

MEDIA RELEASE

Smart is registering indispensable machines @regmyappliance.org.uk

Embargoed until 00: 01h Monday 20th January 2025

Gen Z are more likely to consider coffee machines, hair tongs and air fryers a necessity than their older counterparts, according to a new survey conducted by OnePoll¹ for the [Association of Manufacturers of Domestic Appliances \(AMDEA\)](#) to mark [Register My Appliance Week 20-26th January 2025](#)). Appliances were considered to have transformed our lives and way over half of us could not live without our washing machine, yet millions still fail to register these most important possessions.

The campaign aims to encourage people to register all their appliances - old and new – so they can be found easily if ever a safety repair or recall is needed.

Householders from every generation acknowledged the vital role an army of home appliances play in their daily life from the moment they get up, with 70% of Baby Boomers reaching for their faithful kettle, first thing, for a morning brew.

The poll of 2,000 adults revealed how much different generations value various appliances around the home – and what items they turn to first thing in the morning

For coffee-mad Gen Z, less than half (41 per cent) felt their machine was a luxury item, compared to 64 per cent of both Boomers and Gen X.

The younger generation are also less likely to consider hair tongs (30 per cent) and air fryers (33 per cent) a luxury compared to boomers (55 per cent for hair tongs and 47 per cent for air fryers).

Washing machines united the generations by reigning supreme as one of the three appliances all would find most challenging to live without. A total of 62% named the washing machine most vital. Fridges were only slightly behind with 59% saying they were vital to everyday living, with the oven following at 32%.

Washing machines also came top when respondents were asked which appliances had most revolutionised how people do household chores: a total of 58% agreed they were transformational.

¹ OnePoll. Total sample size was 2,000 adults. Fieldwork was undertaken between 18th-23rd December 2024. The survey was carried out online. The figures have been weighted and are representative (on the basis of age/gender/region) of all UK adults (aged 18+).

Gen Xers were found to be particularly excited by smart tech and indicated that they were five times more likely than their grandparents to view it as an important feature when buying a new appliance.

Despite this overwhelming appreciation of appliances - with an estimated 133 million fridges, washing machines and ovens in use in UK homes² - nearly a third of household have never or rarely registered their large appliances³, rendering them extremely hard to trace if a safety repair is needed.

AMDEA CEO Paul Hide said: “We are clearly a nation of appliance lovers, who appreciate the transformative effect they’ve had on our lives and who are excited by the future of smart tech, especially the younger generations. However, people are missing out on an important safety benefit - an estimated 40 million large appliances are unregistered, which means they are untraceable if a safety repair is needed. It’s simple, quick and free to register @regmyappliance.org.uk and buys householders an invaluable slice of peace of mind.”

Satisfyingly, all generations seem to be switched on to the benefits of energy efficiency in appliances. A whopping 80% of all adults said energy efficiency was an important factor when buying a new appliance, with 65% checking its green credentials before parting with their cash.

TOP 10 DEVICES BRITS CAN'T LIVE WITHOUT

1. Washing machine
2. Fridge
3. Oven
4. Freezer
5. Kettle
6. Vacuum cleaner
7. Air fryer
8. Dishwasher
9. Coffee machine
10. Toaster

-ends-

NOTES:

- 1- The generations are defined as follows: The Silent Generation are those born 1928 to 1945; Baby Boomers 1946-1964; Generation (Gen) X 1965-1980; Millennials 1981-1996; Generation (Gen) Z after 1996.

² UK government figures: [Energy Consumption in the UK \(ECUK\): Final Energy Consumption Tables](#). Figures used are for cold, wet (including old washer dryer numbers), electric hobs and electric ovens.

³ YouGov Plc. Total sample size was 2096 adults. Fieldwork was undertaken between 20-21 December 2023. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

- 2- [Register My Appliance](#) is a web portal developed by AMDEA to improve ownership data by making it quicker and easier for householders to register old and new appliances. Offering access to over 60 of the nation's leading brands, the vast majority of manufacturers on the site welcome registration of products up to 12 years old or even older. Handy tips guide the user through how to find the important model details, meaning all the user needs to supply is their name and address. This data then goes directly to the manufacturer for use exclusively in case of a recall.

- 3- [AMDEA](#) is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry, rising to 90% of white goods brands. Members' products include most of the UK's top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment. Contacts for further details, interviews or comment:

AMDEA Press Office,
Dee Fernandes or Philippa Dovar,
Tel: 020 7722 9034; 07887 648434
Email: amdeapress@bfipr.co.uk