

# FACTSHEET – CONSUMER GOODS INDUSTRY ROMANIA



**The consumer goods industry represented 41% of Romania's GDP<sup>1</sup> in 2023 (1):**

- Consumer Goods Contribution to GDP: € 133.1 billion

**Consumption is a key contributor to the 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 Romania (2022):**

- Represented 62.7% of Romania's GDP (2)
- Households spent €16.6 billion on FMCG brands consumed at home (3)
- FMCG brands represented 9.2 % of household consumption at home (4)

**The fast-moving-consumer-goods (FMCG) industry is a driver of industrial production in Europe and in Romania.**

**The FMCG industry produced € 5.7 billion worth of FMCG products in Romania in 2022 (5)**

**The branded FMCG industry provides choice to consumers across the EU. By exporting their production, FMCG Brands respond to European consumer choices, contribute to Romania's reputation around the world while bringing revenues to the Romanian government.**

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

- Romanian FMCG companies exported products valued at € 2.3 billion to other EU countries
- Romanian FMCG companies imported products valued at € 6.7 billion from other EU countries

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

- Romanian FMCG companies exported products valued at € 0.9 billion to countries outside the EU

**The branded FMCG consumer goods industry is a major contributor to government resources, it supports communities through the payment of numerous taxes.**

**Romania tax revenues in 2022 (7):**

- Accounted for 27.5% of Romania GDP
- Taxes on production and import represented 10.7 % of Romania GDP (39% of total tax revenues)
- Taxes on production and import represented an amount of € 30.5 billion

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

**In Romania, 8,9% of social protection is funded by employers' contribution (8).**

**The Romanian FMCG industry in 2021 employed 113.399 people (9)**

**In 2021, in Romania:**

- The average annual labour costs<sup>4</sup> per employee for FMCG Companies was €13.721 (11)
- The average full time annual adjusted salary per employee at national level was €13.245 (12)

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

**FMCG companies invested at least <sup>5</sup> € 712.2 million in Romania in 2021:**

- € 697.5 million investments in assets<sup>6</sup> (13)
- € 14.7 million in R&D (14)

**Total R&D expenditure carried out in Romania was € 1.3 billion in 2022 (15):**

- 62.2% (€ 810.7 million) of total R&D expenditure came from the private sector
- 37.8% (€ 493.1 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 <a href="https://www.euromonitor.com/">Euromonitor: Global Market Research &amp; Industry Analysis - Euromonitor.com</a>
(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 May 2023, Social protection benefits, ESSPROS , 2020 data
(9)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(10)	Eurostat, SBS , Employee benefits expenses incl.social contribution Enterprises by detailed NACE Rev.2 activity (level 4)
(11)	Eurostat, Labour cost per employee FTE
(12)	Eurostat, Average full time adjusted salary per employee
(13)	Eurostat: SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(14)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(15)	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 – Only available for Romania for 20 FMCG categories (vs 32)

<sup>5</sup> Eurostat does not provide the data for all FMCG categories: only on 20 for 32 categories

<sup>6</sup> Gross investment in tangible non-current assets