

# FACTSHEET – CONSUMER GOODS INDUSTRY ITALY

The consumer goods industry represented 31.5% of Italian GDP<sup>1</sup> in 2023 (1):

- Consumer Goods Contribution to GDP in Italy: € 657.1 billion

Consumption is a key contributor to the Italian 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 Italy (2022):

- Represented 59.1% of Italy's GDP (2)
- Italian households spent € 89.9 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 7.8% of household consumption at home

The Fast-moving-consumer-goods industry (FMCG) in Italy (2022):

- Produced a value of € 114.2 billion FMCG products (4)
- Represented 11.6% of Italian manufacturing production value (5)

The Italian branded FMCG industry provides choice to consumers across the EU. By exporting their production, FMCG brands respond to European consumer choices, contribute to Italy's reputation around the world, and bring revenues to the government.

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

- Italian FMCG companies exported to other EU countries products worth €27.7 billion
- Italian FMCG companies imported from other EU countries products worth €19 billion

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

- Italian FMCG companies exported €23.2 billion of FMCG products to countries outside the EU
- Italian FMCG companies imported €8 billion of FMCG products produced in countries outside the EU

The Italian FMCG industry has achieved a positive trade balance for Italy, amounting to **+€23.9 billion**. **Italian FMCG companies export twice as much as they import**, with the **trade surplus** being particularly significant in international trade with non-EU countries. **The Italian FMCG sector's trade performance is outstanding compared to the national average**. In contrast, Italy's overall trade balance of goods and services was negative, at -€32 billion in 2022.

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

Italian tax revenues in 2022:

- Accounted for 42.8% of Italy GDP (8), slightly above the EU average of 41.5%
- Taxes on production and imports represented 14.5% of Italy's GDP (33.7% of Italy's tax revenues) (8), amounting to €284.5 billion (9)

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

**In Italy, 31,8% of social protection is funded by employers' contribution (10).**

**Italian FMCG industry in 2021:**

- Employed 356.046 people (11) in Italy
- Paid €14.9 billion in salaries and social contributions (12)

**In Italy in 2021:**

- The average labour costs<sup>4</sup> per employee for the Italian FMCG Companies was €59.937(13)
- The average full time adjusted salary per employee at national level was €29.996 (14)

**The Italian branded consumer goods industry innovates and invests, supporting Italian industrial sovereignty and Italy's transition to more sustainable production and environmental practices.**

**FMCG companies invested €33.1 billion in Italy (2021):**

- Invested €31.5 billion in assets (15). FMCG Capex investments ranked first among all other manufacturing investments. FMCG 2021 Capex investments were the second highest in Italy in 2021 after financial services investments
- Invested €1.6 billion in R&D (16)

**Total R&D expenditure carried out in Italy amounted to € 25.9 billion (2022) (17):**

- 58.6% (€15.2 billion) of total R&D expenditure came from the private sector
- 41.4% (€10.7 billion) of total R&D expenditure came from the public sector

**Sources 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 _Prodcom
(5)	<a href="http://dati.istat.it/">http://dati.istat.it/</a> Industrial production
(6)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(7)	The Italian National Institute of Statistics, GDP by Main Components,2022
(8)	Eurostat, Tax revenues statistics, 26 October 2023
(9)	The Italian National Institute of Statistics, GDP by Main Components,2022
(10)	Eurostat May 2023, Social protection benefits, ESSPROS , 2020 data
(11)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(12)	Eurostat, SBS , Employee benefits expenses incl.social contribution Enterprises by detailed NACE Rev.2 activity (level 4)
(13)	Eurostat, Labour cost per employee FTE
(14)	Eurostat, Average full time adjusted salary per employee
(15)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(16)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(17)	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