

# FACTSHEET – CONSUMER GOODS INDUSTRY FRANCE



**The consumer goods industry represented 24.5% of France's GDP<sup>1</sup> in 2023 (1):**

- Consumer Goods Contribution to GDP: €686.2 billion

**Consumption is a key contributor to the economy. The consumer goods industry is an essential motor of the economy, driven by FMCG<sup>2</sup> Brands.**

**Household consumption<sup>3</sup> in France (2022):**

- Represented 51.2% of French GDP (2)
- Households spent €116.1 billion on FMCG brands consumed at home in 2022 (3)
- FMCG brands represented 8.6% of household consumption at home (4)

**The FMCG industry is a driver of industrial production in Europe and in France:**

- It produced €103.4 billion worth of FMCG products in France in 2022 (5)
- It represented 15.2% of French industrial production (6)

**The branded FMCG industry provides choice to consumers across the EU. By exporting their production, FMCG Brands contribute to France's image around the world while bring revenues to the French government.**

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

- French FMCG companies exported €30 billion worth of products to other EU countries
- French FMCG companies imported €33.5 billion worth of products from other EU countries

**Promoting France and EU excellence outside the EU (2022):**

- French FMCG companies exported € 38.5 billion worth of FMCG products to countries outside the EU

**Bringing a positive international trade balance to France (+€ 29.1 billion):**

- French FMCG companies imported €9.4 billion worth of FMCG products produced in countries outside the EU

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

**France tax revenues (2022) (8):**

- Accounted for 48% of France's GDP
- Taxes on production and import represented 17% of France's GDP,
- Taxes on production and import represented € 449 billion (35.5% of total tax revenues)

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

<sup>2</sup> 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

<sup>3</sup> 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 with higher wages & salaries than average, providing high quality jobs.**

**In France, 36,5% of social protection is funded by employers' contribution (9).**

**France's FMCG industry in 2021:**

- Employed 425.225 people (10) in 22.919 companies
- Paid € 24.2 million in salaries and social contributions (11)

**In France (2021):**

- The average annual labour costs<sup>4</sup> per employee for FMCG Companies was €61.079 (12)
- The average full time annual adjusted salary per employee at national level was €39.868 (13)

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

**FMCG companies invested € 9.2 billion in France (2021):**

- € 6.8 billion investments in assets<sup>5</sup> in 2021, representing 17.2% of the investments made in French manufacturing that year (14)
- € 2.4 billion in R&D (15)

**Total R&D expenditure carried out in France was € 57,4 billion (2022) (16):**

- 65.8% (€ 37,8 billion) of total R&D expenditure came from the private sector
- 34.2% (€ 19.6 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 <a href="https://www.euromonitor.com/">Euromonitor: Global Market Research &amp; Industry Analysis - Euromonitor.com</a>
(4)	Eurostat _ Household consumption by purpose _November 2023
(5)	<a href="#">Eurostat, Prodcop</a>
(6)	Eurostat, Industrial Production by sector statistics, July 2023
(7)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(8)	Eurostat, Tax revenues statistics, 26 October 2023
(9)	Eurostat May 2023, Social protection benefits, ESSPROS , 2020 data
(10)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(11)	Eurostat, SBS , Employee benefits expenses incl.social contribution Enterprises by detailed NACE Rev.2 activity (level 4)
(12)	Eurostat, Labour cost per employee FTE
(13)	Eurostat, Average full time adjusted salary per employee
(14)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(15)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(16)	Eurostat GERD by sector of performance ( <a href="#">Gross domestic expenditure on R&amp;D (GERD)</a> )

<sup>4</sup> Wages, salaries, training, taxes etc

<sup>5</sup> Gross investment in tangible non-current assets