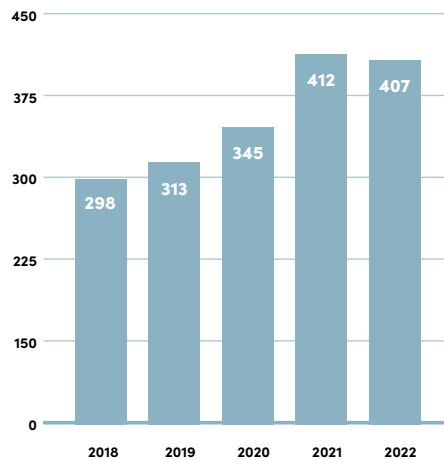
x 1000



-1%

## Omzetwaarde

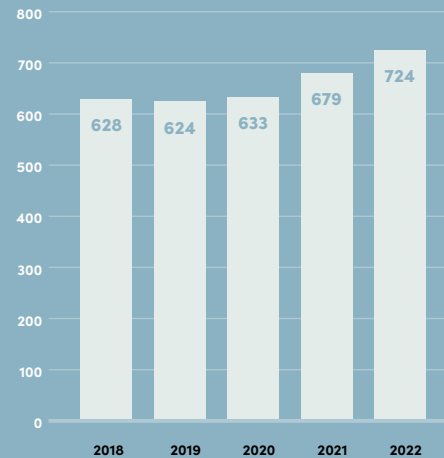
x mln

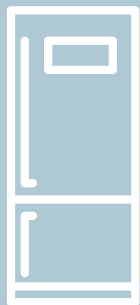


7%

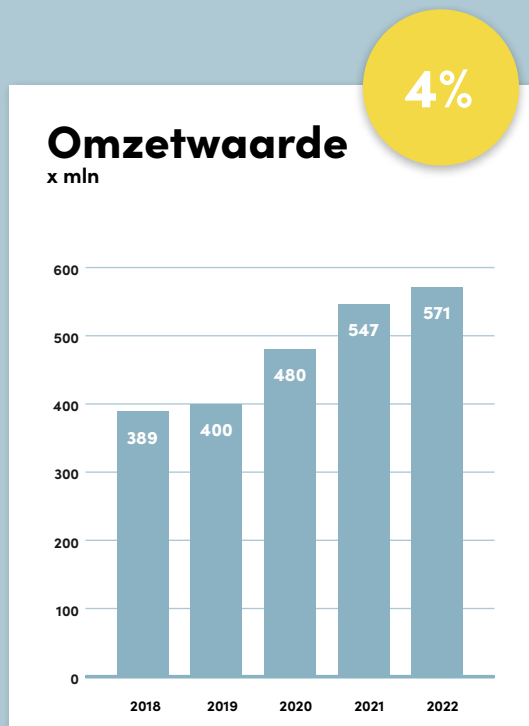
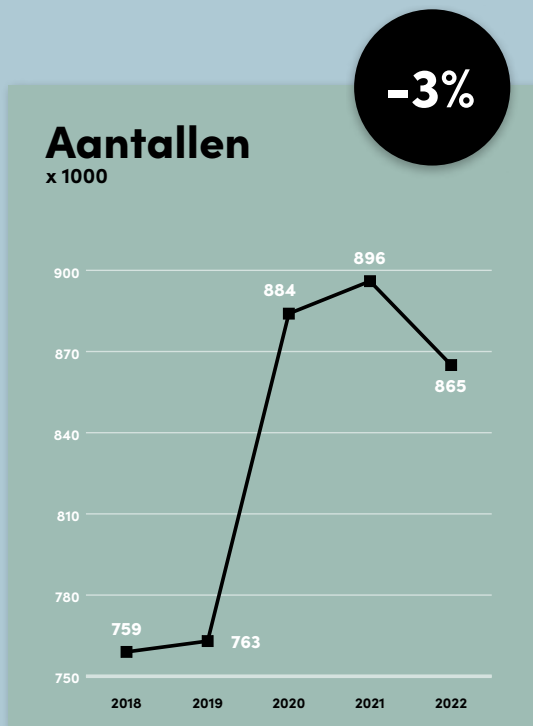
## Prijs

gemiddelde in €





# Koelkasten



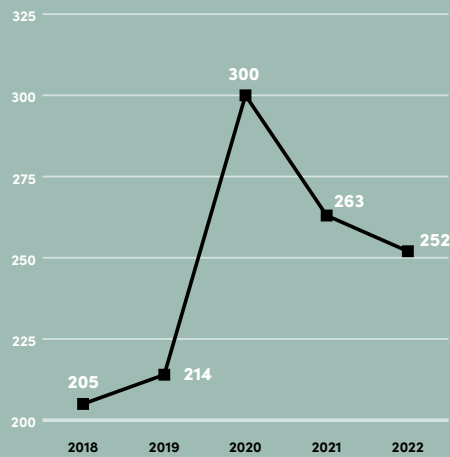


# Vriezers

**-4%**

## Aantallen

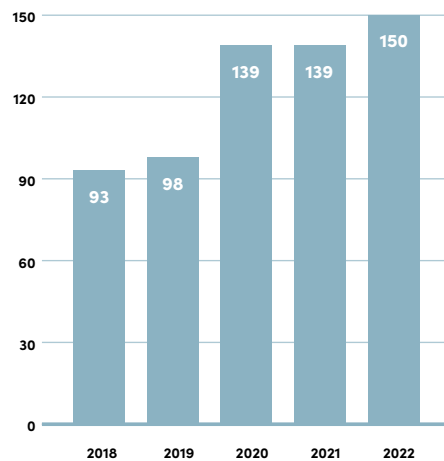
x 1000



**8%**

## Omzetwaarde

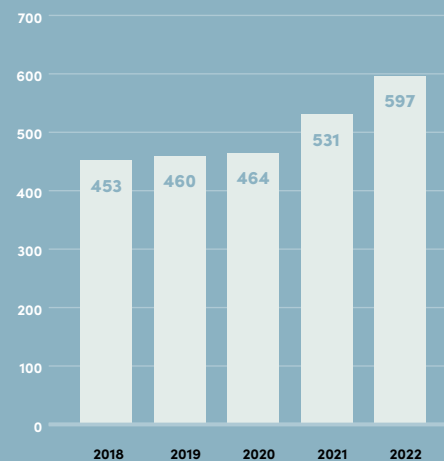
x mln



**12%**

## Prijs

gemiddelde in €





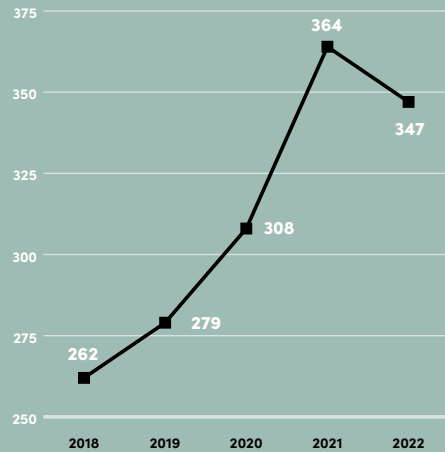


# Fornuizen/ovens

-5%

## Aantallen

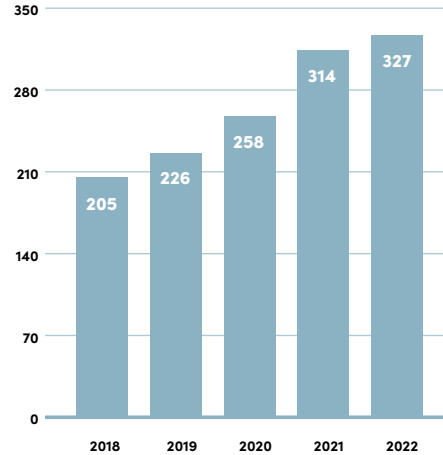
x 1000



4%

## Omzetwaarde

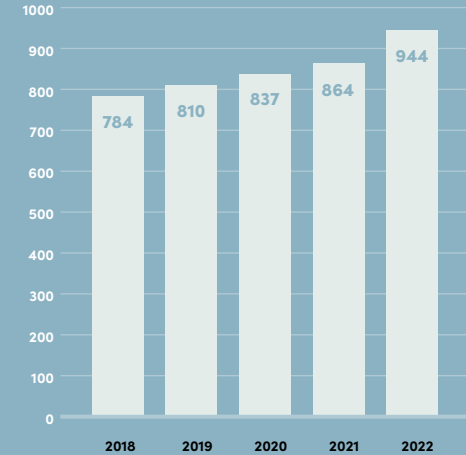
x mln

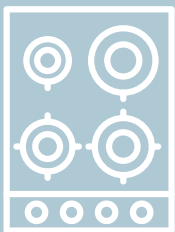


9%

## Prijs

gemiddelde in €



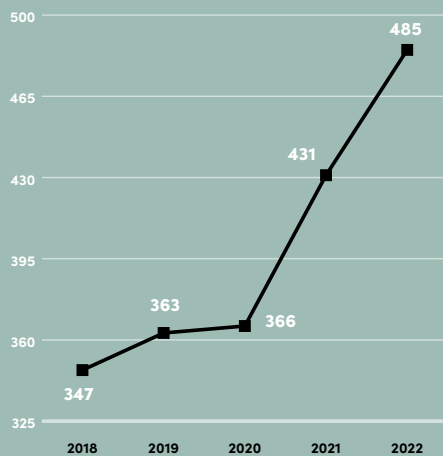


# Kookplaten (inbouw)

13%

## Aantallen

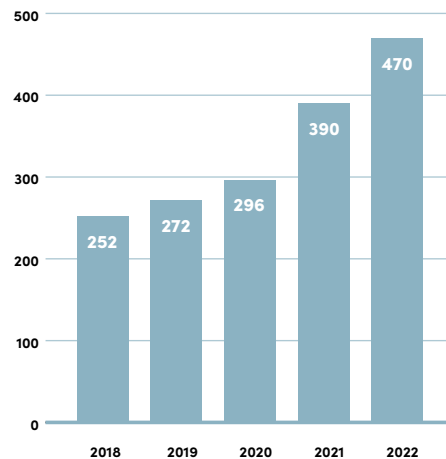
x 1000



20%

## Omzetwaarde

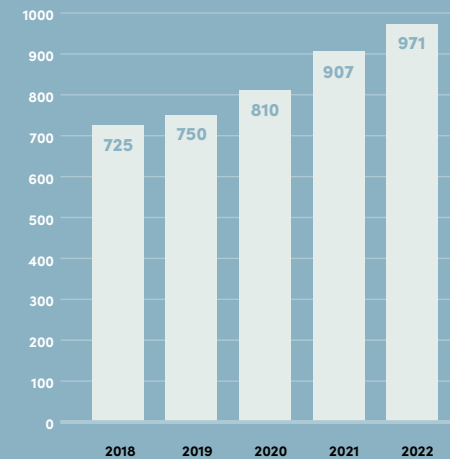
x mln



7%

## Prijs

gemiddelde in €



De stijging van inbouwkookplaten komt door de verkoop van inductiekookplaten met (eventueel met geïntegreerde afzuiging)

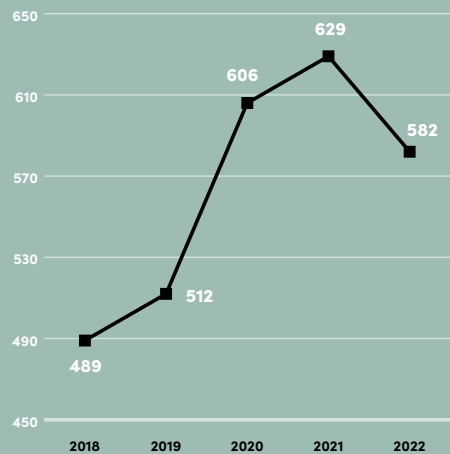


# Magnetrons

-7%

## Aantallen

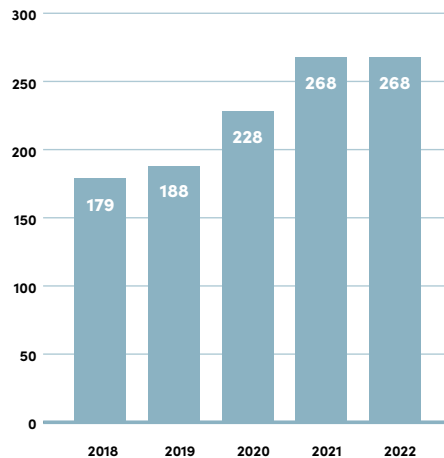
x 1000



0%

## Omzetwaarde

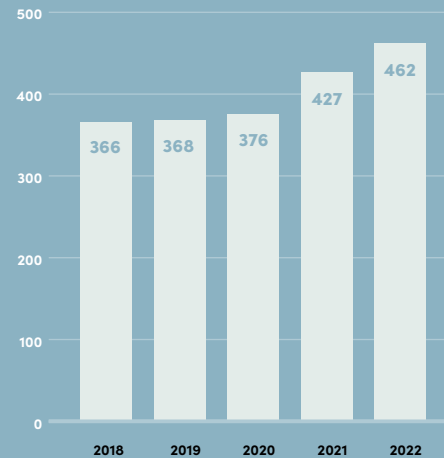
x mln



8%

## Prijs

gemiddelde in €



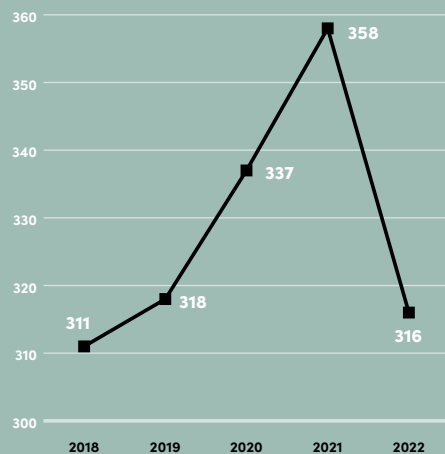


# Afzuigkappen

-12%

## Aantallen

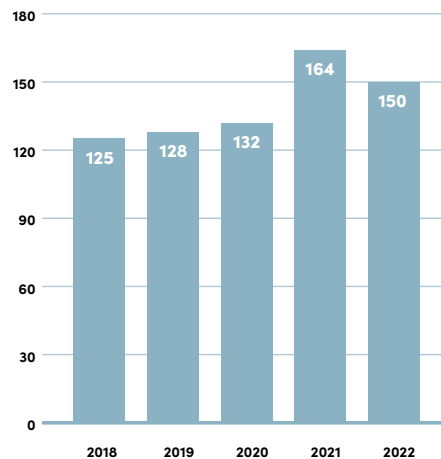
x 1000



-9%

## Omzetwaarde

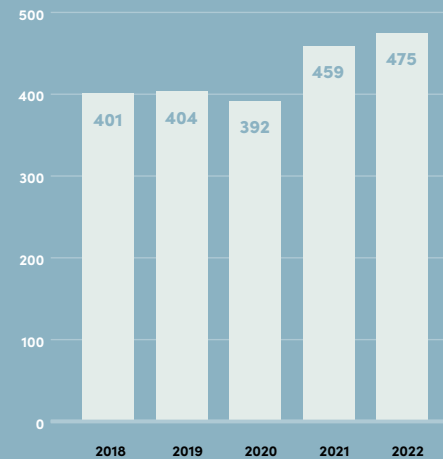
x mln



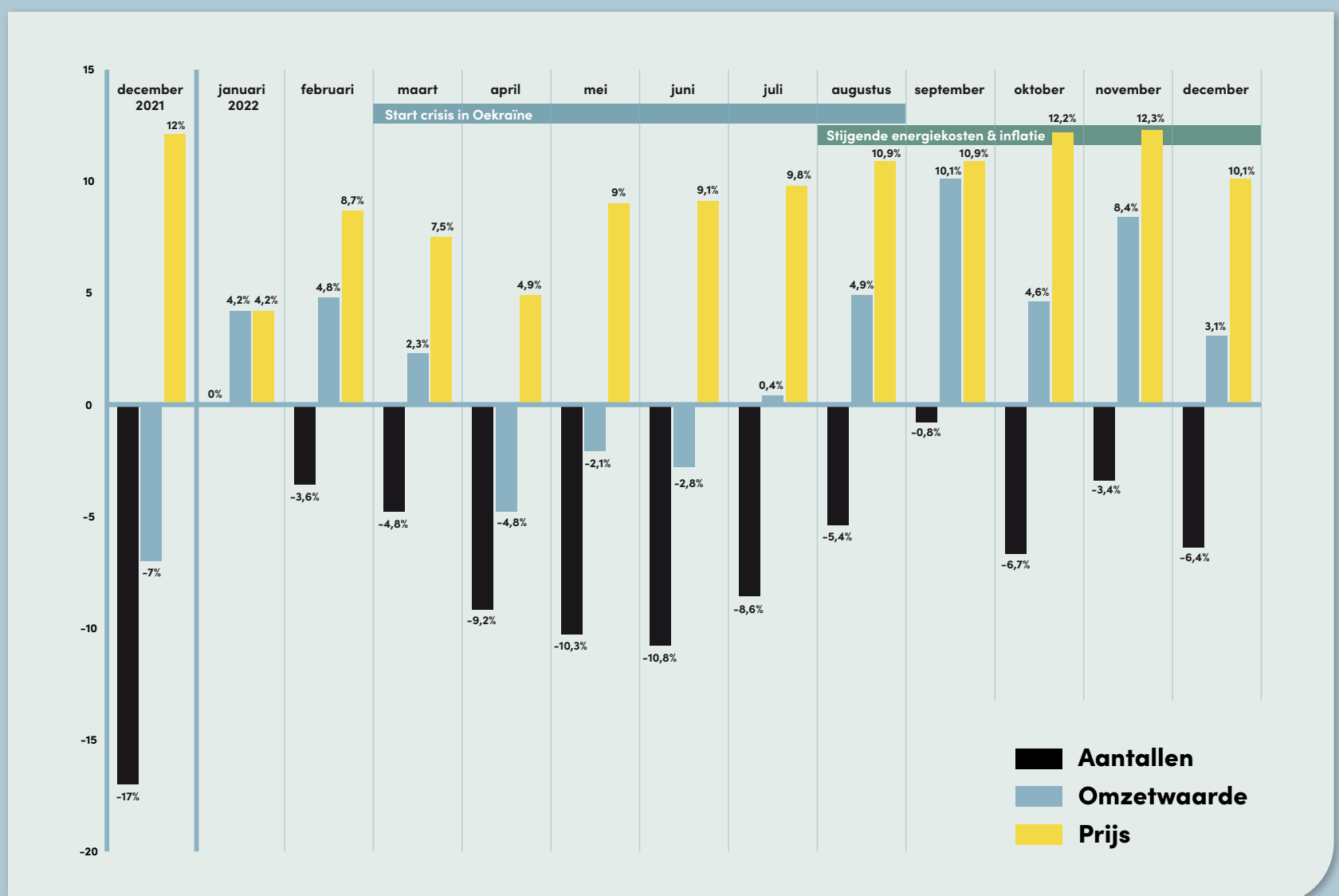
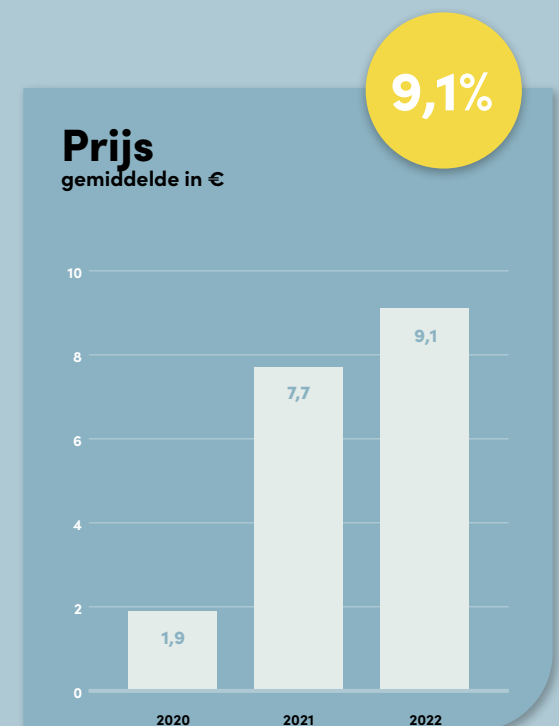
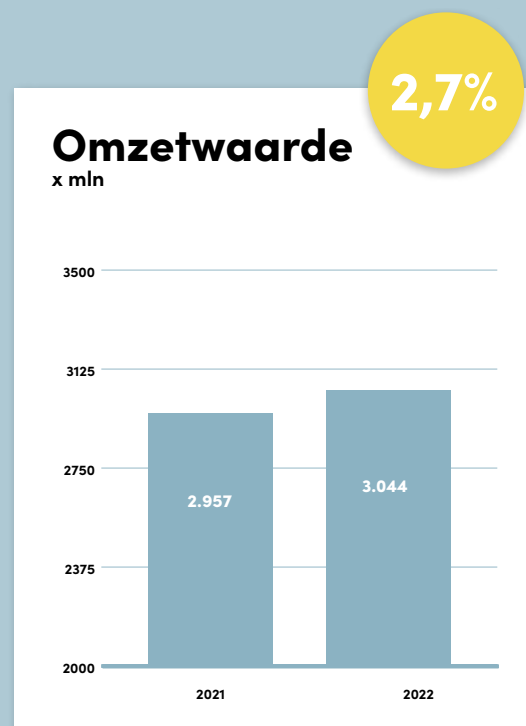
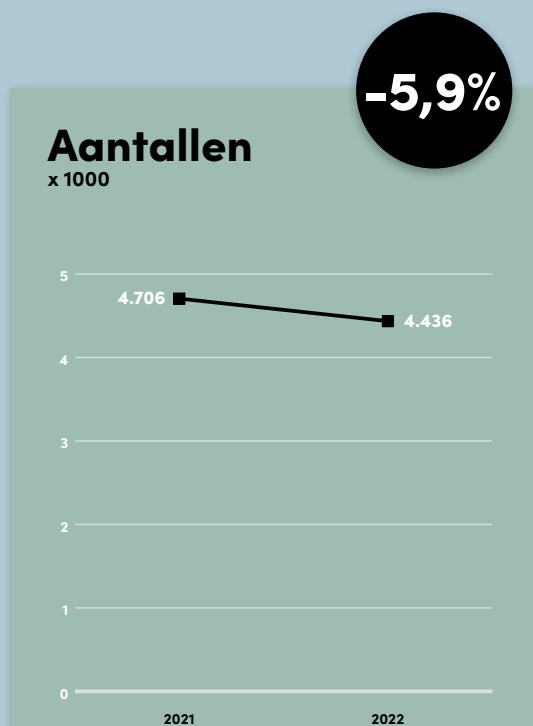
3%

## Prijs

gemiddelde in €



# MDA in totaal

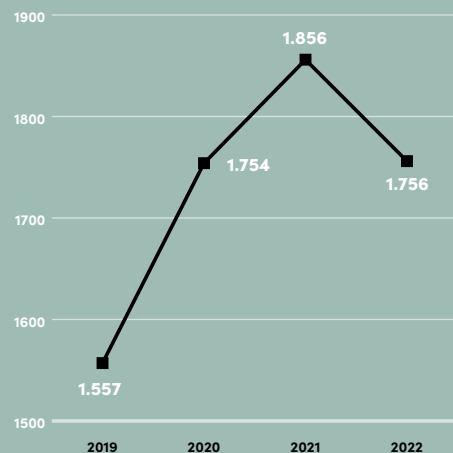




# Stofzuigers

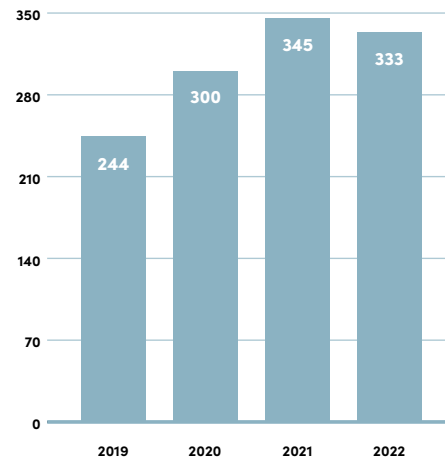
**-5%**

## Aantallen x 1000



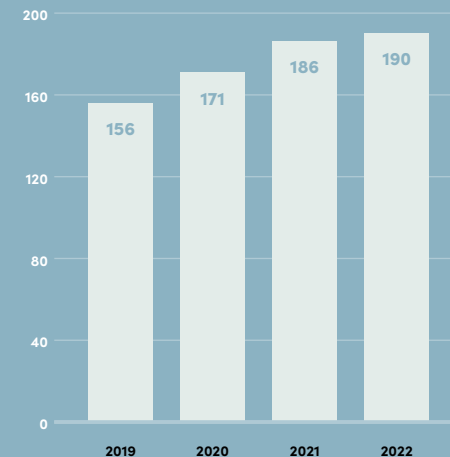
**-3%**

## Omzetwaarde x mln



**2%**

## Prijs gemiddelde in €



| Aantallen x 1000       | 2018  | 2019 | 2020  | 2021 | 2022 | groei |
|------------------------|-------|------|-------|------|------|-------|
| Sledestofzuigers       | 1.003 | 969  | 1.022 | 933  | 868  | -13%  |
| Robotstofzuigers       |       | 75   | 108   | 144  | 150  | 4%    |
| Steel- en handmodellen |       |      |       | 719  | 738  | 3%    |

| Omzetwaarde x mln      | 2018 | 2019 | 2020 | 2021 | 2022 | groei |
|------------------------|------|------|------|------|------|-------|
| Sledestofzuigers       | 129  | 125  | 141  | 143  | 133  | -7%   |
| Robotstofzuigers       |      | 23   | 34   | 47   | 49   | 4%    |
| Steel- en handmodellen |      |      |      | 155  | 152  | -2%   |

| Gemiddelde prijs       | 2018 | 2019 | 2020 | 2021 | 2022 | groei |
|------------------------|------|------|------|------|------|-------|
| Sledestofzuigers       | 129  | 129  | 138  | 144  | 153  | 6%    |
| Robotstofzuigers       |      | 302  | 317  | 326  | 325  | 0%    |
| Steel- en handmodellen |      |      |      | 216  | 206  | -5%   |

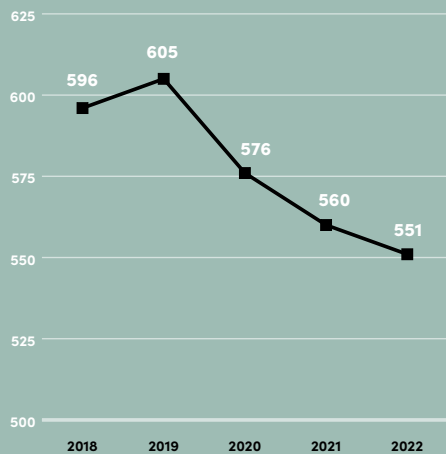


# Strijkijzers

-2%

## Aantallen

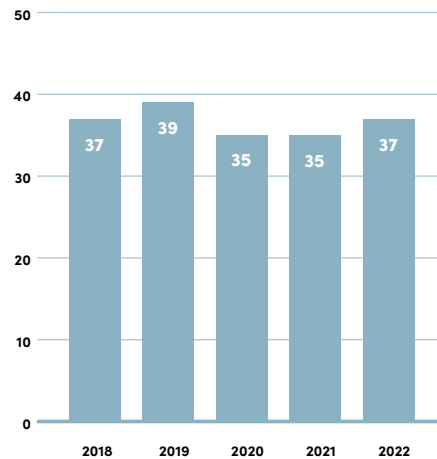
x 1000



5%

## Omzetwaarde

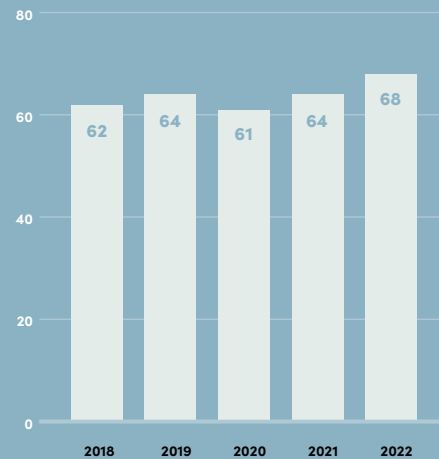
x mln

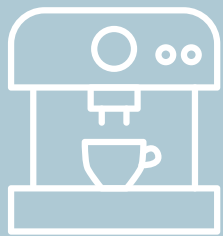


6%

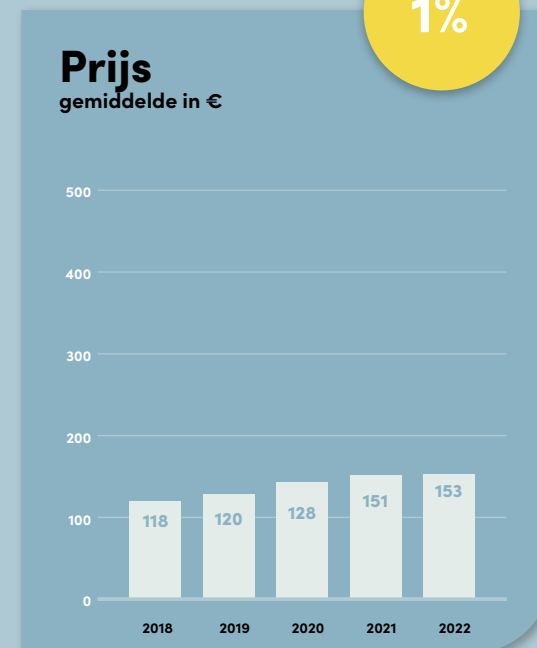
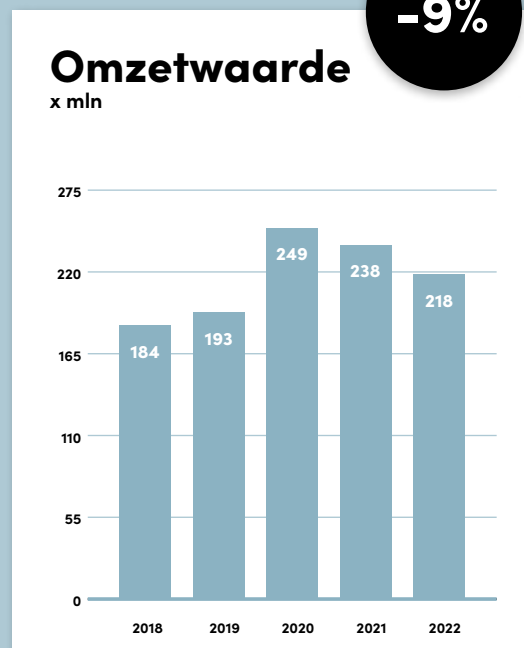
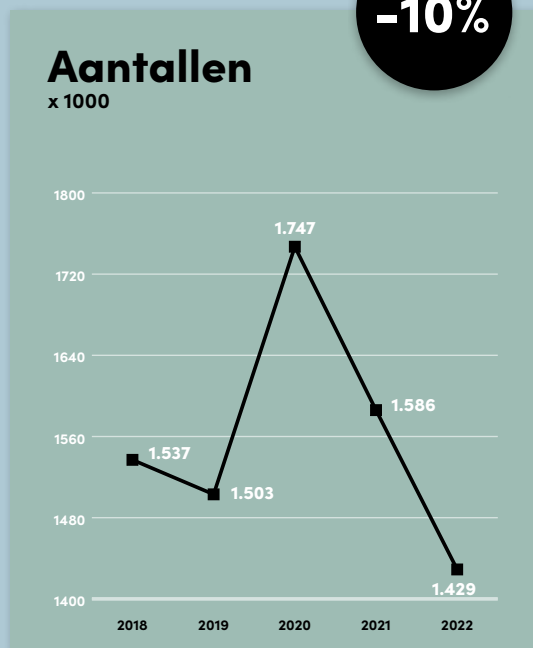
## Prijs

gemiddelde in €





# Koffiezetapparaten



| Aantallen x 1000           | 2021 | 2022 | groei |
|----------------------------|------|------|-------|
| Dripfilter                 | 375  | 348  | -7%   |
| Portioned (pads & cups)    | 906  | 807  | -11%  |
| Volautomaat & halfautomaat | 305  | 274  | -10%  |

| Omzetwaarde x mln          | 2021 | 2022 | groei |
|----------------------------|------|------|-------|
| Dripfilter                 | 23   | 22   | -3%   |
| Portioned (pads & cups)    | 74   | 67   | -10%  |
| Volautomaat & halfautomaat | 142  | 130  | -9%   |

| Gemiddelde prijs           | 2021 | 2022 | groei |
|----------------------------|------|------|-------|
| Dripfilter                 | 60   | 63   | 5%    |
| Portioned (pads & cups)    | 82   | 83   | 1%    |
| Volautomaat & halfautomaat | 466  | 473  | 2%    |

In 2023 is besloten om de indeling van automaten te herzien.  
Daarom zijn op dit moment enkel de cijfers van 2021 en 2022 beschikbaar.