



## Household Durables

### Driving forces

The household durables industry is characterized by a cyclical and constantly moving consumer demand for tailored products to support contemporary lifestyles. Moreover, the industry is subject to opportunities and challenges related to major trends like a growing global population, an expanding middle class, urbanization and climate change. Successful companies in this fast-paced industry differentiate themselves with good brand management, innovation, quality and customer service. Leading companies proactively integrate sustainability trends in their business models and support the shift toward sustainable consumption by providing new-eco conscious products and end-of-life solutions, as the thriving concept of smart housing and the internet of things opens new sustainable markets. Consumers increasingly demand transparency with regard to product components making it important for industry participants to source materials from responsible suppliers.

### Highlighted criteria

- Economic Dimension
  - Brand Management
  - Customer Relationship Management
  - Innovation Management
  - Supply Chain Management
- Environmental Dimension
  - Environmental Policy & Management Systems
  - Operational Eco-Efficiency
  - Product Stewardship
- Social Dimension
  - Human Capital Development
  - Talent Attraction & Retention

### Sustainability leaders 2018

<span style="color: #0070C0;">●</span> <b>RobecoSAM Gold Class</b>	
Electrolux AB	Sweden
<span style="color: #808080;">●</span> <b>RobecoSAM Bronze Class</b>	
Coway Co Ltd	South Korea

### Industry statistics

Number of companies in universe	19
Number of companies assessed by RobecoSAM in 2017	15
Assessed companies to total companies in universe (%)	79
Market capitalization of assessed companies to total market capitalization (%)	87

### Results at industry level

Dimension	Average score	Best score	Dimension weight
Economic	44	71	50%
Environmental	44	87	22%
Social	38	71	28%

### Total score

