

FACTSHEET – CONSUMER GOODS INDUSTRY GERMANY



The Consumer Goods Industry represents 25.2% of German GDP¹ worth € 1,040 billion (1) in 2023.

Consumption is a key contributor to the German economy:

- Household consumption² represented 48.4% of German GDP in 2022 (2)
- German households spent €120.6 billion on FMCG (fast-moving-consumer-goods) brands consumed at home (3).
- This represents 11.2 % of all products consumed at home.

The Consumer Goods Industry is an essential motor of the German economy, driven by FMCG³ Brands:

- FMCG manufacturers produced €118.1 billion worth of FMCG products (4) in 2022
- This represented 9.6% of total German manufacturing turnover (5)

The German branded consumer goods industry provides choice to consumers across the EU, exporting German production, bringing revenues to the German government.

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

- German FMCG companies exported to other EU countries products valued at €49.9 billion
- German FMCG companies imported from other EU countries products valued at €48.2 billion

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

- German FMCG companies exported € 22.3 billion of FMCG products to countries outside the EU

Bringing a positive international trade balance to Germany (+€ 7.3 billion):

- German FMCG companies imported €15 billion of products from countries outside the EU

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

FMCG companies invested €13.4 billion in Germany in 2021:

- € 6.2 billion in assets⁴ (7)
- € 7.2 billion in R&D in Germany (8)

FMCG Capex investments rank 3rd in German manufacturing investments, after motor vehicle manufacturing (1st = €13.5 billion), and chemicals (2nd = €6.8 billion), and at the same level as investments of manufacturers of machinery and equipment.

FMCG Capex investments represent 9.7% of the total investments made by the manufacturing and mining sector in Germany (9)

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

² 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

³ 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 ⁴ Gross investment in tangible non-current assets

In 2022, the total R&D expenditure carried out in Germany amounted to € 121.4 billion (10)

- o 67.4% (€ 81.8 billion) of total R&D expenditure came from the private sector
- o 32.6% (€ 39.6 billion) of total R&D expenditure came from the public sector

The private sector, including the German FMCG branded industry, is a major contributor to government resources, supporting communities through the payment of numerous taxes

German tax revenues in 2022: (11)

- o Accounted for 42.1% of Germany's GDP
- o Taxes on production and import represented 11.1 % of Germany GDP (26% of tax revenues)
- o Taxes on production and import represented an amount of €428.6 billion (9) in 2022.

The German FMCG industry supports household purchasing power with higher wages & salaries than average, providing high quality jobs.

In Germany, 34.6% of social protection is funded by employers' contribution (12), higher than the government contribution or individual contribution by citizens. It represents €383 billion.

The German FMCG industry in 2021:

- o Employed 631,169 people (13)
- o Paid € 29.1 billion in salaries and social contributions (14)

In Germany in 2021:

- o The average labour costs per employee for German FMCG companies was €58.092(15),
- o The average full time adjusted salary per employee at national level was €44.416 (16)

Source References:

(1)	Eurostat, 2022 National accounts indicator (ESA 2010)
(2)	Eurostat, Household consumption by purpose _November 2023 on 2022 data
(3)	Euromonitor Euromonitor: Global Market Research & Industry Analysis - Euromonitor.com
(4)	Eurostat, Prodcom
(5)	Enterprises in manufacturing - German Federal Statistical Office (destatis.de) , 2020 data
(6)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(7)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(8)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(9)	Federal Statistical Office Germany - GENESIS-Online: Result 42231-0001 (destatis.de)
(10)	Eurostat GERD by sector of performance (Gross domestic expenditure on R&D (GERD))
(11)	Eurostat, Tax revenues statistics, 26 October 2023
(12)	Eurostat May 2023, Social protection benefits, ESSPROS , 2020 data
(13)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(14)	Eurostat, SBS , Employee benefits expenses incl.social contribution Enterprises by detailed NACE Rev.2 activity (level 4)
(15)	Eurostat Labour cost per employee FTE
(16)	Eurostat, Average full time adjusted salary per employee