

FACTSHEET – CONSUMER GOODS INDUSTRY AUSTRIA



The consumer goods industry represented 24.7% of the Austrian GDP¹ in 2023 (1):

- Consumer Goods GDP Contribution in Austria: €118.2 billion

Consumption is a key contributor to the economy. The consumer goods industry is an essential motor of the economy, driven by FMCG² Brands.

Household consumption³ in Austria (2022):

- Represented 50.5% of the Austrian GDP (2).
- Austrian households spent €18.5 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 8.1% of household consumption at home

The Austrian branded FMCG industry provides choice to consumers across the EU. By exporting their Austrian production, FMCG brands respond to European consumer choices while bringing revenues to the government and contributing to Austria's reputation around the world.

Supporting the EU Single Market (2022) (4):

- €9.3 billion of FMCG goods were imported from other EU countries
- €9 billion of FMCG goods were exported within the EU's single market

Promoting Austria and EU excellence outside the EU (2022):

- Austria FMCG extra- EU exports in 2022 amounted to €3.4 billion (4)

Bringing a positive trade balance for Austria in its out of EU exports (+€ 2.0 billion):

- Austrian FMCG companies imported products from countries outside the EU, valued at €1.4 billion (4)

The Austrian branded FMCG industry is a major contributor to government resources, supporting communities through the payment of numerous taxes.

Austria tax revenues (2022): €195 Billion

- Accounted for 43.5% of country GDP (the EU average is 41.2% (EU27)) (5)
- Taxes on production and import, as well tax on business profit represented 40% of tax revenues, amounting to €78.3 billion.

The Austrian FMCG industry supports household purchasing power with higher wages and salaries, providing high-quality jobs.

- Employed 53,663 people in Austria in 2021(6)
- Paid € 2.7 billion in salaries and social contributions (7)

¹ $GDP=C+I+G+(X-M)$, nominal expenditures approach (Consumption of Household & Government+ Investments (gross capital formation)+trade surplus (export – import)

² Fast-moving-consumer-goods (FMCG) = Health&Beauty, Packaged Food, Pet Care, Beverages (alcohol & non-alcohol), Homecare, Paper tissue & hygiene. Products purchased at least once a year vs durable consumer goods

³ Household consumption in addition to FMCG = clothing and footwear; housing, water, electricity, gas and other fuels; furnishings, household equipment and routine household maintenance; health; transport, communication, recreation & entertainment including culture; restaurants and hotels; miscellaneous goods and services

In 2022, the **average annual gross wages and salaries** (including employees benefits and employer social contribution for the employee) **for an employee working in a FMCG company in Austria** is at €58.115. It places Austrian FMCG employees at the high end of the remuneration scheme in Austria. (8)

The Austrian branded consumer goods industry innovates and invests, supporting Austria's industrial sovereignty and transition to more sustainable production and environment.

FMCG companies invested € 1.7 billion in Austria (2021):

- Invested € 886,8 million in assets⁴ (9)
- Invested € 738,6 million in R&D (10)

Total R&D expenditure carried out in Austria amounted to €14.3 billion (11) (2022):

- 68.9% (€ 9.9 billion) of total R&D expenditure came from the private sector (66.2% at the EU (27) level)
- 26.4% (€ 4.4 billion) of total R&D expenditure came from the public sector

Source References:

(1)	Eurostat, National accounts indicator (ESA 2010) and Gross domestic product grew by 4.8% in 2022 (statistik.at)
(2)	Eurostat _ Household consumption by purpose _November 2023
(3)	Euromonitor Euromonitor: Global Market Research & Industry Analysis - Euromonitor.com
(4)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(5)	Eurostat, Tax revenues statistics, 26 October 2023
(6)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(7)	Eurostat, SBS , Employee benefits expenses incl.social contribution Enterprises by detailed NACE Rev.2 activity (level 4)
(8)	Eurostat, Labour cost per employee FTE, by detailed NACE Rev.2 activity and special aggregates comparing Eurostat, Average full time adjusted salary per employee at national level
(9)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(10)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(11)	Eurostat GERD by sector of performance (Gross domestic expenditure on R&D (GERD))

⁴ Gross investment in tangible non-current assets