

Beko Smart Living Index

How household behaviours are adapting to rising energy costs and environmental concerns



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JLP.

The Smart Living Index

We are pleased to present the Beko Smart Living Index (SLI) 2026; one of the largest studies of its kind on the evolving landscape of consumer attitudes towards sustainable home living and household appliance technology.

This report is made possible by the contributions of 6,000 consumers across 12 countries, representing diverse demographics in terms of age, gender, geography, and education. We extend our thanks to all participants.

In a volatile and rapidly moving environment, households must innovate and adapt to live sustainably while managing daily home demands. Our study reveals key trends in sustainability, energy-conscious behaviours, and smart technology adoption, highlighting the importance of efficiency, convenience, and practical environmental action. Consumers are increasingly reaffirming that small daily choices can make a significant impact, yet rising costs and lifestyle pressures also create challenges. Therefore, it is critical to understand how people interact with technology, appliances, and sustainable living practices.

The Smart Living Index

With rising energy costs and increasing environmental awareness, smart and sustainable home solutions have never been more valued. This study highlights the innovative ways consumers are integrating sustainability into daily life – including adopting energy-efficient appliances, using smart technology to simplify tasks, and adjusting behaviours to reduce environmental impact.

The Smart Living Index defines “smart” as anything that makes life easier – from appliances that save time and effort to technology that improves efficiency and convenience in the home.

The Beko Smart Living Index 2026 sets a new benchmark for understanding global consumer sustainability attitudes and household behaviours. By surveying 6,000 individuals across 12 countries, the Index provides an unprecedented perspective on how financial pressures, cultural differences, and generational shifts are shaping the way people live and consume.



Executive Summary

1. Energy

Energy-saving behaviour is already widespread and normalised

- Over 90% of consumers across markets are actively adapting their routines to cut energy use, often through manual workarounds like line-drying laundry or hand-washing dishes.
- Over half of all respondents frequently use energy saving settings on their dishwasher across all markets
- This means the challenge for governments and businesses isn't motivating people to care or act but supporting and upgrading behaviours that are already happening.

Energy-saving activity increases with age and decreases with income

- Energy-saving habits are practised most by consumers over the age of 54, and mostly by people earning below average income (over 60%)

... Yet these behaviours are triggered by rising energy costs, not environmental concerns

- 8 out of 12 markets rank energy costs as top concern, overturning the assumption that consumers choose sustainable behaviours primarily out of environmental concern
- Awareness of running costs is high: in markets outside of Europe almost all consumers have an idea of monthly running costs
- Nearly half of UK (46%) and Romanian (40%) respondents find that energy costs affect their daily life
- Energy and water usage optimisation is the smart appliance feature that consumers would find most useful



Executive Summary

2. Smart Appliances

Smart appliances: wanted but not trusted

- Long-term affordability and sustainability are emerging as key considerations for appliance buyers across all markets.
- Consumers are clearly signalling strong demand for energy- and resource-efficient products, with more than 45% of respondents in Germany, Thailand, Italy, Turkey and South Africa saying they actively seek them out.
- Almost all consumers in every market report changing their approach to buying appliances in the past 12 months (84% in Germany).

Clear interest for energy and water usage optimisation

- There is clear demand for products that support and enhance energy saving behaviour. Across all markets, respondents express strong interest in tracking energy and water usage, with interest levels ranging from 48% to 74%.

Smart appliances are seen as more green than cheap

- Consumers tend to associate smart appliances with being environmentally friendly, but not necessarily with being affordable to run.
- This perception gap limits adoption among cost-conscious households who are already motivated to save energy.



Executive Summary

3. Concerns & Considerations

Cost remains the primary barrier to smart appliances adoption

- Consumers across markets consistently identify high purchase cost as the leading obstacle to adopting smart appliances. Sensitivity is particularly pronounced in South Africa (70%), France (64%), and Thailand (61%).
- Concerns over cost outweigh factors such as connectivity requirements or rapid obsolescence, emphasizing that affordability is critical to driving adoption.

Data privacy and security are important, but secondary

- While data privacy and security remain notable concerns, fewer consumers prioritize these compared to cost, with 30% (Romania, Pakistan) to 44% (Germany) expressing apprehension.

Complexity, repair and reliability affect decisions

- Adoption is also influenced by perceived complexity, repair challenges, and product reliability. Thailand shows high concern for complexity (50%), while South Africa reports elevated worry over repair difficulty (62%).
- Reliability issues are particularly salient in the UK (49%) and Germany (48%), highlighting the importance of confidence in product longevity.

Executive Summary

3. Concerns & Considerations

There is a strong consumer demand for government support in sustainability adoption

- Across markets, the majority of consumers are in favour of policy interventions to facilitate transitions to sustainable appliances, ranging from 53% in the UK to 85% in Egypt. This indicates an expectation that governments should make energy-efficient and environmentally friendly appliances more accessible and affordable. Financial or policy incentives are likely to encourage adoption of sustainable products.

There is limited trust in AI-powered appliances across markets

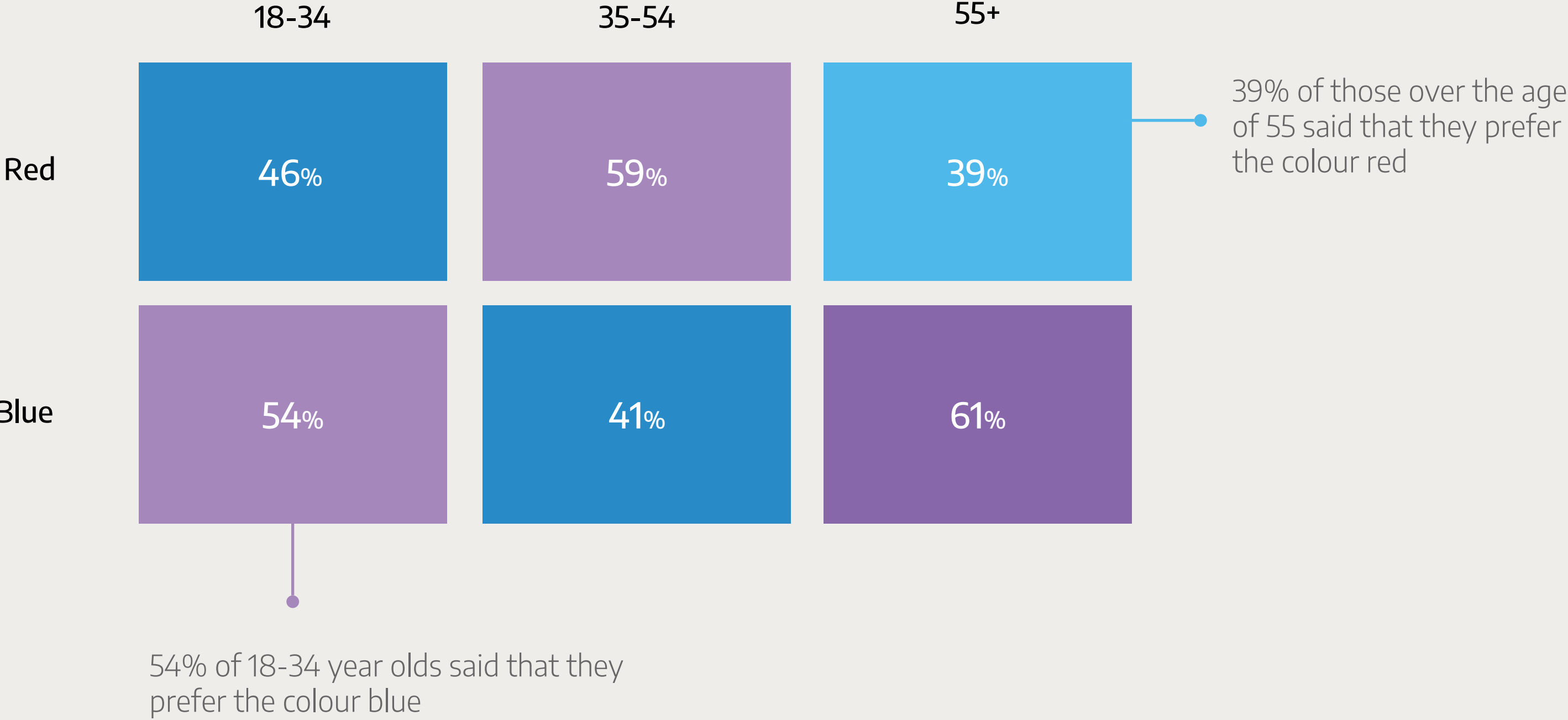
- Consumer confidence in AI-driven appliance management remains low, ranging from 8% in the Netherlands to 54% in Egypt. While some emerging markets show openness, widespread adoption is hindered by limited trust. Building confidence will require clear benefits, transparency, and assurances around control and privacy.

Methodology

- **J.L Partners** conducted a poll of **6,000 individuals over 12 different countries** – collecting nationally representative samples of 500 responses from each country.
 - The countries researched were the **UK, Germany, France, Spain, Romania, Turkey, Egypt, Thailand, Pakistan, South Africa, Italy** and the **Netherlands**.
- Quotas were used during the data collection procedure to ensure representative samples were collected from each population.
 - The quotas applied to gender, age, geographic region and education level.
- The data was then weighted back to the population.
 - The data was weighted to the variables gender, age, geographic region and education level.
- The survey had an estimated length of 33 minutes.
- Fieldwork was conducted from June 27th to July 7th and then again from September 19th to September 21st.

How to read a heatmap

This heatmap shows the percentage of people in each age group that said they prefer red or blue



1. Energy

Which of the following, if any, do you regularly do to save energy at home?

	UK	Germany	Thailand	Egypt	Turkey	France	Spain	South Africa	Romania	Pakistan	Italy	Netherlands
Dry laundry on a line instead of a dryer	62%	64%	52%	31%	45%	69%	65%	64%	66%	38%	62%	57%
Use eco mode on appliances	38%	37%	66%	50%	53%	56%	51%	30%	40%	35%	48%	40%
Hand wash the dishes	58%	38%	59%	33%	21%	44%	46%	70%	62%	49%	44%	40%
Turn devices off at the wall	61%	54%	68%	21%	53%	51%	57%	63%	27%	26%	41%	36%
Avoid pre-heating the oven	31%	41%	22%	26%	23%	26%	27%	38%	26%	40%	19%	19%
Run appliances at off-peak times	35%	17%	33%	36%	43%	43%	36%	26%	19%	44%	49%	44%
None of the above	4%	5%	2%	4%	5%	3%	2%	2%	7%	1%	3%	7%

% that selected

More than 9 in 10 consumers are carrying out energy-saving behaviours regularly

A large proportion of the public (90%) engage in appliance substituting behaviour to save energy at home – for example, in many countries around two-thirds of respondents signaled that they dry laundry on a line.

Barely any consumers indicated that they engage in no energy saving behaviour – the largest being 7% in Romania.

Some other prominent energy saving activities include hand washing dishes (70% of South Africans) and turning devices off at the wall (68% of Thai respondents).

Consumers are huge fans of energy saving settings across the world

Over half of all respondents frequently use the energy saving settings on their dishwasher across all markets.

Even for the appliance with the least frequent use of energy saving settings – the oven – the percentage of respondents who indicate that their usage never drops below 25%.

Inter-market variation is rife – consumers in countries such as Thailand, Egypt and Turkey are intense users of energy saving settings.

How often, if ever, do you use energy-saving settings on each of the following appliances?

	UK	Germany	Thailand	Egypt	Turkey	France	Spain	South Africa	Romania	Pakistan	Italy	Netherlands
Dishwasher	58%	56%	72%	63%	66%	68%	64%	60%	56%	65%	63%	49%
Washing Machine	54%	53%	60%	55%	67%	59%	61%	47%	48%	51%	61%	46%
Tumble Dryer	45%	45%	62%	50%	71%	55%	54%	47%	49%	59%	60%	42%
Fridge/Freezer	37%	37%	69%	59%	65%	33%	52%	50%	45%	60%	47%	33%
Vacuum Cleaner	28%	28%	44%	51%	52%	27%	40%	35%	36%	67%	36%	22%
Oven	29%	27%	56%	40%	50%	27%	45%	37%	36%	55%	33%	21%

% that at least mostly use energy saving settings

Energy saving activity tends to increase with age and decrease with income

Energy-saving habits are most prevalent among consumers aged 54 and over, particularly those earning below the average income, with more than 60% actively engaging in these behaviours.

Which of the following, if any, do you regularly do to save energy at home?

	All	Male	Female	18-24	25-34	35-44	45-54	54+	Below average income	Above average income	Average income
Dry laundry on a line instead of a dryer	56%	53%	60%	49%	48%	52%	59%	67%	61%	60%	47%
Turn devices off at the wall	47%	44%	49%	44%	43%	44%	46%	52%	52%	48%	42%
Use eco mode on appliances	45%	47%	44%	36%	45%	46%	51%	47%	40%	47%	47%
Hand wash the dishes	47%	45%	49%	48%	43%	47%	47%	49%	60%	49%	35%
Run appliances at off-peak times	35%	35%	35%	28%	33%	33%	39%	40%	32%	37%	37%
Avoid pre-heating the oven	28%	26%	30%	27%	28%	28%	30%	28%	31%	28%	27%
None of the above	4%	4%	3%	4%	3%	4%	4%	4%	3%	4%	3%

Energy costs is the leading environmental issue in 8 out of 12 markets

This overturns the assumption that consumers choose sustainable behaviours primarily out of environmental concern.

Beko's findings show that people are adopting sustainable habits out of financial necessity, driven by rising energy costs and household pressures, rather than moral choice.

Which of the following environmental issues most affects your daily life?

	UK	Germany	Thailand	Egypt	Turkey	France	Spain	South Africa	Romania	Pakistan	Italy	Netherlands
Energy costs/reliability	46%	36%	12%	25%	35%	25%	22%	37%	40%	24%	33%	34%
Air Pollution	10%	12%	42%	31%	24%	16%	23%	16%	26%	26%	16%	11%
Extreme Weather Events	10%	14%	14%	15%	10%	20%	15%	15%	12%	13%	14%	12%
Waste Management	7%	10%	18%	8%	9%	17%	14%	9%	7%	16%	19%	10%
Water Scarcity	4%	8%	9%	14%	14%	11%	9%	17%	9%	18%	6%	2%
None of the above	24%	18%	4%	8%	7%	11%	16%	5%	4%	2%	12%	30%

↗
% that selected

2. Smart Appliances

How, if at all, has your approach to buying appliances changed in the past 12 months?

What do people currently want from their appliances?

Consumers are clearly signalling strong demand for energy- and resource-efficient products, with more than 45% of respondents in Germany, Thailand, Italy, Turkey and South Africa saying they actively seek them out.

Almost all consumers in every market report changing their approach to buying appliances in the past 12 months (84% in Germany).

The data suggests that long-term affordability and sustainability are becoming key issues for buyers of electrical appliances across all markets.

There is also a strong signal that the hunt for smart appliances has intensified.

	UK	Germany	Thailand	Egypt	Turkey	France	Spain	South Africa	Romania	Pakistan	Italy	Netherlands
I'm more focused on energy efficiency	38%	49%	60%	42%	46%	37%	40%	48%	45%	40%	48%	37%
I repair rather than replace whenever	24%	35%	32%	24%	29%	31%	38%	33%	34%	37%	40%	24%
I research brands' sustainability credentials more thoroughly	22%	23%	47%	35%	28%	20%	22%	44%	22%	45%	23%	18%
I'm more interested in smart/connected appliances	23%	18%	42%	45%	39%	17%	26%	43%	30%	40%	17%	20%
I've delayed purchases due to financial concerns	26%	25%	30%	16%	29%	20%	24%	37%	31%	34%	16%	18%
I'm increasingly concerned about the environmental impact of appliances	20%	17%	26%	19%	21%	22%	31%	29%	19%	35%	17%	15%
I prioritise appliances that help reduce resource usage	25%	29%	48%	38%	32%	26%	36%	43%	35%	51%	27%	14%
I'm more interested in design/how the appliance looks	16%	14%	31%	33%	25%	12%	12%	27%	14%	34%	7%	11%
I've started buying second-hand appliances	9%	11%	10%	15%	7%	14%	9%	9%	8%	16%	5%	8%
No significant change	22%	16%	4%	6%	8%	19%	11%	5%	9%	2%	14%	25%

% that selected

Smart appliances are seen as more green than cheap

Consumers tend to associate smart appliances with being environmentally friendly, but not necessarily with being affordable to run. This perception gap limits adoption among cost-conscious households who are already motivated to save energy.

To accelerate uptake, brands and policymakers need to clearly demonstrate that smart appliances deliver *both* outcomes – lowering energy bills while reducing environmental impact.

For each of the following, please say if you think they apply more to smart appliances or regular appliances?

	UK	Germany	Thailand	Egypt	Turkey	France	Spain	South Africa	Romania	Pakistan	Italy	Netherlands
Good for the Environment	44%	45%	52%	72%	61%	30%	49%	65%	57%	60%	50%	45%
Cheap to Run	36%	41%	47%	43%	46%	24%	30%	28%	27%	39%	37%	31%

Clear signal for energy and water usage optimisation

There is clear demand for products that support and enhance energy saving behaviour.

Across all markets, respondents express strong interest in tracking energy and water usage, with interest levels ranging from 48% to 74%.

Which of the following smart appliance features would you find most useful?

	UK	Germany	Thailand	Egypt	Turkey	France	Spain	South Africa	Romania	Pakistan	Italy	Netherlands
Energy and water usage tracking	53%	54%	48%	51%	62%	61%	60%	74%	69%	55%	62%	50%
Usage-based cycles (e g adaptive washing)	30%	26%	57%	30%	42%	38%	41%	28%	32%	32%	39%	28%
Predictive maintenance alerts	26%	34%	45%	42%	32%	25%	31%	41%	27%	29%	32%	34%
Notifications when a cycle is finished	32%	24%	41%	45%	38%	26%	29%	44%	31%	35%	26%	38%
Remote control via app	31%	23%	45%	47%	43%	21%	26%	45%	40%	46%	24%	24%
Voice assistant integration	20%	11%	23%	28%	24%	12%	15%	31%	15%	32%	13%	8%
None of the above	16%	15%	2%	1%	2%	14%	7%	2%	5%	3%	10%	14%

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% that selected

3. Concerns & Considerations

But there are concerns about higher purchase costs

Consumers express clear concerns about the upfront costs of smart appliances

Across all markets, higher purchase cost emerges as the top concern, with South Africa (70%), France (64%), and Thailand (61%) reporting the highest sensitivity. Cost considerations appear to outweigh concerns such as connectivity requirements or rapid obsolescence, highlighting that price remains a critical barrier to adoption.

Data privacy and security remain important but secondary

While still notable, fewer consumers cite data privacy/security as a primary concern compared to cost, with percentages ranging from 30% (Romania, Pakistan) to 44% (Germany).

Complexity, repair, and reliability influence adoption decisions

Consumers show varied sensitivity to complexity of use and repair difficulties, with Thailand (50% complexity) and South Africa (62% repair difficulty) reporting particularly high concern. Reliability issues are significant in markets like the UK (49%) and Germany (48%), indicating that confidence in product longevity is a critical consideration alongside cost.

What concerns, if any, do you have about smart appliances?

	UK	Germany	Thailand	Egypt	Turkey	France	Spain	South Africa	Romania	Pakistan	Italy	Netherlands
Higher purchase cost	51%	54%	61%	44%	50%	64%	53%	70%	63%	57%	54%	45%
Data privacy/security	39%	44%	40%	37%	41%	34%	37%	42%	30%	35%	30%	36%
Complexity of use	37%	29%	50%	35%	30%	36%	35%	31%	31%	36%	31%	29%
Repair difficulties	42%	34%	54%	36%	40%	42%	47%	62%	49%	41%	43%	23%
Reliability issues	49%	46%	37%	22%	39%	38%	31%	43%	25%	37%	36%	34%
Connectivity requirements	33%	29%	33%	25%	22%	27%	28%	40%	24%	30%	20%	19%
Quickly becoming redundant	23%	16%	26%	16%	19%	24%	30%	20%	10%	29%	22%	17%
No concerns	10%	7%	6%	13%	10%	6%	7%	4%	6%	7%	7%	14%

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% that selected

Consumers demand governmental support for the transition to sustainable appliance use

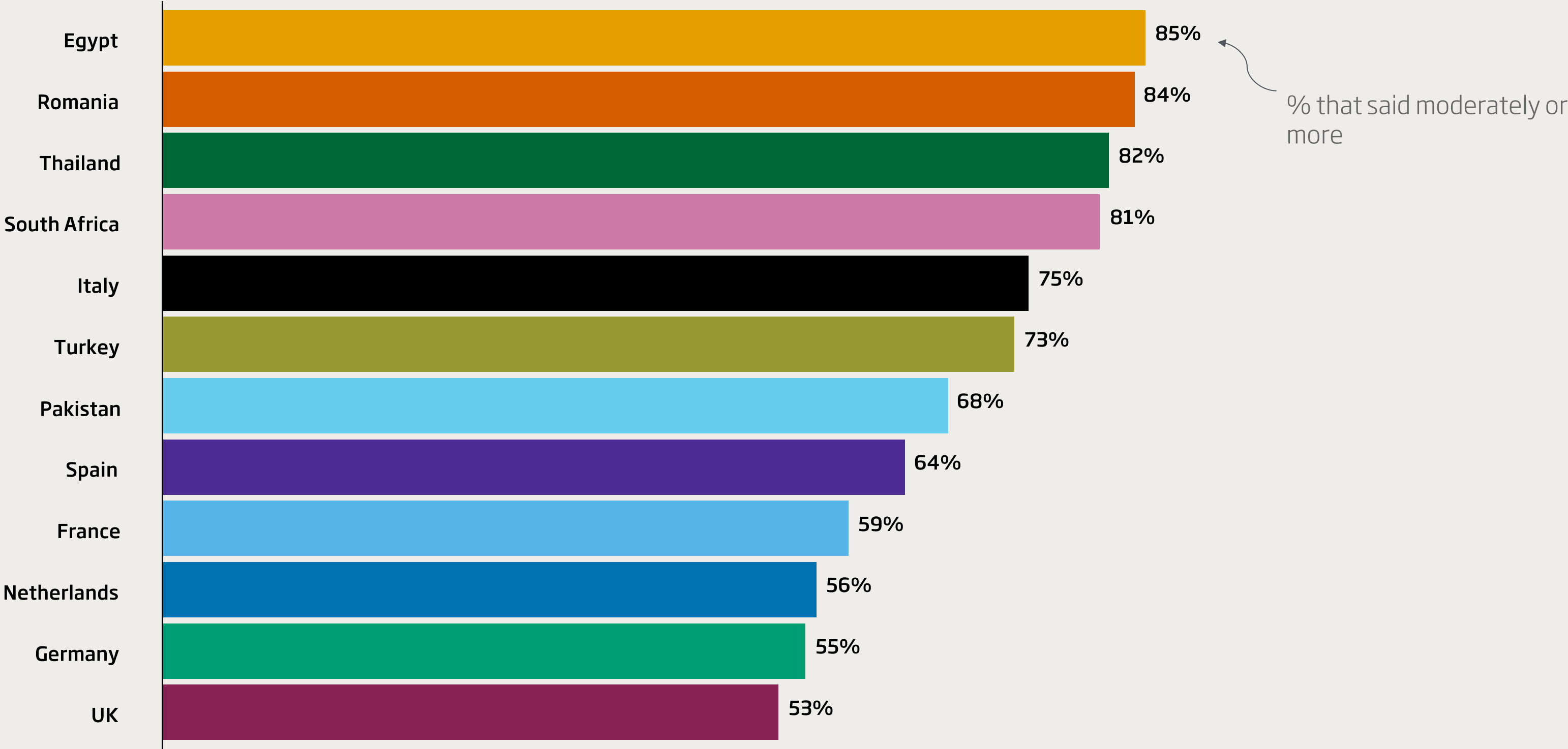
Across all markets, a majority of consumers – from 53% in the UK to 85% in Egypt – indicate that policy should help them transition to more sustainable products.

This reflects a growing expectation that governments play a proactive role in making energy-efficient and environmentally friendly appliances accessible and affordable.

The high levels of support across diverse regions suggest that sustainability is no longer just a niche concern but a mainstream priority for appliance buyers.

There is also an indication that consumers are ready to act if financial or policy incentives make sustainable choices easier.

How much, if at all, do you think government policy should support consumers in switching to more sustainable home appliances?



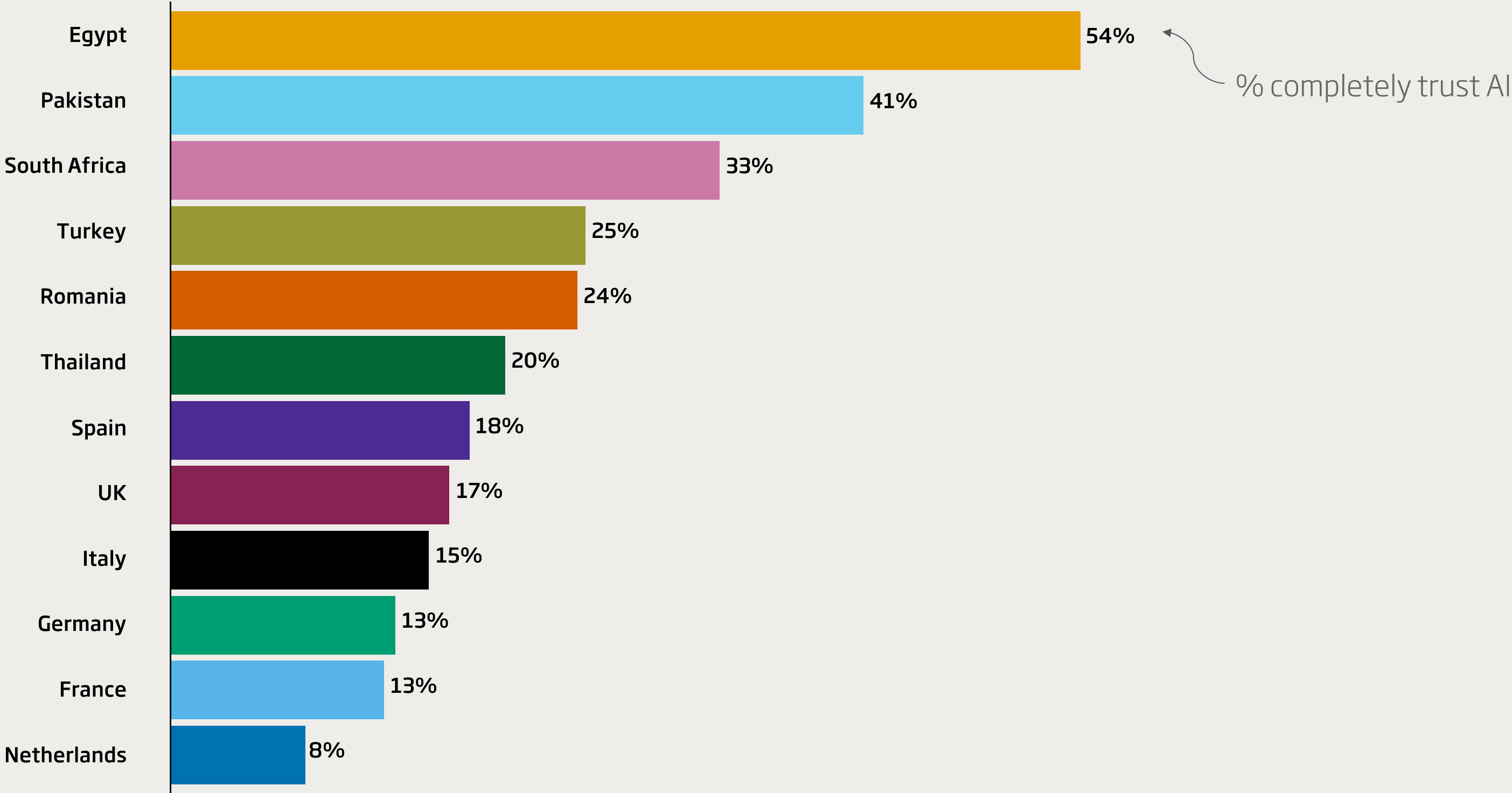
...and trust in AI isn't concrete

Across all markets, trust in AI-powered appliances to manage energy, water, maintenance, and reordering remains limited, ranging from 8% in the Netherlands to 54% in Egypt.

While some consumers in emerging markets show openness to AI making household decisions, the low adoption in many regions highlights that confidence in these technologies is far from widespread.

This suggests that, although AI solutions are technologically feasible, building consumer trust will require clear benefits, transparency, and reassurance about control and privacy.

Would you trust an AI-powered appliance to make decisions about energy and water usage, maintenance and reordering in your home?



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