Driving forces

The cyclical household durables industry includes home electronics, home furnishings and household appliances. It is characterized by constantly changing consumer preferences for customized products, advances in technology (IoT) and automation, and increasing demand for eco-friendly products and smart homes. The industry faces opportunities and challenges related to global trends: a growing world population, an expanding middle class, urbanization, and climate change. Successful companies in this industry stand out themselves through brand management, innovation, product quality and safety and customer service. Leading companies proactively integrate sustainability into their business models by focusing on product stewardship, operational eco-efficiency, responsible sourcing, enhanced transparency and product labeling, as well as end-of-life solutions for customers.

Household Durables

Highlighted criteria & dimension weights

Economic Dimension ...................... 50%
– Customer Relationship
– Innovation Management
– Brand Management
– Supply Chain Management

Environmental Dimension ............. 22%
– Environmental Policy & Management Systems
– Operational Eco-Efficiency
– Product Stewardship

Social Dimension ....................... 28%
– Human Capital Development
– Talent Attraction & Retention

Sustainability leaders 2020

**SAM Gold Class**

- Arcelik AS, Turkey 69

**SAM Silver Class**

- Electrolux AB, Sweden 67
- Woongjin Coway Co Ltd*, Republic of Korea 66

* SAM Industry Mover

Industry statistics

- Number of companies in universe: 18
- Number of companies assessed in 2019: 16
- Assessed companies to total companies in universe: 89%
- Market cap value of assessed companies to total market: 89%

Results at industry level

The chart above illustrates the distribution of scores from bottom quartile to top quartile in the industry. More information is available in the Reading Instructions in the introduction.