



Technology or Sustainability Leadership in Appliances: A Strategic Discussion

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Key takeaway: A blend of technology and sustainability leadership will be needed

THE CASE FOR TECHNOLOGY LEADERSHIP

The case for technology leadership

What is driving technology leadership?

WHY FOCUS ON TECHNOLOGY LEADERSHIP?

Smart devices and appliances will be everywhere

Our smart home dream is closer than we think

The launch of Matter will kickstart the next phase of smart home adoption

For consumers, digital living has become the norm

Smart homes will bring a whole new level of experiences at home

BENEFITS OF TECHNOLOGY-LED INNOVATION

Benefits of technology-led development

BENEFITS OF TECHNOLOGY-LED INNOVATION: CONVENIENCE, PERSONALISATION AND NEW EXPERIENCES

Consumers believe technology can elevate their day-to-day personalised experiences

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THE CASE FOR SUSTAINABILITY LEADERSHIP

The case for sustainability leadership

What is driving sustainability leadership?

WHY FOCUS ON SUSTAINABILITY LEADERSHIP?

Consumer demand for sustainability continues, although reduced due to inflation fears

Government regulations provide a framework for manufacturers to follow

For companies, sustainability means reducing their impact on the environment
Investor pressure has led to CEOs leading the sustainability agenda
Lastly, there is a strong link between sustainability and business resilience

BENEFITS OF SUSTAINABILITY-LED DEVELOPMENT

Benefits of sustainability-led development

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BENEFITS OF SUSTAINABILITY-LED INNOVATION: PREMIUMISATION OPPORTUNITIES

Sustainability can be part of a company's premiumisation strategy

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CONCLUSION

Technology leadership is clearly an enabler for sustainability outcomes and leadership

Key takeaway: A blend of technology and sustainability leadership will be needed

Technology or sustainability leadership in appliances - how to win?

Questions we are asking

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