

Consumer Electronics Retail Day 2025

Completing the circular economy: Boosting WEEE
collection and repair in retail



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Welcome



Christel Delberghe
Director General
EuroCommerce

#CERIG

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Key learnings on the Consumers electronics sector



Anton Delbarre
Chief Economist

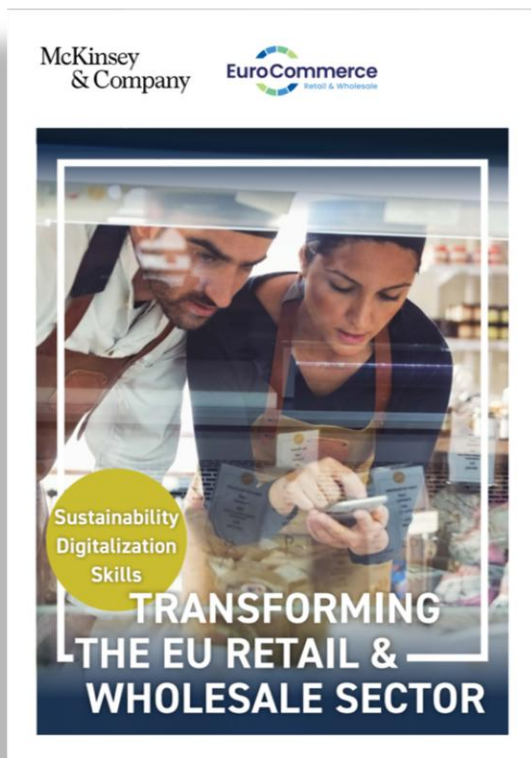


Key learnings on the consumers electronics sector

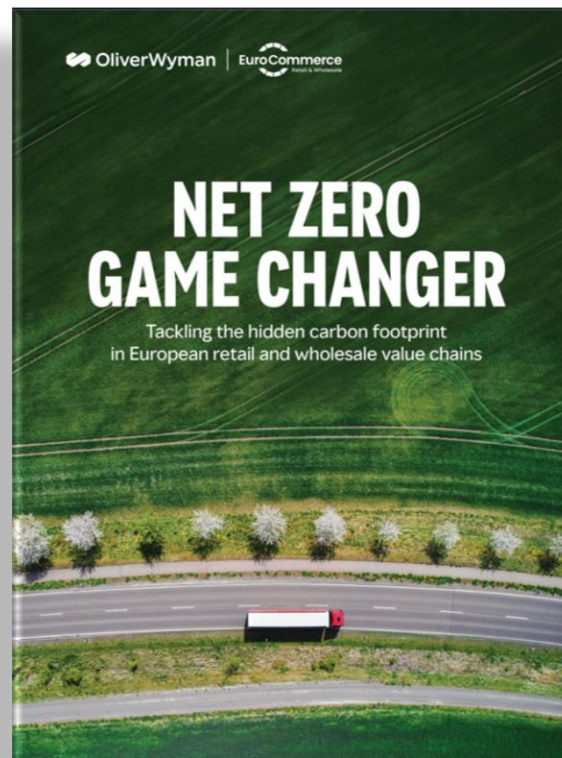
Resilience in a decade of perpetual crises



Three important studies for the sector



Study on the **investment needs for the triple transformation** of retail & wholesale between 2023 and 2030

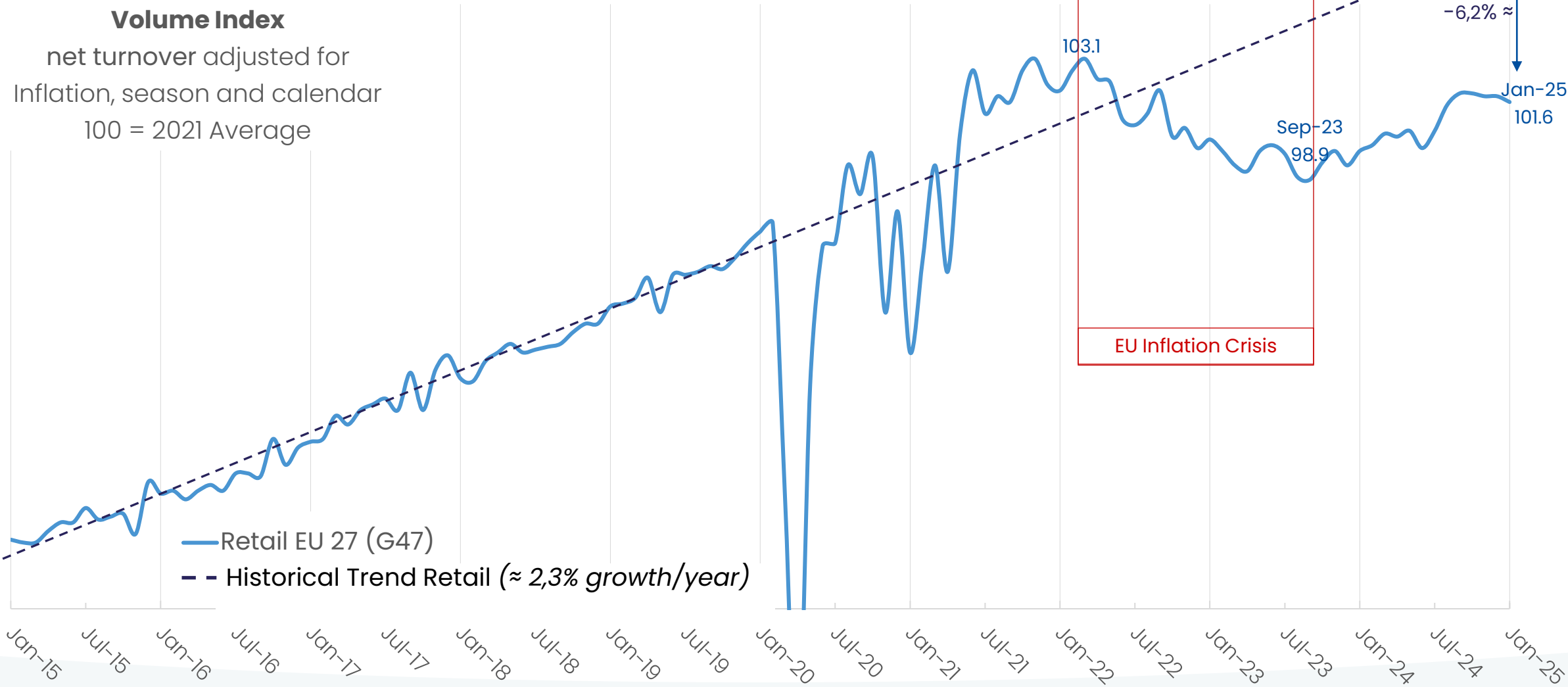


Study the role and impact of retail and wholesale in **achieving sustainability and decarbonisation targets**, as well as the operational challenges that come with that goal.



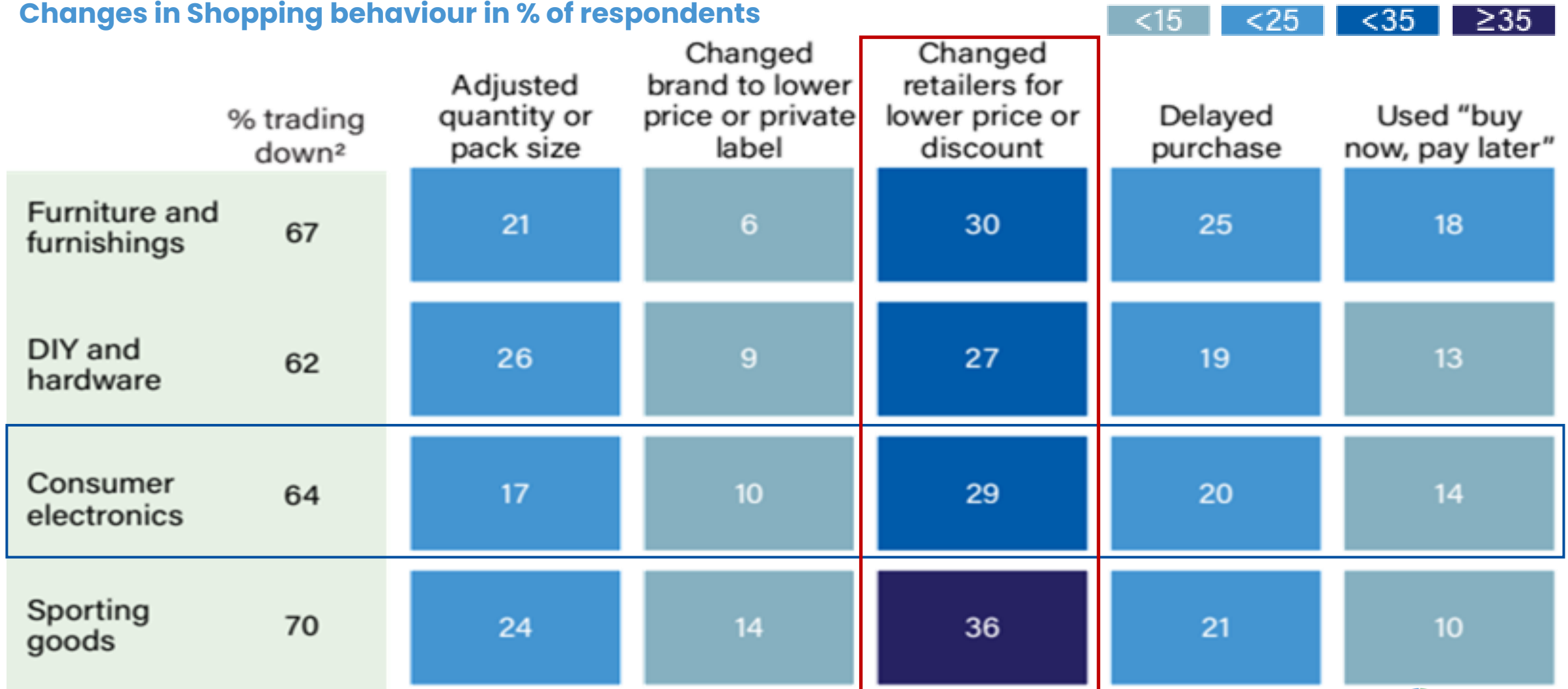
Annual report on the state of nongrocery retail in Europe, with additional focus on the "big six": UK, Germany, France, Italy, Spain and Poland.

Overall retail: return to growth, especially in non-food

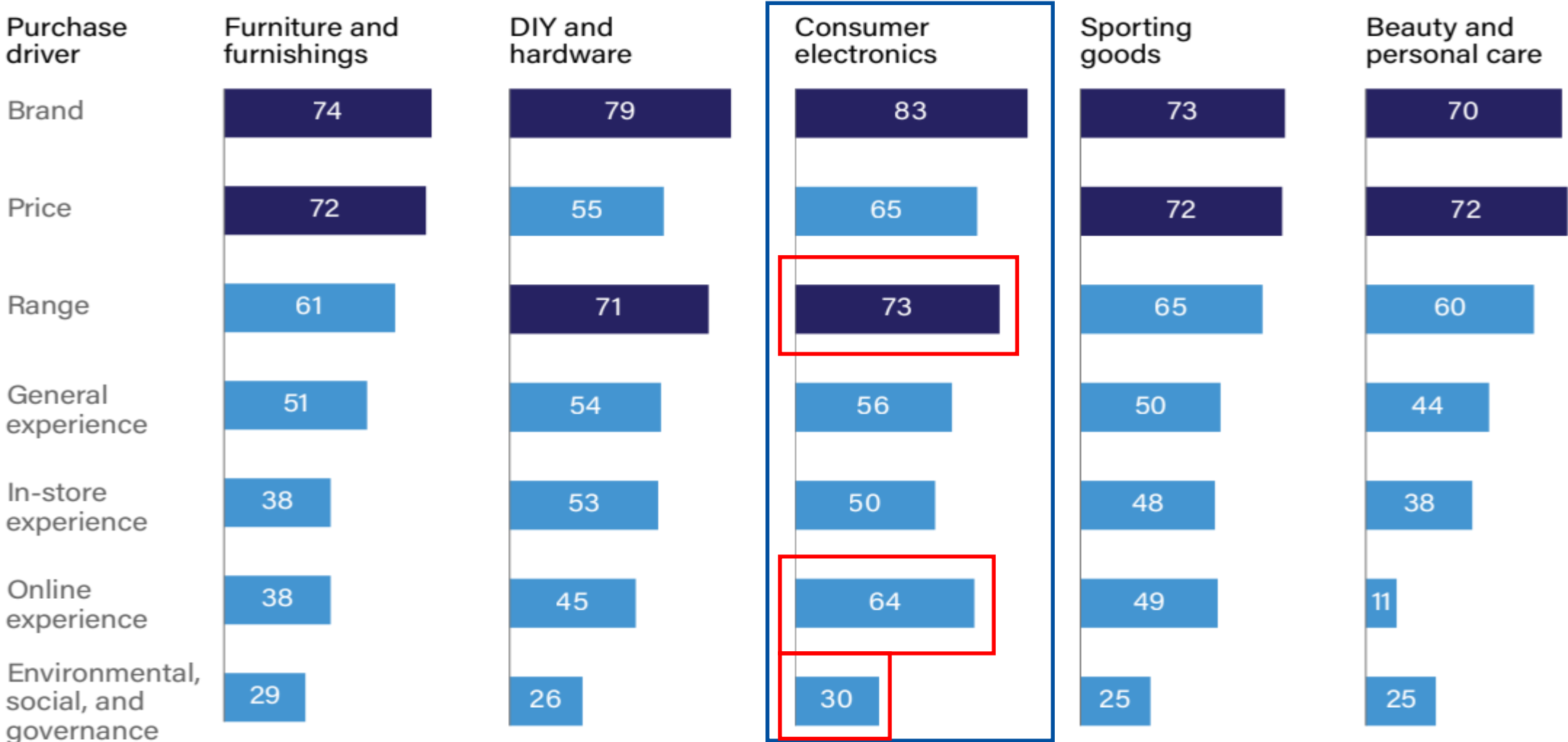


Inflation crisis: Majority of consumers were trading down

Changes in Shopping behaviour in % of respondents



But CE can compete on more than price alone



Driver importance was derived by correlating consumer purchases with how they rated retailers on a set of 40 purchase drivers in 7 categories.

Consumers: eco-conscious but even more wallet-conscious

Sustainability is front-of-mind...

- **30 %** of consumers rank it their **#2 concern** (just after inflation).
- **1 in 3 actively check** environmental friendliness when buying non-grocery goods...

... but not when making buying decisions

- ...but “**being eco-friendly**” scores **38th out of 40 purchase drivers** for electronics and 32nd across categories.

Circular habits are accelerating...

- **45 – 50 %** look for **repair** options; **≈ 40 %** pursue **resale**.

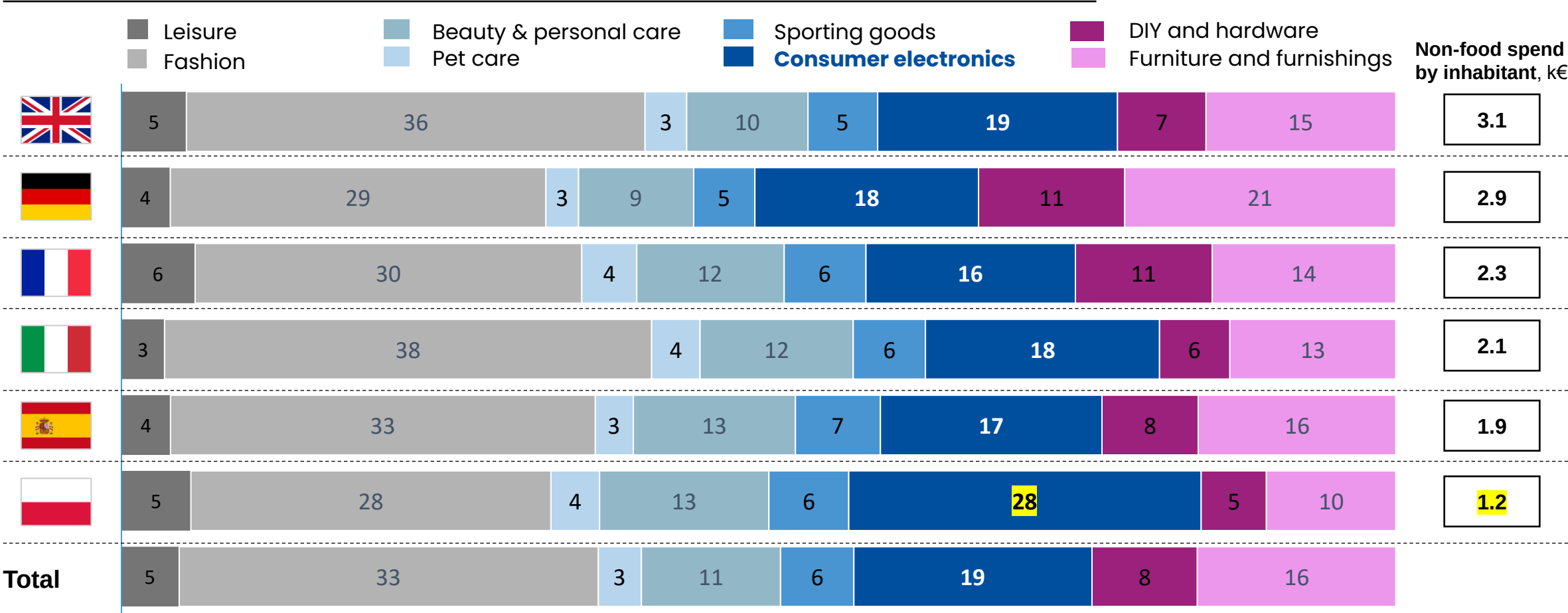
... and CE retailers increasingly help their customers in that journey

- **Refurbished devices** have **above-market growth** by combining value with sustainability.
- **Retailers offering refurbishment, rental, or second-hand** propositions **outpace** category **averages**.

Category appeal also varies based on local context

Some consumer electronics products are becoming quasi-essential goods

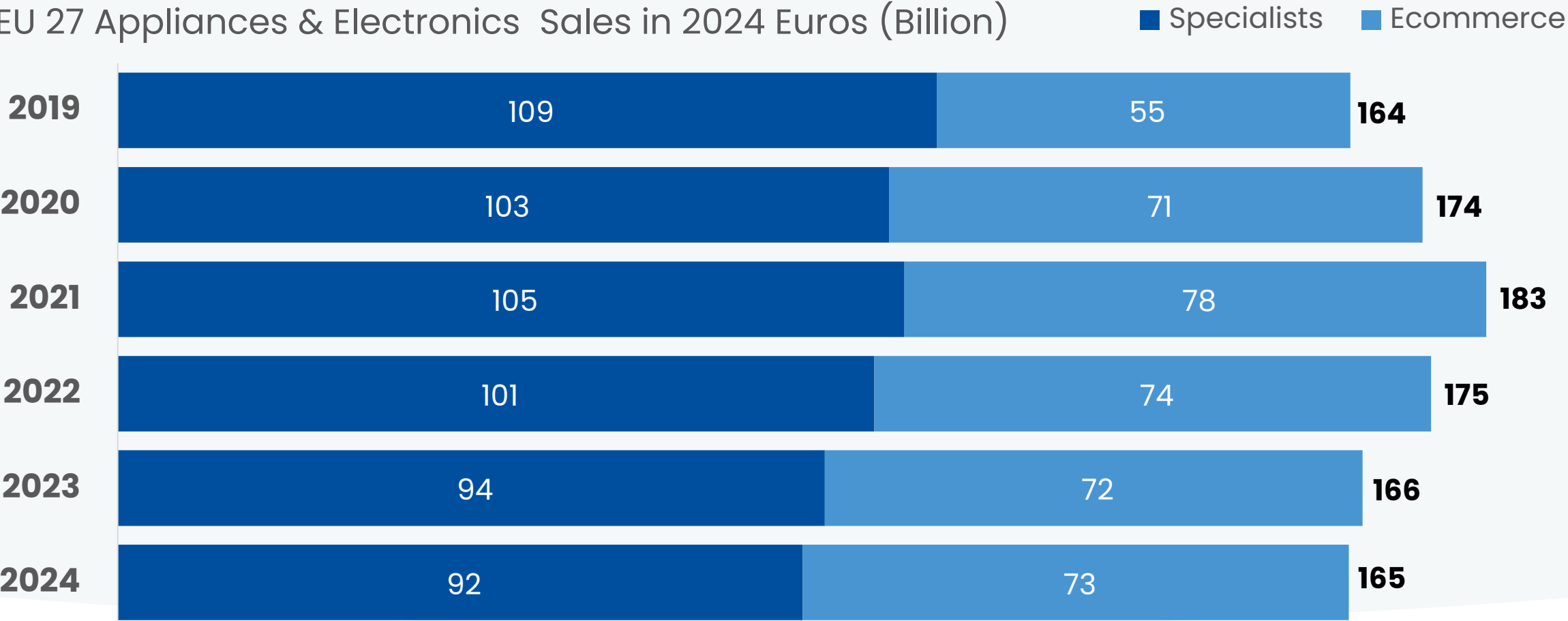
Spending share by inhabitant for each nongrocery retail category¹, %, 2023



CE: E-commerce keeps gaining market share

Inflation crisis erased all growth since 2019

EU 27 Appliances & Electronics Sales in 2024 Euros (Billion)



Retail market KPIs in 2023

2023 vs 2022
CAGR 2023 vs 2019

		Furniture & furnishings	DIY & hardware	Consumer electronics	Sporting goods	Beauty & personal care	Pet care	Total
Total Growth	2023 retail value, €bn	140.6	75.3	158.9	49.0	92.3	28.9	545.1
	Market nominal growth, % change	-2.4 1.4	-0.7 2.8	1.1 3.8	4.3 3.9	8.2 3.3	10.0 6.9	1.7 3.1
	Market real growth, % change	-7.6 -2.7	-5.9 -1.2	-4.6 -0.4	-1.5 -0.3	2.2 -0.8	4.0 2.6	-3.8 -1.0
	Non-grocery retailers' growth, % change	-2.6 -0.4	-1.0 1.7	0.5 -1.4	3.2 1.5	10.9 1.4	9.5 5.7	1.2 0.3
Retail channels	Department stores growth, % change	-5.5 -1.9	-13.3 -9.6	-1.4 -8.5	-0.2 -6.3	10.3 -3.2	n/ a n/ a	-1.6 -4.0
	Grocery retailers' growth, % change	-3.4 1.2	-2.6 -0.2	-2.1 -0.6	3.9 2.6	5.6 1.0	8.8 2.6	1.3 0.7
	Discounters' growth, % change	-4.7 2.4	-0.9 0.5	-4.2 1.3	5.8 6.4	9.9 6.1	14.0 8.4	0.7 3.2
	E-commerce growth, % change	0.0 10.5	3.2 14.5	2.8 16.1	7.4 13.1	3.8 14.9	11.6 18.9	3.3 14.4
	Online share of sales, % in total sales	17.9%	14.6%	37.7%	29.8%	19.6%	21.2%	24.7%
Store space	Store space growth across channels, % change	0.1 -1.4	-0.3 -1.0	-0.9 -2.1	0.0 -1.0	1.0 0.5	0.5 2.2	0.0 -1.0
	Sales per m² growth across channels, % change	-1.0 0.6	0.6 3.6	0.6 2.5	3.3 6.8	6.8 4.5	3.3 3.4	2.6 3.4

Future: Cautious consumers looking for experiences

Consumer intent two years from now

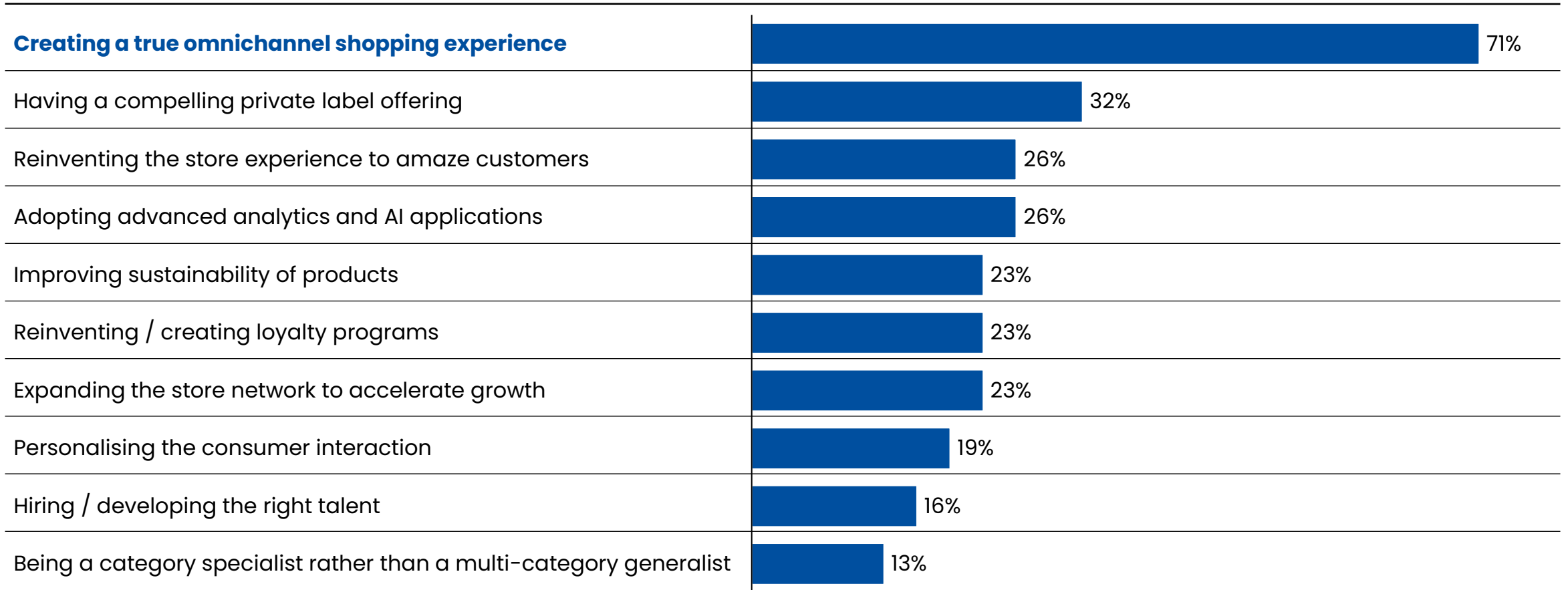
		% of respondents			Net intent pp
		Spend less	Spend the same	Spend more	
Non-essential	Furniture and furnishings	35	46	20	-15
	DIY and hardware	30	54	16	-14
	Consumer electronics	28	52	20	-8
	Fashion	24	53	22	-2
	Sporting goods	26	53	20	-6
	Restaurant & bars	25	50	25	0
	Travel	17	46	37	+20
	Entertainment	21	57	23	+2
Semi-essential	Leisure	31	48	21	-10
	Beauty and personal care	20	60	20	0
Essential	Baby care	32	39	29	-3
	Pet care	15	64	21	+6

Looking ahead, consumers plan to be cautious with retail spending, favouring travel and entertainment instead

Net intent is the difference between respondents who intend to spend more and those who plan to spend less

Future: CEOs see omnichannel as key to success by 2030

Key success factors in the retail industry for 2030¹, n=31², % of respondents



1. Q: Which key success factors will be critical to win in your segment towards 2030? Select up to 3 choices
2. "other" has been excluded

Future: Consumer electronics more resilient than most

Bn€ 2023 market value, Billion €
CAGR 2019–2023 real growth, EUR 2023, %

CAGR 2023–2028 real growth, EUR 2023, %

	Furniture & furnishings	DIY & hardware	Consumer electronics	Sporting goods	Beauty and personal care	Pet care	Fashion	Leisure	Total	2023 > 2019 2023 < 2019
	31.5 -3.8%	14.7 -1.2%	39.8 2.1%	11.6 -0.5%	20.1 -2.1%	6.9 1.3%	76.1 -2.7%	10.8 1.3%	211.5 -1.5%	[-1.6%]
	52.7 -2.0%	28.4 -2.1%	43.5 -0.7%	11.9 -1.9%	22.4 -0.2%	6.3 1.6%	73.0 -4.0%	9.5 4.0%	247.6 -2.0%	[-0.2%]
	22.1 -2.5%	16.5 0.0%	25.2 -3.0%	9.9 2.8%	17.7 -1.2%	6.6 4.4%	46.5 -4.0%	8.9 -1.8%	153.4 -2.1%	[-0.4%]
	15.9 -3.8%	6.8 -1.8%	22.5 -0.4%	7.0 -0.8%	14.7 0.1%	4.7 1.6%	46.8 -3.4%	4.1 0.2%	122.4 -2.0%	[-0.5%]
	13.8 -1.3%	6.7 0.5%	15.5 -1.9%	5.9 -0.5%	11.3 0.7%	2.7 4.6%	29.6 -2.9%	3.4 -0.1%	88.9 -1.3%	[-1.5%]
	4.6 -2.7%	2.3 -1.3%	12.5 0.5%	2.8 -1.2%	6.0 -2.3%	1.7 5.5%	12.8 -3.8%	2.5 8.9%	45.3 -1.2%	[-1.9%]
Total	140.6 -2.7%	75.3 -1.2%	158.9 -0.4%	49.0 -0.3%	92.3 -0.8%	28.9 2.6%	284.8 -3.5%	39.2 1.3%	869.1 -1.8%	[-0.6%]
	[-1.3%]	[-0.7%]	[1.5%]	[-1.2%]	[-1.7%]	[2.7%]	[-0.4%]	[1.3%]	[-0.6%]	

Any questions or suggestions?

Contact me

Anton Delbarre

Chief Economist

delbarre@eurocommerce.eu



Circular economy – squaring the circle, Introductory keynote



Aurel Ciobanu-Dordea
Director, Competitive
Circular Economy & Clean
Industrial policies (European
Commission, DG ENVI)

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Consumer electronics sector: moving the needle



Hans Carpels
President (Euronics International)
and Chairman (EuCER)



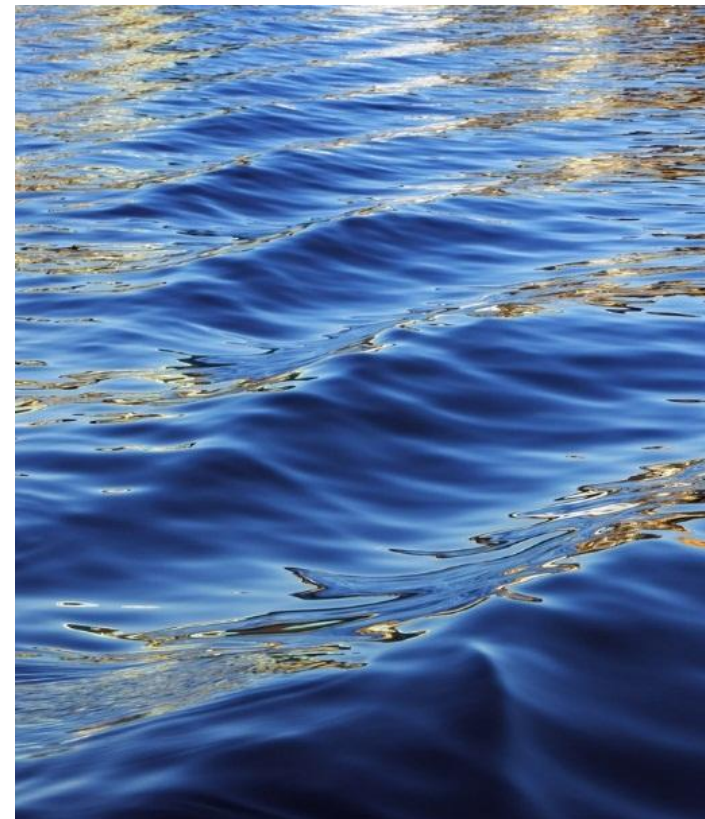
The key role of retail in the circular economy

EuCERC – EuroCommerce Conference
2025 May 6th



EuCERC Council

EUROPEAN CONSUMER ELECTRONICS RETAIL COUNCIL



The key role of retail in the circular economy

1. Sustainability label supported by retail & industry
2. Step up the efforts to reach E.U.-targets in W.E.E.E.
3. Right to repair
4. Example of efforts of Retail



Sustainability label supported by retail & industry

Why?

A label will come and ...



- EU-initiatives on Digital Product Passport are clear
- A large representation of retail wants it (+/- 70% in MDA).
- **Consumers want to know** which product is more sustainable (the energy label isn't sufficient).
- Emulate the mobile phone industry with Eco Rating for mobile phones.

Sustainability label supported by retail & industry

What?

A label: measurable, controllable, up scalable & verifiable.



- A label per SKU, based on x criteria: data of the x criteria available for retail & consumers.
- Rating with a different weight per criteria depending on product category.
- Agree on principles, legal assessment, Third Party verification, certification. Self certification is OK.
- Joint information about this initiative to the EU-Commission by industry & retail.

Sustainability label supported by retail & industry

How?

Possible criteria



- Joint proposal by APPLiA Europe (industry association) and EuCER (retail association)
- Energy label.
- Connectivity: for monitoring, upgrades of software, connection with grid.
- Repairs: align on 'right to repair' regulation. Take some relevant items from French legislation, but perhaps not all. Create a common denominator.
- Recyclability: recyclable packaging and recycled content of the product

Sustainability label supported by retail & industry

What if not?

Chaos!



- Many retailers will launch their own initiative: confusion for consumer, additional burden for industry.
- Price will stay a very important USP.
- EU-regulation will come anyhow: to change the narrative then will be impossible.

Step up the efforts to reach E.U.-targets in W.E.E.E

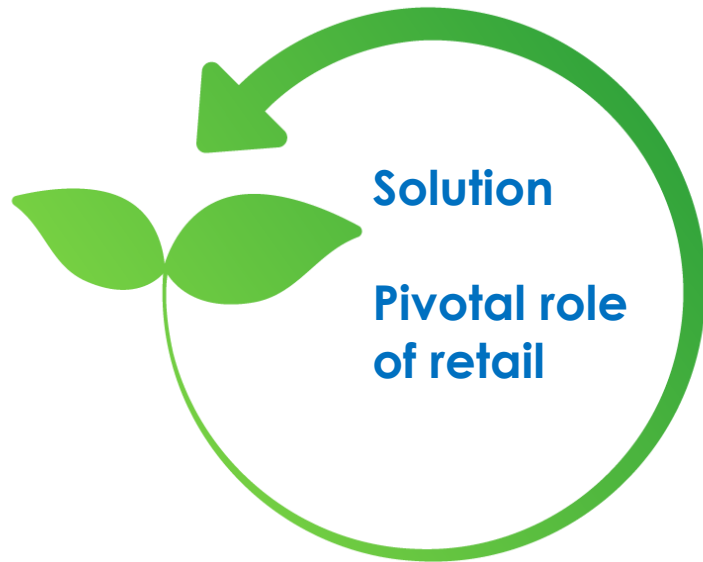
- Waste Collection Target 65% not reached (only BLG & SLK), D, IT, NL below 40% even
- EU starts procedure against countries underperforming on separate collection and treatment of W.E.E.E.
- The current industry scheme doesn't work, due to:
 - Insufficient performance by Municipalities
 - A lack of cost compensation
 - Bureaucracy
 - Free Riding (in particular online)



Survey by Euronics

- Survey in mainly West-Europe EU countries (I, F, NL, B, Lux, D, E): no system is comparable to another system. Germany : 0 €; Spain: 10 €/sku MDA not for other products, Compensation per ton (Italy) or per product (NL) or per container. New bonus if products can be re-used.
- Compensations vary a lot but are too low to cover the costs: rental of space at retailer premises, labour cost (+/- 4 hours/week/P.O.S = 1,5 month pay)
- Voluntary system for retailers to participate.
- The association proposes the recycling - fee which consumers pay per product.

Step up the efforts to reach E.U.- targets in W.E.E.E



- In collection of W.E.E.E. retailers are a pivotal player in the process:
 - 1vs1
 - 1vs0 (we cover for sales by onliners).
- Waste management at retailers' site of old products collected by the national schemes created by industry
- Compensation of the costs is essential.
- Incentives must be created at national level (tax discounts related to the proper collection of WEEE)

Right to repair



Context

New directive,
but

- Directive of E.U. is clear. Prefer repair instead of renew. Certain guidelines for the industry & distribution (accessibility of spare parts, listing on info-platform, ...)
- Issues not addressed by E.U.:
 - Costs in repair are mainly: salary of repairman/woman and spare parts. No guidance.
 - Availability of technicians
- ‘Monopoly’ of repair at industry in certain regions

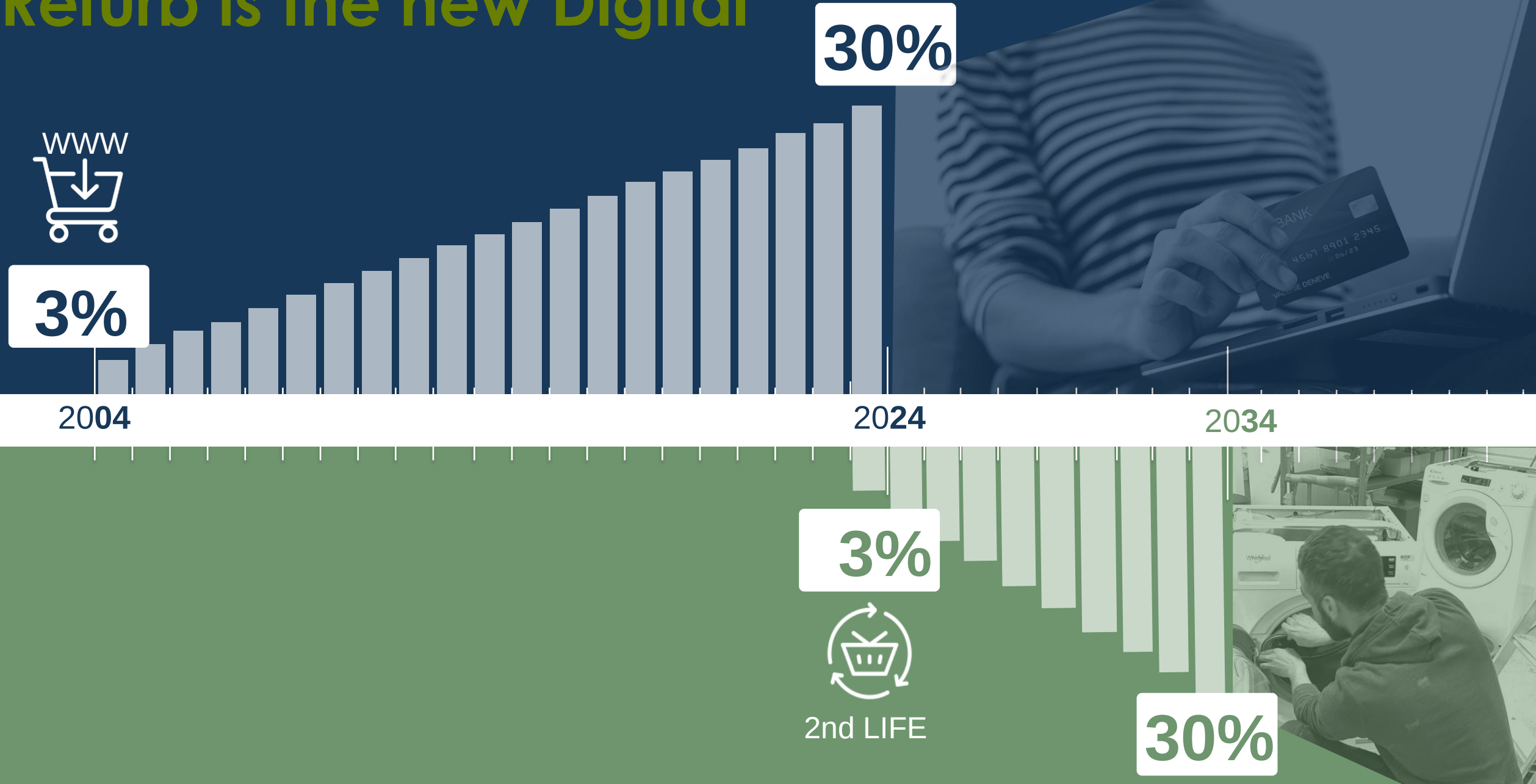
Right to repair

- Decentralised repair is faster and cheaper than centralised repair by industry thanks to proximity of retail.
- Joint approach by industry & EuCER towards Member States:
 - Support wages of repairman/woman to have affordable repair.
 - Create campaigns at technical schools to attract new technicians. Average age is too high.
- Request to industry:
 - Make spare parts more affordable.
 - Create objective support to retailers/repairers.

Solutions



Refurb is the new Digital



LIFE - EPICS PROJECT

Electronic Products – Impacts on Circular economy and Sustainable development



Project location: Amsterdam, The Netherlands



Total budget: € 4,841,493.20

- % EC Co-funding: 60% (€ 2,904,895.92)
- % Private funding: 40% (€ 1,936,597.28)



Project duration: 40 months



Coordinator: Euronics GEIE (The Netherlands)

Presented by Mr. Hans Carpels, President

Number of beneficiaries: 6



**Co-funded by
the European Union**

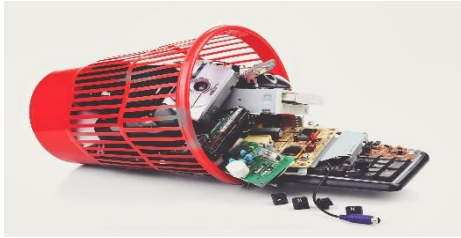
LIFE23 CEQL

Welcome meeting 1-3/10/2024 and 24/10/2024



LIFE - EPICS PROJECT

THE PROBLEM



Huge growth rate of e-waste and very low circularity rate.

Lack of information regarding sustainable electronic products.

OUR ACTIVITIES

1



Provide **sustainability training** for staff.

2



Open **Repair & Reuse** corners for electronic products.

3



Create a '**green**' **sustainability index** for devices.

OBJECTIVES

Train 18,000 employees in 6 target countries.

Launch 12 corners (2 on each target countries) and repair 48,600 electronic products.

The index (based on repairability, recyclability, connectivity and energy consumption) will help consumers to make conscious purchasing choices.



Co-funded by
the European Union



Electronics retailers play a critical role in fostering a circular economy, new research shows



Pascal Leroy
Director General
(WEEE Forum)

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Consumer Electronics Day

Findings arising from ECOSWEEE

EuroCommerce, 6 May 2025

This project is co financed by the LIFE Programme 2021-2027 of the European Union for the Environment and Climate Action under the project number 101104443 - LIFE22-PLP-BE-LIFE-ECOSWEEE.



9 new pilots
11 ongoing campaigns
20 in total

- Participating countries
- ⓧ Number of new pilot campaigns
- ⓪ Number of ongoing campaigns



Mobile Collection



Mobile Collection



E-vapes collection



E-vapes collection



Bins at parcel lockers



Recycle IT, with a click!



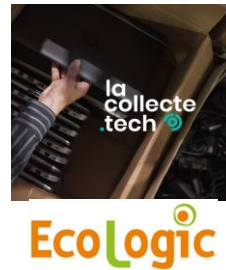
Jedonnemon telephone.fr



RedoIT



la collecte.tech



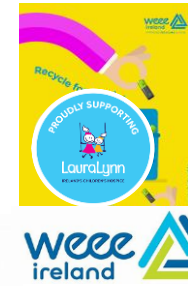
Visible Fee



Visible Fee



Recycle for Good



School competition



AFM Téléthon



Bring your Old Mobile/Tablet/Laptop to Altex



Recycle the ones that ring no more



Deposit Return System



Exchange corners



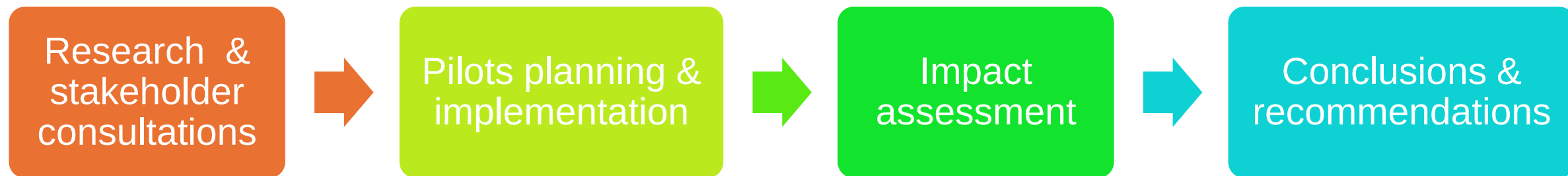
Pick-up



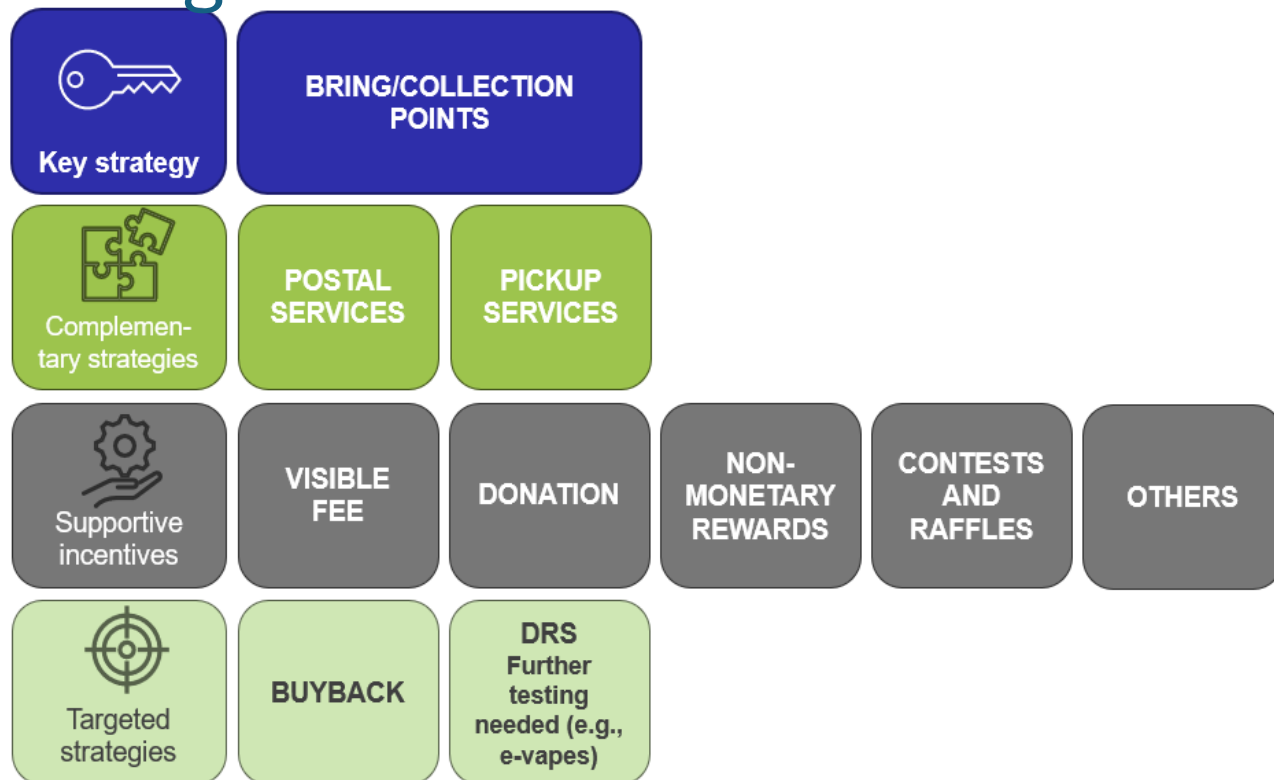
Street Containers



Process



Strategies



Reward

- DRS
- Buyback
- Other Reward

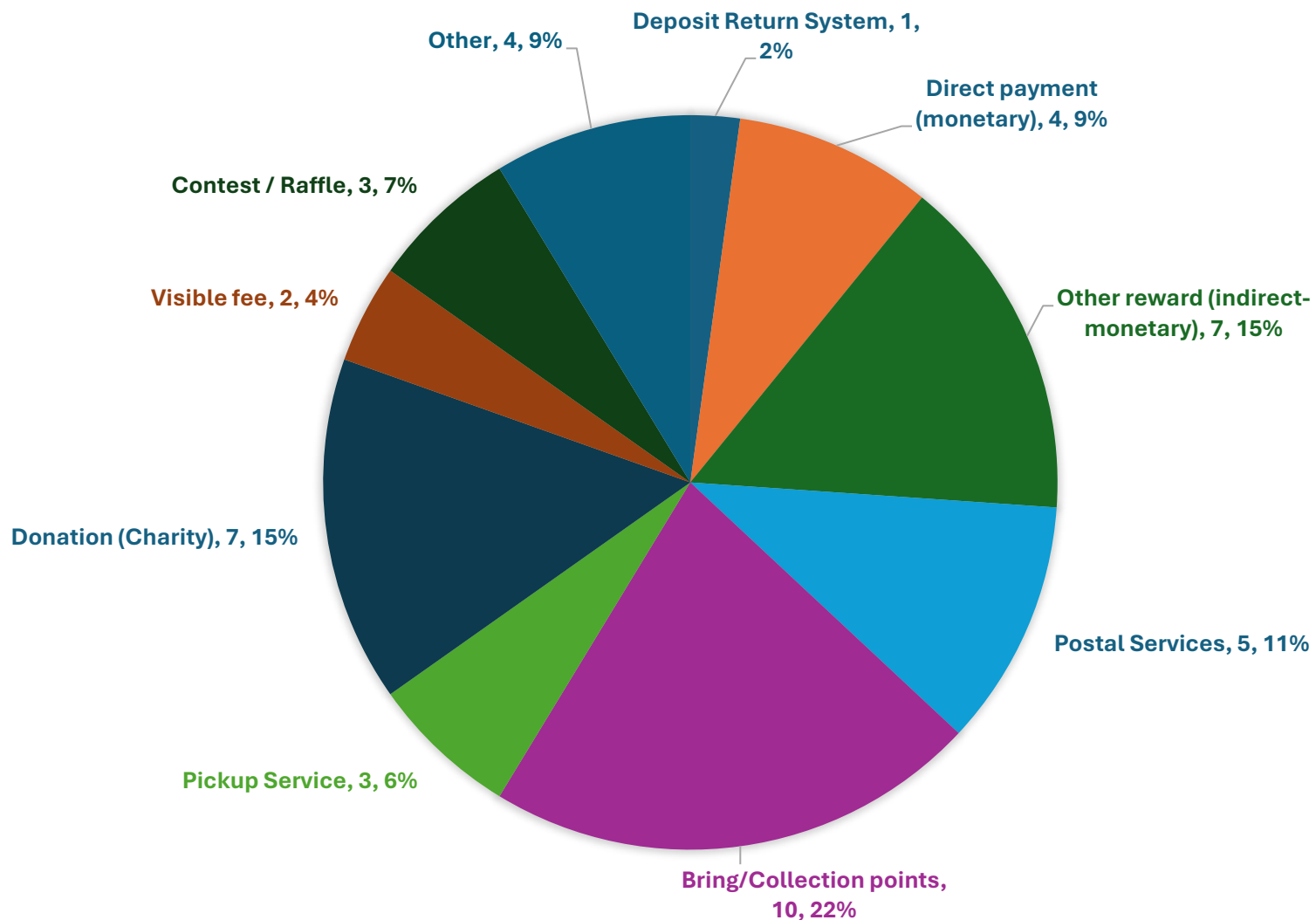
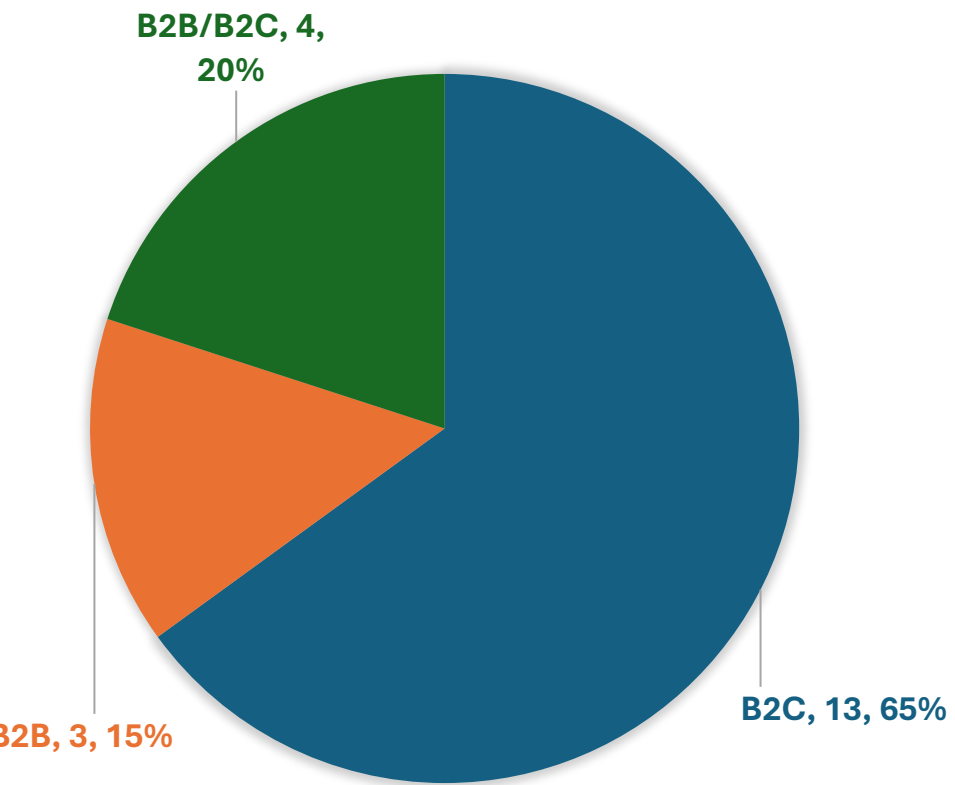
Convenience

- Postal services
- Collection points
- Pick-up

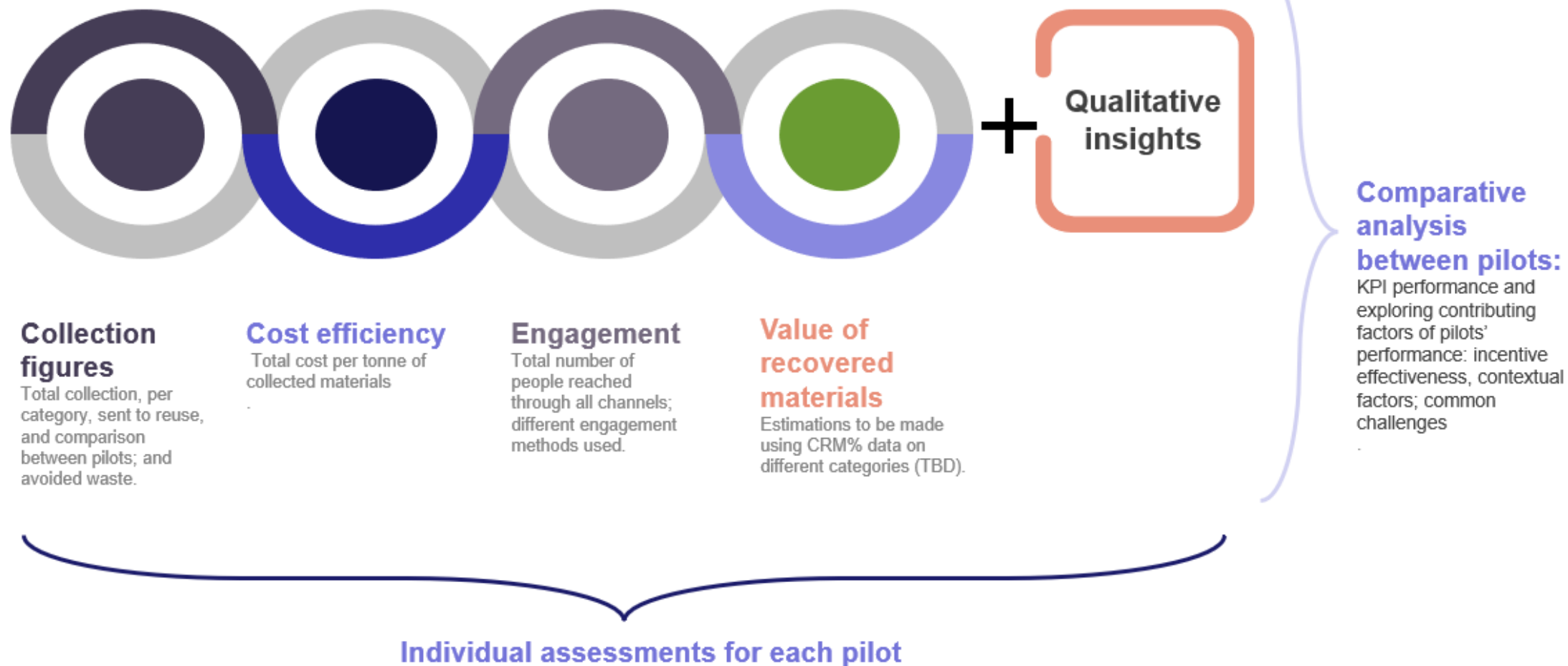
Other

- Visible Fee
- Contest – Raffles
- Donation-Charity
- Others

Strategies



Impact assessment



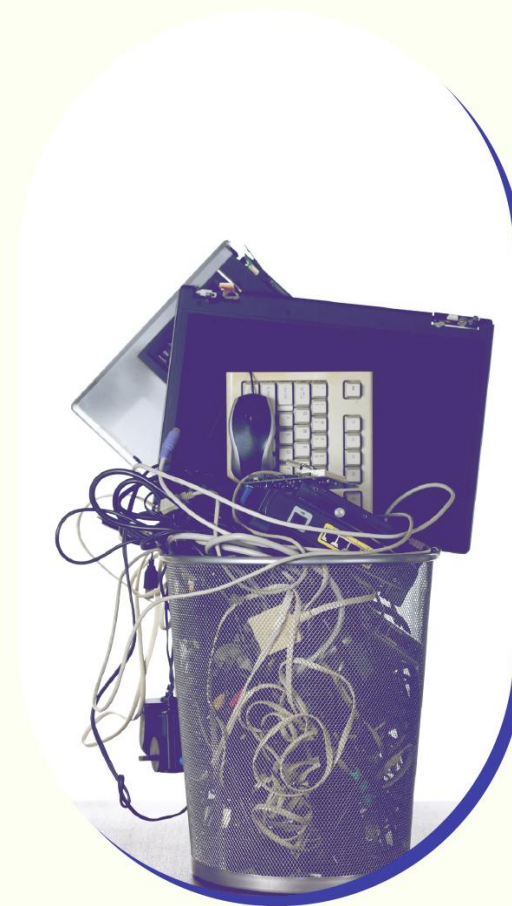


Consumer Electronics Day

Conclusions and recommendations

EuroCommerce, 6 May 2025

 This project is co-financed by the LIFE Programme 2021-2027 of the European Union for the Environment and Climate Action under the project number 101104443 - LIFE22-PLP-BE-LIFE-ECOSWEEE.



Conclusions and recommendations



Street collection in strategic places



Mobile collection in areas with limited collection service available but minimum traffic



E-vapes collection points to enhance volumes collected and raise awareness



Parcel lockers are not generally recommended due to the safety concerns and legal restrictions, except perhaps for one-on-one returns with online retail



Postal services if integrated into the collection points network



Pickup service especially for businesses, schools, retirement hospitals, homes, and aimed at multiple types of WEEE

Conclusions and recommendations



“Visible fee” to increase transparency and consumers’ awareness and commitment



Non-monetary reward is recommended as a supplementary incentive to other strategies



Donation to attract attention



School contests to engage with youth



Other incentives enhancing transparency to foster engagement



Buyback is not recommended as a general collection strategy. Should be aimed at specific types of WEEE due to competition with well-established players in the second-hand market



Not recommended to implement a DRS to all EEE/WEEE categories and batteries. Requires further testing.

Conclusions and recommendations



The retailer's role

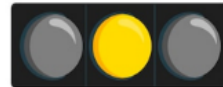


Replicability & Transferability

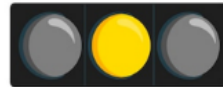
1. Collection point*



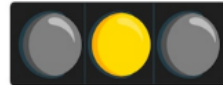
2. Postal services



3. Pickup services B2B
B2C



4. "Visible fee"



5. Donation



6. Non-monetary rewards



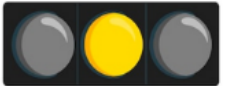
7. Contests and raffles



8. Other types of incentives



9. Buyback



10. DRS



Main takeaway

Any collection strategy should be complemented with robust awareness campaigns and targeted outreach, should be supported by the relevant actors and by an adequate legal framework and should leverage the existing logistics and infrastructure to improve cost efficiency

All reports can be downloaded here:

<https://www.ecosweee-life.eu/resources/#deliverables>





Thank you!

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From Storefront to Sustainability: Retailers Leading the ESG Transition



Eric Millar
Managing director
(E-Square)

From Storefront to Sustainability: How CE Retailers are Leading the ESG Transition

6 May, 2025



E-Square eeig

- 18 National Retail Organisations in 14 Countries
- > 10,150 CE Stores
- Approx. € 9.2 bln Annual Revenues



Some Background about our Stores

- The majority are located in cities < 20K residents.
- Average Store Size is 110 sq mt.
- Most are independently-owned and family-managed.
- The average number of employees / store is less than 4 people.
- More than 40% of sales are Major Domestic Appliances (large products).

Understanding & Navigating EU directives is complex...

WEEE

PPWR

Right-to-Repair

EUDR

Product Safety Regulations

Defective Products Directive

batteries / waste batteries

Energy labeling

Ecodesign Regulation

RoHS

Toy Safety Directive

Radio equipment labeling

Detergents Regulation

Food Contact regulation

We have established a team of local experts.

The role of CE Retailers is taken for granted – Germany WEEE

Example

- In official reporting, the ratio in Germany between sold products and collected old products rates among the lowest in the EU. This is probably incorrect.
- Collection of Refrigeration, Electronics, & Other Large Appliances must be done in same way as the new product is sold: in-store or collected from consumer's home, if new product is installed in home.
- Cost of collection, and management of the disposal of the old product, is borne by the retailer.
- Many are brought to recycling centres / public dumps but as in any business, stores look for opportunities to save costs.
- As a result, old products 'leak' out of the system : Some are sold to recycling companies, others are set out for collection by public entities but 'disappear' before the city collection takes place.
- The end result of this is that many products are going to unknown, unauthorized recycling centres and ultimately are not counted as being officially recycled.

How could this process be improved?

- A new, or additional calculation for financing the process should be established.
- Recycling costs must be shared between manufacturers, consumers, and retailers.
- Retailers must be adequately compensated for their part in the recycling process.
- Alternative 'rogue' recycling options should be uncovered and eliminated.
- New legislation should include representatives from industry, consumer advocacy, and retail.

Thank you!

From E-Waste to Value: The Repair Revolution in Italy and in the EU



Andrea Scozzoli
Chief retail development
officer (Unieuro)

From E-Waste to Value: The Repair Revolution in Italy and in the EU

Retail at the Heart of the Green Transition



R2R Directive 2024/1799 EU

- Retail should be at the Heart of the New Repair Scheme, serving as **New Repair Hubs**

Stores should become key centres for the :

collection,
repair,
& resale

of used products, developing the second-hand market and making repair services accessible locally.

What do we ask to Europe and to Individual Member States?

- **Clear and fair regulation that support:**

- The management of repairable products outside waste regulations.
- Equal access for retailers to affordable spare parts and repair manuals — on par with manufacturer service centres — ensuring fair competition.
- The promotion of training programs for repair technicians (low-entry jobs, green work).

- **Making repair economically attractive:**

- Support fiscal incentives (e.g., reduced VAT on repaired products, tax credits).
- Subsidise the labour costs for repair services.
- Ensure affordable, dynamic spare part pricing based on product lifecycle.

WEEE Directive 2012/19 EU

EUROPE

ITALY

Directive 2002/96/EU



Legislative Decree 151/2005

Directive 2012/19/EU



Legislative Decree 49/2014

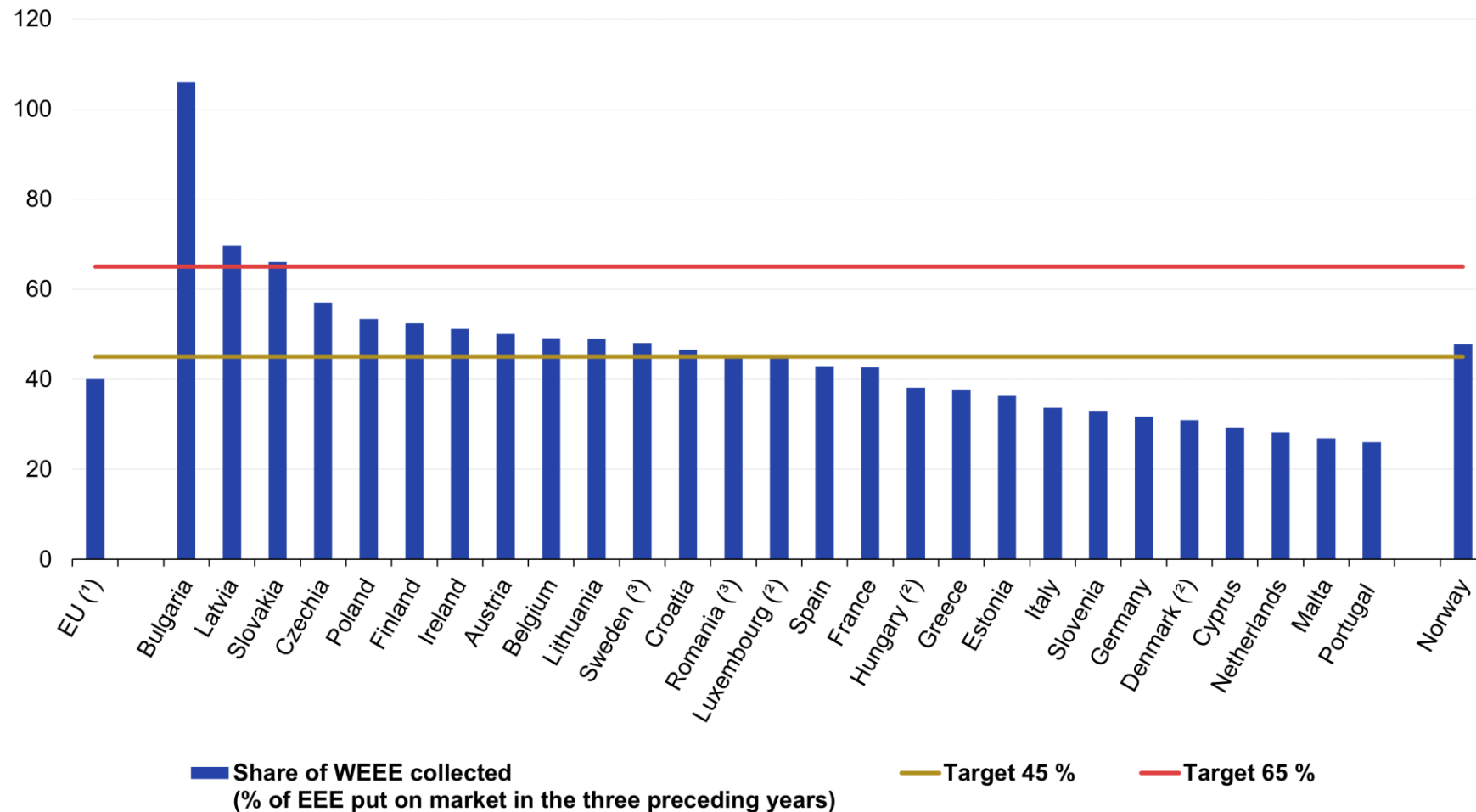
Collection Target



65%

Total collection rate for waste electrical and electronic equipment (EEE), 2022

(% of average weight of EEE put on the market in the three preceding years)

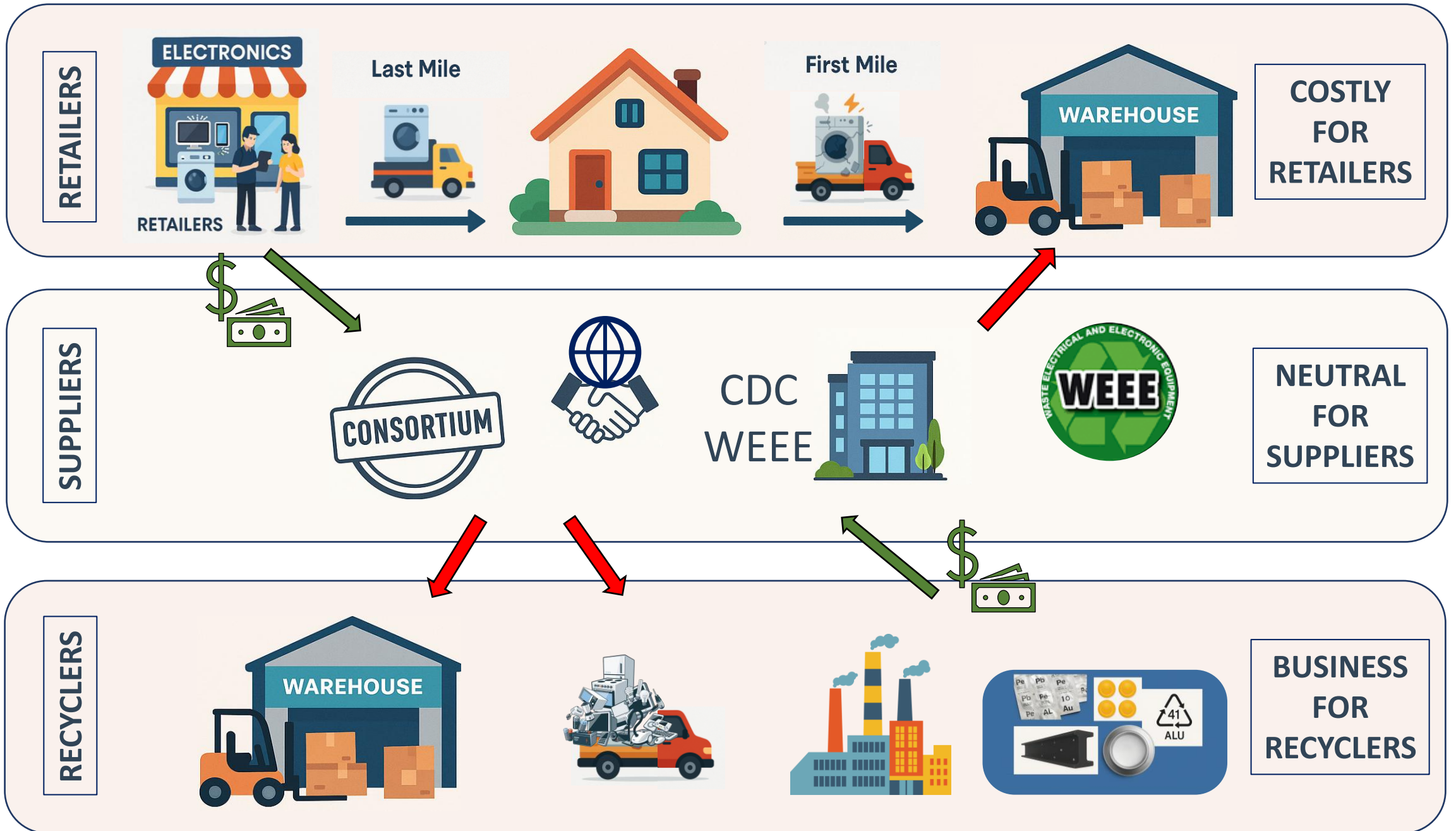


⁽¹⁾ Eurostat estimate.

⁽²⁾ 65 % target not applicable. Country applies calculation methodology based on WEEE generated: see Figure 2b.

⁽³⁾ 2021.

Source: Eurostat (online data code: env_waseleeos)



The Italian Anomalies

1. Imbalance in the distribution of money (the “first mile” of WEEE is not covered by the eco-contribution)
2. Mismanagement of funds by consortia:
 - deviation from the original objectives
 - accumulation of unjustified reserves
3. Lack of competition among consortia

Repair & Recycle in Europe: the easiest, cheapest and fastest way to re-industrialise with minimal investment



- Protecting the ENVIRONMENT
- Recovering RAW MATERIALS
- Creating stable and sustainable JOBS in EUROPE

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Consumer electronics retailers: making the circular economy turn



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Wrap-up



Christel Delberghe
Director General
EuroCommerce

Lunch & Networking Break

**We invite you to join us for a walking
lunch and networking session,
continuing until 14:00.**

**Enjoy the break and take the
opportunity to connect with fellow
participants!**