

FACTSHEET – CONSUMER GOODS INDUSTRY SLOVAKIA



The consumer goods industry represented 34% of Slovakia GDP¹ in 2023 (1):

- Consumer Goods Contribution to GDP in Slovakia: € 41.5 billion

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

Household consumption³ in Slovakia (2022):

- Represented 59.7% of GDP (2)
- Households spent €6.4 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 9.5% of household consumption at home (4)

The Fast-moving-consumer-goods industry (FMCG) in Slovakia produced a value of €1.9 billion FMCG products (5) (2022).

The Slovakian branded FMCG industry offers a wide range of choices to consumers across the EU. By exporting their products, Slovakian FMCG brands cater to European consumer preferences, enhance Slovakia's global reputation, and generate revenue for the Slovakian government.

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

- Slovakia FMCG companies exported to other EU countries products with a value of €2.9 billion
- Slovakia FMCG companies imported from other EU countries products with a value of €4.7 billion

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

- Slovakian FMCG companies exported €346.2 million of FMCG products to countries outside of the EU
- Slovakian FMCG companies imported €179.2 million of FMCG products produced in countries outside the EU

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

Slovakia tax revenues in 2022:

- Accounted for 35.1% of Slovakia GDP (7)
- Taxes on production and import represented 12.5 % of Slovakia GDP (35.5% of total tax revenues) (8), an amount of €13.6 billion (9)

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

In Slovakia, 50,9% of social protection is funded by employers' contribution (10).

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 Slovakian FMCG industry in 2021:

- Employed 27,967 people (11)
- Paid €491.1 million in salaries and social contributions (12)

In Slovakia in 2021:

- The average annual labour costs⁴ per employee for FMCG Companies was €18.188 (13)
- The average full time adjusted salary per employee at national level was €16.230 (14)

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

FMCG companies invested €282.5 million in Slovakia (2021):

- €256.8 million in assets⁵ (15)
- €25.7 million in R&D (16)

Total R&D expenditure carried out in Slovakia was €1.074 billion (2022) (17):

- 57.2% (€615 million) of total R&D expenditure came from the private sector
- 41.4% (€459.9 million) 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 Euromonitor: Global Market Research & Industry Analysis - Euromonitor.com
(4)	DATAcube. (statistics.sk)https://statbel.fgov.be/en/themes/enterprises/industrial-production
(5)	Eurostat _Prodcom , Industrial Production
(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