



For Immediate Release

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The Best Consumer Brands: Announcing the Finalists for the 2021 BeXt Awards

Brussels - Today 23 September 2021 - Today, Euroconsumers announces the finalists for the 2021 BeXt Awards, a consumer brands competition that rewards best practice in sustainability, price, and quality across nine categories. The winners will be announced on the 30th September during an [online conference](#) featuring high level speakers from EU institutions, business, and the consumer movement to discuss Repairability and Early Obsolescence, Performance and Environmental Impact of Detergents, and Online Safety.

The BeXt Awards are an annual consumer brand award that rewards outstanding performance based on the results of over 3000 quality comparative tests and cross-market surveys carried out by Euroconsumers' national organisations in Belgium, Italy, Spain, and Portugal. These tests measure longevity, reliability, quality, and value for money of household goods, and personal tech products.

The finalists

This year, the shortlisted finalists across the nine 2021 BeXt Award categories are:

- **BeXt Award for quality performance in large household appliances:** Miele, Siemens, Bosch
- **BeXt Award for quality performance in hi-tech devices:** Apple, Samsung, Huawei
- **BeXt Award for value for money in large household appliances:** Electrolux, Bosch, Beko
- **BeXt Award for value for money in hi-tech devices:** Xiaomi, Realme, Apple
- **BeXt Award for eco-friendly environmental impact in large household appliances:** Samsung, Siemens, Whirlpool

- **BeXt Award for eco-friendly environmental impact in automotive tyres:**
Michelin, Dunlop, Continental
- **BeXt Award for eco-friendly environmental impact in home detergents:**
Ecover, Unilever, Lidl, Aldi
- **BeXt Award for reliability in large household appliances:** Miele, Zanussi,
Bosch, Siemens
- **BeXt Award for quality over time in smartphones:** Samsung, Apple, HTC

Background

The 2021 BeXt Awards come during a time when the urgency of the green transition has never been clearer. Consumers want to do their part to help the environment, and demand more sustainable products from the companies they buy from.

How to balance consumer expectations for price and quality while also producing green, low-waste and durable products? By rewarding excellence in sustainability, Euroconsumers seeks to encourage innovation by showcasing best practice in this field. The BeXt Awards recognise those companies that have stepped up to help make our shared marketplace, economy, and society better and more sustainable.

“For over half a century Euroconsumers organizations have been helping millions of people in their daily choices,” said Marco Pierani, Head of Public Affairs and Media Relations at Euroconsumers. “However, we’re increasingly aware that the choices we make as consumers can and should positively affect our market, society, and future quality of life. That is why Euroconsumers, with these awards, wants to highlight those brands that contribute to making a better marketplace and planet, following consumers in their responsible and sustainable decisions.”

The BeXt Award ceremony will take place online as a fully digital event on 30th September 2021 from 09.30-13.30 CET. Participation is free, but registration is required: do not forget to register [here](#)! The programme of the conference can be found [here](#).

About Euroconsumers

Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world’s leading consumer cluster in innovative information, personalised services and defence of consumer’s rights. We work closely together with Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities. Our European member groups are also part of the umbrella network of BEUC, the European Consumer Organisation. Together, we advocate for EU policies that benefit consumers in their daily lives.