

FACTSHEET – CONSUMER GOODS INDUSTRY CROATIA



The consumer goods industry represented 43.2% of Croatia GDP¹ in 2023 (1):

- Consumer Goods Contribution to GDP in Croatia: € 33 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 Croatia (2022):

- Represented 57.5% of the GDP (2)
- Households spent € 5.3 billion on FMCG brands consumed at home in 2022 (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 13.5% of household consumption at home (4)

The FMCG industry is a driver of industrial production in Europe and in Croatia, producing a value of € 3,4 Billion FMCG products in Croatia in 2022 (5). The branded FMCG industry provides choice to consumers across the EU. By exporting their production, FMCG Brands respond to European consumer choice.

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

- Croatian FMCG companies exported to other EU countries products valued at €1.1 billion
- Croatian FMCG companies imported from other EU countries products valued at € 2.8 billion

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

- Croatian FMCG companies exported € 827.1 million worth of FMCG products to countries outside of the EU

Bringing a positive international trade balance to Croatia (+€ 367.6 million):

- Croatian FMCG companies imported a value of €459.5 million of FMCG products produced in countries outside the EU

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

Croatia tax revenues in 2022: (7)

- Accounted for 37.2% of Croatia GDP
- Taxes on production and import represented 19.2 % of Croatia's GDP (51.6% of total tax revenues)
- Taxes on production and import represented an amount of € 13 billion

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

In Croatia 25,8% of social protection is funded by employers' contribution (8).

The Croatian FMCG industry in 2021 employed 37,563 people (9)

In 2021, in Croatia, FMCG Companies paid:

- Average wages incl. benefits of € 16.533 per employee (10)
- Over € 621 million is paid annually in wages and salaries.

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

FMCG companies invested at least⁴ €137.4 million in Croatia (2021):

- € 118.6 million investments in assets⁵ in 2021 (11)
- € 18.8 million in R&D (12)

Total R&D expenditure carried out in Croatia was €953.3 million (13) (2022):

- 54.3% (€ 520,6 million) of total R&D expenditure came from the private sector
- 45.7% (€ 438.7 million) 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 _ Household consumption by purpose _November 2023
(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 May 2023, Social protection benefits, ESSPROS , 2020 data
(9)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(10)	Eurostat, Labour cost per employee FTE
(11)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(12)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(13)	Eurostat GERD by sector of performance (Gross domestic expenditure on R&D (GERD))

⁴ At least not all FMCG categories data are provided by statistical office

⁵ Gross investment in tangible non-current assets