

FACTSHEET – CONSUMER GOODS INDUSTRY BULGARIA



The consumer goods industry represented 38.6% of Bulgarian GDP¹ in 2023 (1):

- Consumer Goods Contribution to GDP in Bulgaria: € 36.3 billion

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

Household consumption³ in Bulgaria (2022):

- Represented 57,6% of GDP (2)
- Households spent €7.6 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 15.3% of household consumption at home (4)

The FMCG industry produced €4.4 billion worth of FMCG products in Bulgaria in 2022(5).

The Bulgarian branded FMCG industry provides choice to consumers across the EU. By exporting their production, FMCG brands respond to European consumer choice, contribute to the reputation of Bulgaria around the world while bringing revenues to the government.

Supporting the EU Single Market (2022) (6):

- Bulgarian FMCG companies exported to other EU countries products with a value of €2.4 billion
- Bulgarian FMCG companies imported from other EU countries products with a value of €2.5 billion

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

- Bulgarian FMCG companies exported €1.5 billion worth of products to countries outside the EU

Bringing a positive international trade balance to Bulgaria (+€ 450 million):

- Bulgarian FMCG companies imported €1.05 billion of products from countries outside the EU

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

Bulgarian tax revenues in 2022:

- Accounted for 31.1% of Bulgaria's GDP (7)
- Taxes on production and import represented 16.4 % of Bulgaria GDP (52.6% of total tax revenues) (8),
- Taxes on production and imports represented an amount of €14.0 billion (9) in 2022.

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

The Bulgarian FMCG industry supports household purchasing power, providing high quality jobs.

In Bulgaria, in 2022, 34.2% of social protection was funded by employers' contribution (10).

Bulgaria's FMCG industry in 2021:

- Employed at least 460,738 people (11)

The Bulgarian branded consumer goods industry innovates and invests, supporting EU industrial sovereignty and the EU transition to a more sustainable production and environment.

FMCG companies invested at least €294.3 million in Bulgaria (2021):

- €270 million in assets⁵ in 23 FMCG categories. This represents at this stage, already, 13.2% of the investments in the manufacturing sector in Bulgaria (12)
- €24.3 million in R&D (13)

Total R&D expenditure carried out in Bulgaria was €647.1 million in 2022 (14):

- 67.8% (€438.9 million) of total R&D expenditure came from the private sector
- 32.2% (€208.2 billion) of total R&D expenditure came from the public sector

Source References:

(1)	Eurostat, National accounts indicator (ESA 2010)
(2)	Eurostat _Household consumption by purpose _November 2023
(3)	Euromonitor Euromonitor: Global Market Research & Industry Analysis - Euromonitor.com
(4)	Eurostat, National accounts indicator (ESA 2010) & Household consumption by purpose
(5)	Eurostat, Prodcom
(6)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(7)	Eurostat, Tax revenues statistics, 26 October 2023
(8)	Eurostat, Tax revenues statistics, 26 October 2023
(9)	Eurostat, Tax revenues statistics, 26 October 2023 & Datacube, Statistics.sk
(10)	Eurostat May 2023, Social protection benefits, ESSPROS , 2020 data
(11)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(12)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(13)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(14)	Eurostat GERD by sector of performance (Gross domestic expenditure on R&D (GERD))

⁴ Data only available for 26 of the 32 FMCG categories

⁵ Gross investment in tangible non-current assets. Data on 23 FMCG categories