

FACTSHEET – CONSUMER GOODS INDUSTRY CZECH REPUBLIC



The consumer goods industry represented 25.8% of Czech Republic GDP¹ in 2023 (1):

- Consumer Goods Contribution to Czech Republic GDP: € 78.9 billion

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

Household consumption³ in Czech Republic (2022):

- Represented 45.7% of the Czech Republic's GDP (2)
- Households spent €14.4 billion on FMCG brands consumed at home in 2022 (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 11.4% of household consumption at home (4)

The fast-moving-consumer-goods industry (FMCG) in Czech Republic (2022):

- Produced a value of €11.2 billion FMCG products (5)
- Represented 8.6% of sold production in the country (6)

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

Supporting the EU Single Market (2022) (7):

- Czech FMCG companies exported to other EU countries products with a value of €8.8 billion
- Czech FMCG companies imported from other EU countries products with a value of €8.9 billion

Promoting the Czech Republic and EU excellence outside the EU (2022):

- Czech FMCG companies exported a value of €1.7 billion to countries outside of the EU
- Czech FMCG companies imported a value of €1 billion produced in countries outside the EU

The Czech branded FMCG industry contributed to the Czech Republic trade balance by bringing a surplus of €700 million. The Czech FMCG branded industry is a major contributor to government resources, supporting communities through the payment of numerous taxes.

Czech tax revenues in 2022:

- Accounted for 35.4% of Czech Republic GDP (8)
- Taxes on production and import represented 11.5 % of the Czech Republic's GDP (32.5% of total tax revenues) (9), an amount of €31.8 billion (10)

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

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 the Czech Republic, 50.7% of social protection is funded by employers' contribution. (11)

Czech Republic FMCG industry in 2021:

- Employed 62.515 people (12)
- Paid €1.2 billion in salaries and social contributions (13)

The Czech Republic in 2021:

- The average annual labour costs⁴ per employee for FMCG Companies was €21.757(14)
- The average full time adjusted salary per employee at national level was €18.193 (15)

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

FMCG companies invested € 624.5 Million in the Czech Republic (2021):

- €473.1 million in assets⁵ (16)
- €151.4 million in R&D (17)

Total R&D expenditure carried out in the Czech Republic amounted to € 5,4 Billion (2022) (18):

- 64.2% (€ 3.5 billion) of total R&D expenditure came from the private sector
- 35.8% (€ 1.9 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)	https://www.czso.cz/ Production of Selected Industrial Products - year 2022 CZSO
(6)	https://www.czso.cz/ Production of Selected Industrial Products - year 2022 CZSO
(7)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(8)	Eurostat, Tax revenues statistics, 26 October 2023
(9)	Eurostat, Tax revenues statistics, 26 October 2023
(10)	Eurostat, Tax revenues statistics, 26 October 2023 & Datacube, Statistics.sk
(11)	Eurostat May 2023, Social protection benefits, ESSPROS , 2020 data
(12)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(13)	Eurostat, SBS , Employee benefits expenses incl.social contribution Enterprises by detailed NACE Rev.2 activity (level 4)
(14)	Eurostat, Labour cost per employee FTE
(15)	Eurostat, Average full time adjusted salary per employee
(16)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(17)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(18)	Eurostat GERD by sector of performance (Gross domestic expenditure on R&D (GERD))

⁴ Wages, salaries, training, taxes etc

⁵ Gross investment in tangible non-current assets