FACTSHEET – CONSUMER GOODS INDUSTRY IRELAND

The consumer goods industry represented 11.4% of Ireland's GDP[1] in 2023 (1):

- o   Consumer Goods Contribution to GDP: € 57.6 billion

Consumption is a key contributor to the economy. The consumer goods industry is an essential motor of the Economy, driven by FMCG[2] Brands.

Household consumption[3] in Ireland (2022):
- o   Represented 24.2% of the GDP (2)
- o   Households spent €13 billion on FMCG brands consumed at home in 2022 (3)
- o   Fast-Moving-Consumer-Goods (FMCG) brands represented 10.6% of household consumption at home (4)

The FMCG industry produced €5.9 billion worth of products (5) in Ireland in 2022

The branded FMCG industry provides choice to consumers across the EU. By exporting their production, FMCG Brands respond to European consumer choices, contribute to Ireland's reputation around the world whilst bringing revenues to the Irish government, specifically through a positive FMCG trade balance.

Supporting the EU Single Market (2022) (6):
- o   Irish FMCG companies exported to other EU countries products valued at €3.7 billion
- o   Irish FMCG companies imported from other EU countries products valued at €2.7 billion

Promoting Ireland and EU excellence outside the EU (2022):
- o   Irish FMCG companies exported € 7.9 billion worth of FMCG products to countries outside of the EU

Bringing a positive international trade balance to Ireland (+€ 2.8 billion):
- o   Irish FMCG companies imported €5.1 billion worth of FMCG products produced in countries outside the EU

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

Ireland tax revenues in 2022:
- o   Accounted for 21.7% of Ireland GDP (7)
- o   Taxes on production and import represented 6.4% (€32.5 billion (9)) of Ireland's GDP (29.6% of total tax revenues) (8)

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[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 Ireland, 24.2% of social protection is funded by employers' contribution (10)

The Irish FMCG industry in 2021 employed 22.741 people (11)

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 €488 million in R&D in Ireland in 2022(12)

Total R&D expenditure carried out was €4.8 billion in 2022 (13):
   o   79.8% (€ 3.9 billion) of total R&D expenditure came from the private sector
   o   20.2% (€ 986.5 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, Tax revenues statistics, 26 October 2023
(9)	Eurostat, Tax revenues statistics, 26 October 2023
(10)	Eurostat May 2023, Social protection benefits, ESSPROS , 2020 data
(11)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(12)	Euromonitor based on Eurostat BERD (Business Entreprise R&D), by NACE 4 digit codes for FMCG data
(13)	Eurostat GERD by sector of performance (Gross domestic expenditure on R&D (GERD)