

FACTSHEET – CONSUMER GOODS INDUSTRY SWEDEN



The consumer goods industry represented 22.2% of Swedish GDP¹ in 2023 (1):

- Consumer Goods Contribution to GDP in Sweden: € 119.8 billion

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

Household consumption³ in Sweden (2022):

- Represented 42,5% of GDP (2)
- Households spent €20.6 billion on FMCG brands consumed at home (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 8.6% of household consumption at home (4)

The FMCG industry produced €7.4 billion worth of FMCG products in Sweden in 2022 (5).

The Swedish 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 Sweden around the world while bringing revenues to the government.

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

- Swedish FMCG companies exported to other EU countries products with a value of €3.9 billion
- Swedish FMCG companies imported from other EU countries products with a value of €8.2 billion

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

- Swedish FMCG companies exported €3.2 billion of products to countries outside of the EU

Bringing a positive international trade balance for Sweden (+€1 billion):

- Swedish FMCG companies imported €2.2 billion of products from countries outside the EU

The Swedish branded FMCG industry contributed to Sweden's international trade balance by bringing a surplus of €1.0 Billion. The exports are higher than the imports from countries outside the EU.

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

Swedish tax revenues in 2022:

- Accounted for 42.4% of Sweden's GDP (7)
- Taxes on production and import represented 21.5 % of Sweden GDP (50.6% of total tax revenues) (8)
- Taxes on production and import amounted to €120.8 billion (9) collected in 2022.

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

In Sweden, in 2022, 37% of social protection was funded by employers' contribution (10).

Sweden's FMCG industry in 2021:

- Employed 46,439 people (11)
- Paid a minimum⁴ of €2.3 billion in salaries and social contributions (12)

In Sweden in 2021:

- The average annual labour costs⁵ per employee for FMCG Companies was €66.784⁶ (13)
- The average full time adjusted salary per employee at national level was €47.026 (14)

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

FMCG companies invested at least €1.1 billion in Sweden (2021):

- €544.2 million in assets⁷ in 23 FMCG categories. This represents at this stage 5.2% of the investments in the manufacturing sector (15)
- €562.6 million in R&D (16)

Total R&D expenditure carried out in Sweden amounted to €19.1 billion (2022) (17):

- 73.7% (€14.1 billion) of total R&D expenditure came from the private sector
- 26.3% (€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, Prodcorn
(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 Average on 23 FMCG categories on 32. Not all data provided by the country statistical office to Eurostat

⁵ Wages, salaries, training, taxes etc

⁶ Average on 23 FMCG categories on 32. Not all data provided by the country statistical office to Eurostat

⁷ Gross investment in tangible non-current assets. Data on 23 FMCG categories