

FACTSHEET – CONSUMER GOODS INDUSTRY SPAIN



The consumer goods industry represented 25.1% of Spain GDP¹ in 2023 (1):

- Consumer Goods Contribution to GDP in Spain: €366.6 billion

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

Household consumption³ in Spain (2022):

- Represented 55,8% of Spain's GDP (2)
- Households spent €58.2 billion on FMCG brands consumed at home in 2022 (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 7.7% of household consumption at home (4)

The FMCG industry is a driver of industrial production in Europe and in Spain.

The fast-moving-consumer-goods industry in Spain produced a value of € 62,6 billion FMCG products (5) in 2022. It represented 12.7% of Spain's total industrial production (6).

The branded FMCG industry provides choice to consumers across the EU. By exporting their production, FMCG Brands respond to European consumer choices, contribute to Spain's reputation around the world while bringing revenues to the Spanish government in general and through a positive FMCG trade balance.

Supporting the EU Single Market (2022) (7):

- Spanish FMCG companies exported to other EU countries products valued at €17.9 billion
- Spanish FMCG companies imported from other EU countries products valued at €16.1 billion

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

- Spanish FMCG companies exported products for a value of € 13.8 billion to countries outside the EU

Bringing a positive international trade balance to Spain (+€ 7.1 billion):

- Spanish FMCG companies imported a value of €6.7 billion of FMCG products produced in countries outside the EU

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

Spain's tax revenues in 2022 (8):

- Accounted for 38.3% of Spain GDP
- Taxes on production and import represented 12.2 % of Spain's GDP (32% of total tax revenues)
- Taxes on production and import represented an amount of €164.6 billion

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

In Spain 36.5% of social protection is funded by employers' contribution (9).

The Spanish FMCG industry in 2021:

- Employed 353.443 people (10) in 19.256 companies
- Paid €12.4 Billion in salaries and social contributions (11)

In Spain in 2021:

- The average annual labour costs⁴ per employee for FMCG Companies was €40.234 (12)
- The average full time annual adjusted salary per employee at national level was €29.155 (13)

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

FMCG companies invested € 4.8 billion in Spain (2021):

- €4.2 billion investments in assets⁵ (14)
- €612 million in R&D (15)

Total R&D expenditure carried out in Spain was € 19.3 billion in 2022 (16):

- 56.4% (€ 10.9 billion) of total R&D expenditure came from the private sector
- 43.6% (€ 8.4 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 _ Household consumption by purpose _November 2023
(5)	Eurostat, Prodcom
(6)	Eurostat, Industrial Production by sector statistics, July 2023
(7)	Euromonitor based on Eurostat, Trade by commodity and NACE Rev. 2 activity
(8)	Eurostat, Tax revenues statistics, 26 October 2023
(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 , Employee benefits expenses incl.social contribution Enterprises by detailed NACE Rev.2 activity (level 4)
(12)	Eurostat, Labour cost per employee FTE
(13)	Eurostat, Average full time adjusted salary per employee
(14)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets
(15)	Euromonitor based on Eurostat BERD (Business Enterprise R&D), by NACE 4 digit codes for FMCG data
(16)	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