

# FACTSHEET – CONSUMER GOODS INDUSTRY LITHUANIA



**The consumer goods industry represented 39.6% of Lithuanian GDP<sup>1</sup> in 2023 (1):**

- Consumer Goods Contribution to GDP in Lithuania: € 28.5 billion

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

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

- Represented 58.2% of GDP (2)
- Households spent €3.6 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 9.2% of household consumption at home (4)

**The FMCG industry produced € 3.9 billion worth of FMCG products in Lithuania in 2022 (5).**

**The Lithuanian branded FMCG industry provides choice to consumers across the EU. By exporting their production, FMCG Brands respond to European consumer choice, contribute to the reputation of Lithuania around the world while bringing revenues to the government.**

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

- Lithuanian FMCG companies exported to other EU countries products with a value of €2.0 billion
- Lithuanian FMCG companies imported from other EU countries products with a value of €1.3 billion

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

- Lithuanian FMCG companies exported €1.5 billion of products to countries outside the EU

**Bringing a positive international trade balance to Lithuania (+€ 1.1 billion):**

- Lithuanian FMCG companies imported €379.3 million of products from countries outside the EU

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

**Lithuanian tax revenues in 2022:**

- Accounted for 31.9% of Lithuania's GDP (7)
- Taxes on production and import represented 11.8 % of Lithuania GDP (36.9% of total tax revenues) (8),
- Taxes on production and import represented an amount of €7.9 billion (9) in 2022.

---

<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 Lithuanian FMCG industry supports household purchasing power , providing high quality jobs.**

**In Lithuania, in 2022, 14.2% of social protection was funded by employers' contribution (10).**

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

- Employed at least<sup>4</sup> 28.658 people (11)

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

**FMCG companies invested at least € 208.6 million in Lithuania (2021):**

- €180.4 million in assets<sup>5</sup> (26 FMCG categories). This represents at this stage, already<sup>6</sup>, 11% of the total investments in the manufacturing sector in Lithuania (12)
- €28.2 million in R&D (13)

**Total R&D expenditure carried out in Lithuania amounted to € 690.6 million (2022) (14):**

- 48.5% (€334.8 million) of total R&D expenditure came from the private sector
- 51.5% (€355.8 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, National accounts indicator (ESA 2010 ) & Household consumption by purpose
(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 & Datacube, Statistics.sk
(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 by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(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 ( <a href="#">Gross domestic expenditure on R&amp;D (GERD)</a> )

<sup>4</sup> Data only available for 26 of the 32 FMCG categories

<sup>5</sup> Gross investment in tangible non-current assets. Data on 21 FMCG categories, data not available for all 32 FMCG categories

<sup>6</sup> Data only available for 21 of the 32 FMCG categories.