

FACTSHEET – CONSUMER GOODS INDUSTRY PORTUGAL



The consumer goods industry represented 32.6% of Portuguese GDP¹ in 2023 (1):

- Consumer Goods Contribution to GDP in Portugal: € 86,4 billion

Consumption is a key contributor to the economy. The Portuguese consumer goods industry is an essential motor of the economy, driven by FMCG² Brands.

Household consumption³ in Portugal (2022):

- Represented 62,3% of GDP (2)
- Households spent €12.5 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 8.2% of household consumption at home (4)

In 2022, the Fast-moving-consumer-goods industry (FMCG) in Portugal produced €10.2 billion worth of FMCG products (5).

The Portuguese 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 Portugal around the world while bringing revenues to the government.

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

- Portuguese FMCG companies exported to other EU countries products with a value of €3.2 billion
- Portuguese FMCG companies imported from other EU countries products with a value of €6.0 billion

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

- Portuguese FMCG companies exported €2 billion of products to countries outside of the EU
- Portuguese FMCG companies imported €628.7 million of products from countries outside the EU

The Portuguese branded FMCG industry contributed to Portugal's international trade balance by bringing a surplus of € 1.3 Billion. The exports are higher than the imports from countries outside the EU.

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

Portuguese tax revenues in 2022:

- Accounted for 38% of Portugal's GDP (7)
- Taxes on production and import represented 15.2 % of Portugal GDP (40% of total tax revenues) (8), an amount of €36.8 billion (9)

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

In Portugal, in 2022, 29.5% of social protection was funded by employers' contribution (10).

Portugal's FMCG industry in 2021:

- Employed at least 64,917 people (11)
- Paid €1.0 billion in salaries and social contributions (12)

In Portugal in 2021:

- The average annual labour costs⁴ per employee for FMCG Companies was €22,264 (13)
- The average full time adjusted salary per employee at national level was €19.312 (14)

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

FMCG companies invested €897.2 million in Portugal (2021):

- €675.3 million in assets⁵, representing 13.3% of investments in the manufacturing sector (15)
- €221.9 million in R&D (16)

Total R&D expenditure carried out in Portugal amounted to €4.1 billion (2022) (17):

- 62.2% (€2.6 billion) of total R&D expenditure came from the private sector
- 37.8% (€1.5 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 Euromonitor: Global Market Research & Industry Analysis - Euromonitor.com
(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 , 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 (Gross domestic expenditure on R&D (GERD))

⁴ Wages, salaries, training, taxes etc

⁵ Gross investment in tangible non-current assets