

Woodburning stove sales remain strong

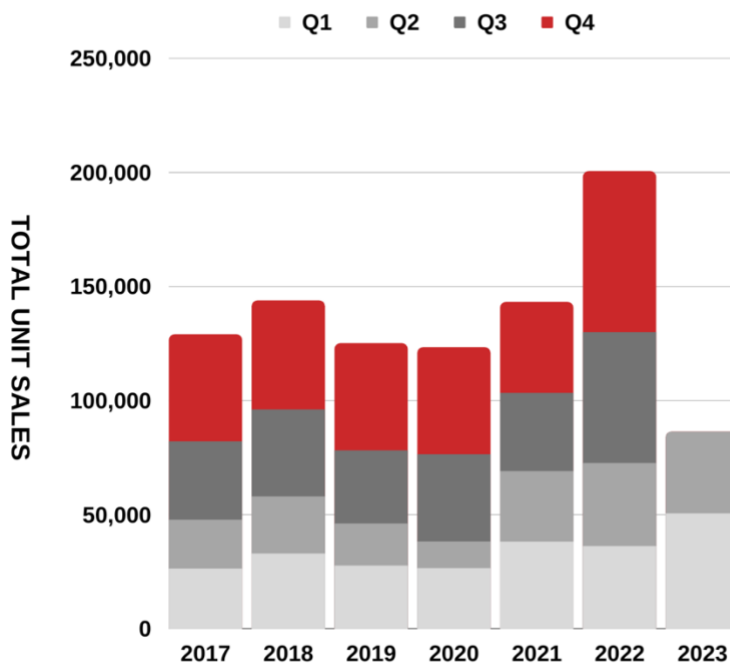
Sales of wood burning stoves in the first two quarters of this year remain strong according to the latest figures from the Stove Industry Association (SIA).

Total unit sales for the period 1st January to 30th June 2023 were over 86,300 and increased by almost 19% compared to the first half of 2022.

Sales data is collated from all SIA appliance manufacturing members and accounts for approximately 80% of total UK stove sales.

2022 was a particularly strong year for the UK stove industry with a 40% increase in total unit sales by SIA appliance manufacturing members compared to the previous year, with 2023 looking set to see similarly robust figures.

Annual stove sales by SIA appliance manufacturing members



Andy Hill, Chair of the SIA noted: “There can be no doubt that stove sales in 2022 were boosted by consumer concerns over spiralling energy bills and, at the halfway point in the year, our data points to 2023 sales at least keeping pace with, if not exceeding last year’s. Average energy bills are still way

above where they were two years ago and as we head into this winter the motivation for choosing a wood burning stove is still driven by cost, as well as a growing awareness of grid inefficiency.”

In addition to tracking unit sales, the SIA has monitored sales of Ecodesign compliant stove models as a percentage of the total since 2017, a full five years before solid fuel heating appliances were required by law to meet the energy performance and emissions standards of the Ecodesign Regulation. By the end of 2019 almost half (49%) of total unit sales were of appliances that already met the Ecodesign standards and by the end of 2021 79% of all stoves sold met Ecodesign.

An Ecodesign compliant wood burning stove produces up to 80% less particulate matter compared to an older, basic stove model and up to 90% less than an open fire.

Andy added: “Within a year of the Ecodesign Regulation coming into force on 1st January 2022 100% of all stoves sold by appliance manufacturing members of the SIA met Ecodesign. As the figures above clearly demonstrate, the stove industry is committed to the continuous improvement of its appliances. Addressing air quality and lowering emissions is a responsibility that our sector takes very seriously, and we will strive to further reduce emissions to ensure that consumers can maintain the right to heat their homes however they choose.”

ENDS

SIA Top Tips:

- Choose an Ecodesign compliant wood burning stove such as a [clearSkies](#) certified appliance. If you currently use an open fire or an older, very basic wood burning stove, consider upgrading. A modern Ecodesign compliant wood burning stove releases up to 90% less emissions than an open fire and can be up to 80% less than some older stoves. Your local [SIA Retail Group member](#) can help advise on the best stove for you and your family.
- If you live in a [Smoke Control Area](#), your stove will also need to be Defra exempt. All clearSkies Level 3 and above models are certified as Defra exempt.
- Visit your local stove retailer for guidance on choosing the right size stove for your property and for a detailed installation quote. You can find your nearest [SIA Retail Group member showroom here](#).
- Ensure your stove is fitted by an appropriately qualified competent person such as one who is [HETAS](#) or [OFTEC](#) registered.
- Ensure you use quality wood fuel. Look for the [Ready to Burn](#) logo to ensure your wood logs are at or below 20% moisture content. Never use chemically treated wood or burn waste on your stove.
- Ensure your stove is serviced and your chimney swept at least once a year – the SIA recommends choosing an NVQ qualified sweep. The [Federation of British Chimney Sweeps](#) has

links to all the main sweep associations. Chimney sweeps are a valuable source of information for good practice and advice”.

Editor’s Notes:

- The Stove Industry Association was formed in 2008 and is a trade association of stove manufacturers, distributors and retailers, wood fuel suppliers, flue and component manufacturers and other interested industry bodies.
- With over 110 members, the SIA represents the stove industry in discussion with government departments such as Defra and DESNZ, Welsh Government, Scottish Government, and the London Mayor’s Office.
- The SIA also represents the UK in CEFACD, the European Committee of Manufacturers of Domestic Heating and Cooking Appliances and engages openly with all stakeholders.
- Please contact Erica Malkin SIA Communications Manager on 07891 097842 or erica@stoveindustryalliance.com for further comment on this press release.
- Further information on the work of the SIA can be found at www.stoveindustryassociation.org