

FACTSHEET – CONSUMER GOODS INDUSTRY **THE NETHERLANDS**



The consumer goods industry represented 19.9% of the Netherlands GDP¹ in 2023 (1):

- Consumer Goods Contribution to GDP: € 205.8 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 the Netherlands (2022):

- Represented 42,2% of Dutch GDP (2)
- Households spent € 28.3 billion on FMCG brands consumed at home in 2022 (3)
- Fast-Moving-Consumer-Goods (FMCG) brands represented 7% of household consumption at home (4)

The FMCG industry is a driver of industrial production in Europe and in the Netherlands:

- The FMCG industry produced € 20.9 billion of FMCG products (5) in 2022, representing 8.5% of The Netherlands' 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.

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

- Dutch FMCG companies exported to other EU countries products for a value of €40.9 billion
- Dutch FMCG companies imported from other EU countries products for a value of € 27.4 billion

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

- Dutch FMCG companies exported a value of € 20.9 billion FMCG products to countries outside the EU

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

- Dutch FMCG companies imported a value of €13.8 billion FMCG products from countries outside the EU

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

The Netherlands tax revenues in 2022 (8):

- Accounted for 39% of the Netherlands GDP

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

- Taxes on production and import represented 11.7% of the Netherlands GDP (30 % of total tax revenues)
- Taxes on production and import represented an amount of €112.2 billion

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

In the Netherlands 28% of social protection is funded by employers' contribution (9).

The Dutch FMCG industry in 2021:

- Employed 89,974 people (10)
- Paid € 6.1 billion in salaries and social contributions (11)

In the Netherlands in 2021:

- The average annual labour costs⁴ per employee for FMCG companies was € 75.977 (12)
- The average full time annual adjusted salary (incl. all compensations) per employee at national level was €49.480 (13)

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

FMCG companies invested € 1.3 billion in assets⁵ in the Netherlands in 2021(14)

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)	Centraal bureau voor de Statistiek (CBS) Compensation of employees, employment; economic activity, National Accounts
(14)	Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets

⁴ Wages, salaries, training, taxes etc

⁵ Gross investment in tangible non-current assets