



A digital identikit of the home appliance sector in Europe

Italian research center, Osservatorio Digitale, carried out a 3-months-long assessment of the digital performance of APPLiA Europe's direct Members.



Communication is vital to any provision of business services. Over the last years, digital communications specifically, have proven their potential to improve service experience, drive greater cost efficiency and increase the overall products' accessibility.

Under the supervision of its founder Sandro Giorgetti, *Osservatorio Digitale*, an Italian research center focusing on quantitative and qualitative analysis of digital activities as performed by business sectors and single industries, carried out a 3-months-long assessment of the digital performance of APPLiA Europe's direct Members drawing from their public websites and social media channels. (Data were first scanned, then collected, sorted and classified in order to provide an overview of the online presence and digital strategies adopted by APPLiA's Members as well as their use of social media platforms, within 28 October 2020 and 22 January 2021.

"Collected data certify that digital activities in the home appliance industry are becoming a key factor in branding strategy. The volumes generated, among the best on the Web, are also functional to create an active relationship with the user, in order to better handle customer loyalty management," said Mr Giorgetti.

In light of this research, the home appliance sector's digital behaviour registers a solid and varied online presence, servicing users with dedicated sections on public websites and substantial social media coverage. With this regard, Facebook and Youtube with a share accounting for about 83%, appear to be the most effective tool for industries to reach consumers, only followed by Instagram (68%), LinkedIn (59%), Twitter (54%) and Pinterest (27%).

"We are enthusiastic about the work performed by Osservatorio Digitale on the online activities of our members, especially with it being an unprecedented analysis investigating the full sector in such a complex and articulated way. We believe this to be a great opportunity for record and future comparison," stated Paolo Falcioni, APPLiA Europe's Director General.

For more information, visit the official website of Osservatorio Digitale: <https://www.osservatoriodigitale.info/>