



For Immediate Release

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**The Consumer Brands Stepping Up for a Better Marketplace and Planet:
Announcing the Winners of the 2021 BeXt Awards**

Brussels - 30 September 2021 - Euroconsumers is delighted to announce the winners of the 2021 BeXt Awards, [a consumer brands competition that rewards best practice in sustainability, price, and quality across nine categories](#). 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 winners

This year, the winners of the nine 2021 BeXt Award categories were:

- **BeXt Award for quality performance in large household appliances:** Miele
- **BeXt Award for quality performance in hi-tech devices:** Apple
- **BeXt Award for value for money in large household appliances:** Electrolux
- **BeXt Award for value for money in hi-tech devices:** Xiaomi
- **BeXt Award for eco-friendly environmental impact in large household appliances:** Samsung
- **BeXt Award for eco-friendly environmental impact in automotive tyres:** Michelin
- **BeXt Award for eco-friendly environmental impact in home detergents:** Ecover
- **BeXt Award for reliability in large household appliances:** Miele, Zanussi
- **BeXt Award for quality over time in smartphones:** Samsung

Congratulations to all the winners.

Consumers are more aware than ever of [the importance of sustainability, and of the impact of their purchases on the environment](#). With the BeXt Awards, Euroconsumers seeks to recognise those companies that have contributed to a better marketplace and planet with excellent products, while also helping consumers in their daily purchase choices.

“Congratulations to all the winners, and the finalists,” said Michele Cavuoti, Manager for Comparative Test and Research at Euroconsumers. “Sustainable, affordable, and quality products make our marketplace, society, and planet better. With these awards, Euroconsumers seeks to highlight these efforts, and encourage more companies to step up for a better, more sustainable, form of consumerism.”

“The importance of consumer groups and initiatives such as the BeXt Awards has never been more important,” said Els Bruggeman, Head Policy and Enforcement at Euroconsumers. “Consumers face great change in the face of the digital and green transitions. But consumer organisations, through such initiatives as the BeXt Awards, can guide the way in terms of best practise, and promoting innovation.”

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.