

FACTSHEET – CONSUMER GOODS INDUSTRY SLOVENIA



The consumer goods industry represented 32.7% of Slovenian GDP¹ in 2023 (1):

- Consumer Goods Contribution to GDP in Slovenia: € 20.6 billion

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

Household consumption³ in Slovenia (2022):

- Represented 52.9% of GDP (2)
- Households spent €2.7 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 9% of household consumption at home (4)

The Slovenian 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 Slovenia around the world while bringing revenues to the government.

Supporting the EU Single Market (2022) (5):

- Slovenian FMCG companies exported to other EU countries products valued at €1.5 billion
- Slovenian FMCG companies imported from other EU countries products valued at €1.9 billion

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

- Slovenian FMCG companies exported €0.5 billion of products to countries outside the EU

Bringing a positive international trade balance to Slovenia (+€51 million):

- Slovenian FMCG companies imported €449 million of products from countries outside the EU

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

Slovenian tax revenues in 2022:

- Accounted for 37.8% of Slovenia's GDP (6)
- Taxes on production and import represented 13.5 % of Slovenia GDP (35.7% of total tax revenues) (7)
- Taxes on production and import represented an amount of €7.7 billion (8) in 2022.

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

In Slovenia, in 2022, 25.1% of social protection was funded by employers' contribution (9)

Slovenia's FMCG industry in 2021 employed at least⁴ 6,553 people (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

⁴ Data only available for 21 of the 32 FMCG categories

The Slovenian 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 €110.5 million in Slovenia (2021):

- At least ⁵€54 million in assets⁶ in 18 FMCG categories (11)
- €56.5 million in R&D (12) – 6.7% of the R&D investments made by the private sector

Total R&D expenditure carried out in Slovenia amounted to €1.2 billion (2022) (13):

- 70.4% (€846.5 million) of total R&D expenditure came from the private sector
- 29.6% (€355.6 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)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(6)	Eurostat, Tax revenues statistics, 26 October 2023
(7)	Eurostat, Tax revenues statistics, 26 October 2023
(8)	Eurostat, Tax revenues statistics, 26 October 2023 & Datacube, Statistics.sk
(9)	Eurostat May 2023, Social protection benefits, ESSPROS , 2020 data
(10)	Eurostat, Main national accounts aggregates by NACE Rev.2 activity (level 4)
(11)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(12)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(13)	Eurostat GERD by sector of performance (Gross domestic expenditure on R&D (GERD))

⁵ Data only available for 18 of the 32 FMCG categories

⁶ Gross investment in tangible non-current assets. Data on 23 FMCG categories