

FACTSHEET – CONSUMER GOODS INDUSTRY DENMARK



The consumer goods industry represented 22.9% of Danish GDP¹ in 2023 (1):

- Consumer Goods Contribution to Danish GDP: € 85.4 billion (1)

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

Household consumption³ in Denmark (2022):

- Represented 42.9% of Danish GDP (2)
- Danish households spent € 15.5 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 9.7% of household consumption at home

The fast-moving-consumer-goods industry (FMCG) produced a value of €10 Billion FMCG products in Denmark (2022) (4).

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

Supporting the EU Single Market (2022 data) (5):

- €7.1 billion of FMCG goods were imported from other EU countries
- €6.2 billion of FMCG goods were exported within the EU's single market

Promoting Denmark and the EU excellence outside the EU (2022 data):

- Danish FMCG exports outside the EU in 2022 amounted to € 4.6 billion

Bringing a positive external trade balance for Denmark (+€ 3.2 billion) as Danish FMCG companies imported products from countries outside the EU for a value of €1.4 billion (5)

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

Denmark tax revenues in 2022:

- Accounted for 42.5% of Denmark GDP (7)
- Taxes on production and import represented 14.5% of Danish GDP (34% of tax revenues).
- 11.7% of Danish social protection is funded by employers' contribution (8)

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

Danish FMCG industry in 2021:

- Employed 28.988 people (9) in Denmark
- Paid €864 million in salaries and social contributions (10)

In Denmark in 2021:

- The average labour costs⁴ per employee for the Danish FMCG Companies was €68.479 (11)
- The average full time adjusted salary per employee at national level was €63.304 (12)

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

FMCG companies invested € 796.8 million in Denmark (2021):

- Invested €188.2 million in assets⁵ in 2021. FMCG 2021 Capex investments represents 3.7% of the investments (€4.9 billion) made by the manufacturing sector in 2021(13)
- Invested € 608.6 million in R&D (14)

Total R&D expenditure carried out in Denmark amounted to € 11 billion (2022) (15):

- 61.5% (€6.8 billion) of total R&D expenditure came from the private sector
- 38.5% (€4.2 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, Prodcom
(5)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(6)	Eurostat, Tax revenues statistics, 26 October 2023
(7)	Eurostat, Social protection benefits, ESSPROS
(8)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(9)	Eurostat, SBS , Employee benefits expenses incl.social contribution Enterprises by detailed NACE Rev.2 activity (level 4)
(10)	Eurostat, Labour cost per employee FTE
(11)	Eurostat, Average full time adjusted salary per employee
(12)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets + https://statbel.fgov.be/fr/themes/entreprises/statistiques-structurelles-sur-les-entreprises
(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 Wages, salaries, training, taxes etc

⁵ Gross investment in tangible non-current assets