
European Marketing Data and Statistics

2011

46th edition

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Foreword

European Marketing Data and Statistics 2011 is a compendium of statistical information on the countries of Western and Eastern Europe. Published annually, it provides a wealth of detailed and up-to-date statistical information relevant to pan-European market planning. The information is regularly updated and held on an international database of market information comprising 23 subject areas.

Published annually since the late 1960s, **European Marketing Data and Statistics**, or EMDAS, is now in its 46th edition. All data sections have been thoroughly revised for this new edition.

The data are presented in table form and a number of extrapolated tables have been included. The data coverage includes a considerable number of long-term time-series (dating back to 1980 as available) which permit the analysis of socio-economic trends over a longer time span as a basis for forecasting. The inclusion of figures from the most recent complete year (in this edition 2009) for key parameters ensures that up-to-date information is available for analysis.

In addition to reporting on major European countries, the country coverage also includes smaller European countries and principalities. Although the availability of statistical information on these countries is limited and they are minor markets, it assists in building up a more comprehensive picture of the total European market and will be of interest to academic users.

Readers requiring detailed guidance on sources of information used in the compilation of the data are referred to the World Directory of Business Information Sources (Euromonitor International, 2010) for more comprehensive listings.

A companion volume of marketing data, International Marketing Data and Statistics (IMDAS) is also available. Country coverage in IMDAS 2011 provides a comprehensive worldwide context, and data are provided in the same format for ease of comparison with the European figures presented here. The data included in both volumes are also accessible as part of the Global Marketing Information Database (GMID) on the web.

User comments are welcomed concerning the databases in **European Marketing Data and Statistics**. Also, whilst the editors have made every effort to ensure accuracy Euromonitor International cannot accept responsibility for any errors which may have occurred.

Population Statistics

Table 21.4

Population by Sex and Age (%) at January 1st 2009

% of total population

	Total	Male	Female	0-14	15-64	65+
Western Europe						
Austria	100.00	48.70	51.30	15.18	67.45	17.37
Belgium	100.00	49.00	51.00	16.84	66.05	17.12
Cyprus	100.00	48.69	51.31	17.80	69.22	12.97
Denmark	100.00	49.57	50.43	18.29	65.82	15.89
Finland	100.00	49.01	50.99	16.73	66.51	16.77
France	100.00	48.41	51.59	18.37	65.00	16.62
Germany	100.00	49.02	50.98	13.58	66.06	20.36
Gibraltar	100.00	50.15	49.85	17.73	65.39	16.88
Greece	100.00	49.48	50.52	14.23	67.16	18.60
Iceland	100.00	51.21	48.79	20.56	67.73	11.71
Ireland	100.00	49.77	50.23	20.93	68.02	11.05
Italy	100.00	48.55	51.45	14.02	65.81	20.17
Liechtenstein	100.00	49.33	50.67	16.68	71.01	12.31
Luxembourg	100.00	49.60	50.40	17.79	68.18	14.03
Malta	100.00	49.80	50.20	15.58	70.04	14.38
Monaco	100.00	47.54	52.46	13.77	63.67	22.56
Netherlands	100.00	49.47	50.53	17.74	67.29	14.97
Norway	100.00	49.90	50.10	19.01	66.31	14.69
Portugal	100.00	48.44	51.56	15.42	67.05	17.53
Spain	100.00	49.34	50.66	14.79	68.28	16.93
Sweden	100.00	49.65	50.35	16.51	65.60	17.89
Switzerland	100.00	48.87	51.13	15.29	67.97	16.74
Turkey	100.00	50.20	49.80	26.27	66.89	6.84
United Kingdom	100.00	49.08	50.92	17.50	66.29	16.21
Eastern Europe						
Albania	100.00	49.36	50.64	23.55	66.92	9.53
Belarus	100.00	46.65	53.35	14.66	71.32	14.02
Bosnia-Herzegovina	100.00	48.12	51.88	15.37	70.79	13.84
Bulgaria	100.00	48.44	51.56	13.11	69.35	17.54
Croatia	100.00	48.16	51.84	15.36	67.28	17.36
Czech Republic	100.00	49.07	50.93	14.14	70.99	14.87
Estonia	100.00	46.00	54.00	14.86	68.13	17.01
Georgia	100.00	47.45	52.55	16.92	68.72	14.36
Hungary	100.00	47.45	52.55	14.91	68.83	16.26
Latvia	100.00	46.07	53.93	13.60	69.09	17.31
Lithuania	100.00	46.53	53.47	14.95	69.01	16.03
Macedonia	100.00	49.86	50.14	17.83	70.41	11.76
Moldova	100.00	47.50	52.50	16.85	72.04	11.11
Montenegro	100.00	47.88	52.12	19.31	66.32	14.38
Poland	100.00	48.29	51.71	15.29	71.22	13.49
Romania	100.00	48.68	51.32	15.24	70.00	14.76
Russia	100.00	46.26	53.74	14.90	71.83	13.27
Serbia	100.00	48.45	51.55	18.16	67.46	14.37
Slovakia	100.00	48.57	51.43	15.43	72.50	12.07
Slovenia	100.00	49.15	50.85	13.84	69.77	16.39
Ukraine	100.00	46.09	53.91	14.09	69.99	15.92

Source: Euromonitor International from national statistics/UN

Advertising Statistics

Table 1.2

TV Adspend 1985-2009

Million units of national currency

	1985	1990	1995	2000	2004	2005	2006	2007	2008	2009	US\$ million 2009
Western Europe											
Austria	152	240	270	479	497	508	545	597	637	645	896.3
Belgium	150	234	393	782	1,004	982	1,071	1,161	1,230	1,272	1,767.4
Cyprus	2	3	16	134	222	254	291	331	373	400	555.5
Denmark	240	612	1,510	1,823	2,125	2,254	2,471	2,520	2,546	2,483	463.1
Finland	75	127	161	213	227	231	243	262	275	282	391.6
France	1,773	1,958	2,111	3,046	3,998	4,028	4,209	4,306	4,112	4,134	5,745.2
Germany	814	1,642	3,420	4,709	3,860	3,930	4,114	4,156	4,133	3,989	5,543.1
Gibraltar											
Greece	53	200	837	676	684	693	705	855	769	614	852.9
Iceland				2,823	3,187	3,414	3,789	4,061	4,552	4,447	36.0
Ireland	33	51	112	200	236	287	326	374	385	364	505.6
Italy	2,360	2,864	2,595	4,134	4,647	4,808	4,736	4,757	4,767	4,781	6,643.7
Liechtenstein											
Luxembourg	3	4	6	8	11	11	11	11	11	11	15.0
Malta											
Monaco											
Netherlands	142	271	483	783	757	779	810	863	906	932	1,295.6
Norway	9	137	2,333	4,630	5,196	5,696	5,923	6,440	7,213	7,573	1,204.0
Portugal	45	100	216	519	504	517	512	533	546	560	778.5
Spain	1,833	1,696	1,323	2,311	2,675	2,951	3,181	3,467	3,162	3,020	4,196.6
Sweden	25	324	2,373	3,959	3,749	4,143	4,546	4,695	4,605	4,427	578.4
Switzerland	88	220	339	520	737	810	889	1,054	1,117	1,159	1,066.7
Turkey	0	1	12	285	957	1,140	1,442	1,760	1,660	1,336	859.0
United Kingdom	1,088	1,548	2,267	3,327	3,392	3,455	3,282	3,380	3,211	3,115	4,858.0
Eastern Europe											
Albania											
Belarus											
Bosnia-Herzegovina					147	196	267	293	415	581	412.3
Bulgaria	2	2	2	108	325	413	477	617	790	870	618.5
Croatia					2,046	2,810	3,218	3,612	3,828	4,057	767.8
Czech Republic	876	1,382	3,772	14,516	18,153	21,350	23,681	24,374	26,288	27,085	1,420.7
Estonia	3	22	65	155	254	310	363	479	489	489	43.4
Georgia					55	63	87	110	125	140	84.0
Hungary	557	3,719	18,826	129,605	286,106	331,203	347,080	342,070	366,106	361,437	1,786.3
Latvia	2	1	5	10	17	22	27	33	37	41	81.4
Lithuania		2	16	74	606	606	777	1,145	1,317	1,396	562.2
Macedonia											
Moldova						50	77	104	254	356	32.0
Montenegro											
Poland	32	150	808	4,452	6,861	2,603	3,010	3,528	4,044	4,428	1,418.8
Romania			8	165	428	554	749	956	1,315	1,446	474.2
Russia			938	7,595	48,994	65,900	85,900	112,500	142,400	157,800	4,968.3
Serbia					27,443	36,954	41,253	62,700	69,000	75,000	1,109.8
Slovakia			58	136	444	583	739	947	1,152	1,354	1,881.4
Slovenia	3	9	29	144	191	193	195	243	261	230	319.6
Ukraine					903	1,223	1,827	2,439	2,843	2,985	383.1

Source: Euromonitor International from World Association of Newspapers

Banking and Finance Statistics

Table 4.12

Average Expenditure per Credit Card 1998-2009

US\$ per card

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Western Europe												
Austria	2,516.6	2,280.4	2,004.6	2,157.6	2,261.3	2,720.0	3,555.3	3,591.7	3,678.4	4,026.8	4,256.1	4,077.8
Belgium	4,790.4	4,506.0	3,729.5	3,239.7	3,156.9	3,377.4	3,669.1	3,771.0	4,155.8	4,658.9	4,334.8	3,354.5
Cyprus												
Denmark	3,508.0	3,457.3	2,965.4	2,885.8	3,053.0	3,356.0	5,697.1	5,293.2	5,429.3	7,187.5	7,526.8	6,119.1
Finland												
France	1,721.4	1,646.7	1,443.7	1,421.5	1,507.1	1,818.2	2,018.9	2,043.3	2,087.8	2,307.5	2,413.9	1,773.4
Germany	5,681.3	4,267.8	2,738.9	2,218.4	2,090.8	2,356.4	2,638.8	2,244.0	1,873.4	2,112.6	2,261.7	2,138.3
Gibraltar												
Greece	649.3	789.7	676.4	457.9	400.0	868.0	1,195.4	1,336.9	1,355.5	1,524.1	1,664.9	1,531.9
Iceland												
Ireland												
Italy	1,691.4	1,748.6	1,617.2	1,222.5	973.0	746.1	855.9	877.9	894.1	1,023.4	1,069.8	936.5
Liechtenstein												
Luxembourg												
Malta												
Monaco												
Netherlands	1,235.2	1,296.5	1,018.7	1,028.3	1,099.9	1,138.5	1,314.3	1,358.0	1,501.6	1,864.7	2,358.9	2,004.1
Norway	938.2	918.8	983.0	954.2	1,161.3	1,441.8	1,744.5	1,877.8	1,796.4	2,123.2	2,148.0	2,264.1
Portugal	3,007.4	3,415.6	3,386.1	2,876.4	2,974.7	3,579.6	3,909.9	3,714.3	3,669.5	3,921.7	4,749.1	4,286.9
Spain	1,443.4	1,330.8	1,191.2	1,142.3	1,411.8	1,732.1	1,813.2	1,744.2	1,563.9	1,550.7	1,576.3	1,474.9
Sweden	584.2	586.1	645.3	956.5	745.0	1,009.2	1,487.1	1,219.0	1,634.5	3,290.3	3,671.4	3,115.9
Switzerland	3,347.6	3,185.3	2,865.6	2,917.6	3,175.9	3,594.4	4,027.0	4,223.5	4,079.8	4,431.0	4,725.1	4,419.9
Turkey	2,184.1	1,268.1	1,252.2	708.9	928.1	1,196.9	1,538.5	1,922.1	2,132.7	2,450.3	2,736.5	2,531.0
United Kingdom	2,372.9	2,496.4	2,302.1	2,162.7	2,239.4	2,407.1	2,802.3	2,780.7	2,781.3	3,265.9	3,161.7	2,882.5
Eastern Europe												
Albania												
Belarus												
Bosnia-Herzegovina												
Bulgaria												
Croatia												
Czech Republic	661.4	456.5	346.8	312.9	383.6	488.0	567.0	634.5	650.3	673.9	772.8	728.5
Estonia												
Georgia												
Hungary	559.6	197.9	171.8	185.9	238.4	268.9	359.8	398.5	473.8	633.6	739.4	703.2
Latvia												
Lithuania												
Macedonia												
Moldova												
Montenegro												
Poland	2,538.7	1,850.6	1,145.2	910.1	1,321.2	1,208.9	980.7	904.4	720.0	795.0	900.9	615.1
Romania			95.8	321.8	427.9	472.5	434.5	290.4	326.8	463.3	346.5	331.8
Russia						601.0	407.8	411.1	301.0	252.8	362.3	326.8
Serbia												
Slovakia												
Slovenia												
Ukraine						37.4	46.8	54.6	50.5	65.7	127.2	84.0

Source: Euromonitor International from trade sources

Consumer Market Statistics

Table 6.7

Consumer Health: Per Capita Retail Sales 2009

US\$ per capita

	Analgesics	Cough, Cold and Allergy Remedies	Digestive Remedies	Medicated Skin Care	Vitamins & Dietary Supplements
Western Europe					
Austria	9.06	21.00	6.90	8.74	25.27
Belgium	19.01	20.86	11.81	6.73	30.42
Denmark	16.59	16.64	12.20	7.05	30.56
Finland	19.27	15.40	13.38	9.22	30.28
France	9.36	13.31	7.06	8.03	16.65
Germany	13.75	24.41	8.41	8.29	25.73
Greece	9.63	8.96	4.03	7.14	18.85
Ireland	19.84	21.27	9.95	10.98	18.02
Italy	12.89	13.13	8.63	9.70	36.17
Netherlands	7.92	16.74	2.55	4.82	20.76
Norway	16.71	20.84	10.19	8.46	102.28
Portugal	10.99	7.50	5.78	6.37	8.57
Spain	8.67	11.55	6.07	5.65	7.49
Sweden	19.31	19.02	7.35	7.21	28.57
Switzerland	19.07	37.41	14.96	21.70	24.17
Turkey	4.62	4.32	1.68	1.12	2.13
United Kingdom	13.55	15.91	7.53	10.43	17.93
Eastern Europe					
Bulgaria	8.99	5.22	1.25	1.48	7.57
Czech Republic	8.25	12.86	4.14	4.21	9.99
Hungary	7.41	8.81	4.20	4.34	14.47
Poland	9.30	9.78	6.38	2.62	8.87
Romania	3.59	3.08	1.83	0.91	4.61
Russia	2.94	5.71	3.18	1.89	8.24
Slovakia	6.74	10.50	4.76	3.94	8.23
Ukraine	1.83	4.94	2.06	1.39	4.09

Source: Euromonitor International from industry sources/national statistics

Consumer Prices Statistics

Table 7.7

Household Goods and Services Price Indices 1990-2009

1995 = 100

	1990	1995	2000	2004	2005	2006	2007	2008	2009
Western Europe									
Austria	88.2	100.0	103.0	107.0	105.4	105.9	106.5	107.6	106.3
Belgium	98.9	100.0	104.0	110.6	111.4	112.3	114.5	117.4	118.6
Cyprus									
Denmark	90.4	100.0	109.3	115.5	117.0	117.9	119.3	121.7	123.0
Finland	88.8	100.0	102.8	107.4	108.5	108.9	110.2	111.9	113.7
France	91.7	100.0	105.6	111.7	112.4	113.1	114.3	116.2	116.0
Germany	89.5	100.0	103.6	106.4	106.1	106.2	107.6	109.2	108.4
Gibraltar									
Greece	55.2	100.0	125.2	134.3	137.2	139.9	142.1	144.4	145.6
Iceland									
Ireland	88.1	100.0	104.6	111.9	111.1	110.4	109.1	107.8	104.4
Italy	79.3	100.0	111.8	120.9	122.7	124.5	127.2	131.0	133.2
Liechtenstein									
Luxembourg									
Malta									
Monaco									
Netherlands	92.7	100.0	108.2	118.8	119.3	119.8	121.3	123.9	125.2
Norway	92.0	100.0	105.0	110.0	110.0	110.0	111.0	111.0	110.0
Portugal	78.9	100.0	111.9	133.7	134.2	139.0	142.1	144.6	143.3
Spain	83.2	100.0	116.5	124.9	127.1	129.9	133.1	136.6	138.6
Sweden	92.5	100.0	104.4	108.6	107.1	105.3	106.6	108.5	110.3
Switzerland	89.7	100.0	102.6	104.5	104.5	104.5	104.8	105.7	106.5
Turkey	5.7	100.0	1,069.7	2,535.4	2,658.1	2,867.4	2,988.9	3,256.6	3,247.7
United Kingdom	89.5	100.0	104.8	108.5	109.1	110.2	113.1	116.5	118.7
Eastern Europe									
Albania									
Belarus		100.0	3,011.7	14,864.9	18,321.8	19,582.4	21,946.7	24,058.8	27,229.1
Bosnia-Herzegovina		100.0	108.1	113.5	113.4	114.0	114.5	115.6	126.2
Bulgaria	2.2	100.0	2,474.5	2,468.4	2,420.6	2,561.5	2,590.4	2,635.5	2,671.8
Croatia		100.0	140.6	137.7	141.1	141.6	142.6	143.8	146.1
Czech Republic	38.7	100.0	131.3	126.4	123.7	122.2	120.2	118.3	118.2
Estonia		100.0	126.1	128.2	129.5	130.9	131.6	132.6	130.7
Georgia									
Hungary	33.0	100.0	185.2	195.1	191.9	195.1	195.4	195.5	201.4
Latvia	3.3	100.0	137.1	145.8	151.3	156.0	185.2	189.6	199.8
Lithuania	0.5	100.0	120.0	106.3	106.8	107.0	108.8	112.6	114.9
Macedonia	0.4	100.0	130.1	132.1	128.1	129.5	129.7	142.0	140.7
Moldova									
Montenegro		100.0	75.0	110.7	110.5	110.7	111.1	113.0	115.9
Poland	16.3	100.0	177.9	195.4	198.2	199.1	201.4	207.8	212.1
Romania	0.9	100.0	839.1	1,519.9	1,557.4	1,646.6	1,722.0	1,782.3	1,873.3
Russia	0.6	100.0	224.0	514.9	640.4	717.8	735.7	912.6	973.9
Serbia		100.0	631.6	1,432.4	1,577.9	1,663.2	1,693.8	1,999.3	2,188.0
Slovakia	49.6	100.0	124.9	121.9	117.0	116.5	116.8	116.5	114.4
Slovenia	7.5	100.0	125.4	154.7	160.1	166.2	173.3	183.5	186.2
Ukraine		100.0	326.9	638.2	775.1	775.7	863.9	932.4	1,062.4

Source: National statistical offices/OECD/Eurostat/Euromonitor International

Economic Statistics

Table 8.15

Government Expenditure by Object 2009 (% Analysis)*% of total expenditure*

	General Public Services	Defence	Education	Health	Social Security & Welfare	Housing/ Amenities	Other Community/ Social	Economic Services	Other
Western Europe									
Austria	12.98	1.97	7.93	15.25	49.78	1.57	0.63	6.65	3.24
Belgium	31.60	2.24	2.65	16.19	41.23	0.00	0.16	3.54	2.40
Cyprus	27.43	4.07	17.78	6.78	22.03	4.73	2.60	9.48	5.10
Denmark	41.12	4.12	11.07	0.12	32.11	0.79	1.97	5.52	3.18
Finland	12.58	3.66	9.34	10.09	51.21	0.51	1.08	8.39	3.13
France	13.89	3.70	9.04	15.72	47.30	0.73	0.92	6.55	2.13
Germany	10.57	3.08	0.61	17.66	60.35	0.64	0.25	6.14	0.70
Gibraltar									
Greece	14.09	4.34	5.89	10.04	38.34	0.39	0.52	23.61	2.78
Iceland	17.32	0.24	11.06	25.54	21.52	0.49	4.44	13.49	5.91
Ireland	11.36	1.42	14.19	20.91	30.41	3.18	1.29	13.05	4.20
Italy	18.44	2.88	8.05	7.79	51.72	1.21	0.95	5.05	3.92
Liechtenstein									
Luxembourg	11.57	0.54	8.82	10.32	54.45	0.90	3.00	7.47	2.93
Malta	15.21	1.60	12.76	15.23	35.40	1.84	1.16	8.78	8.02
Monaco									
Netherlands	19.10	3.00	9.94	13.87	42.26	0.26	0.67	6.45	4.46
Norway	17.60	5.04	5.57	17.03	41.45	0.12	1.36	9.16	2.69
Portugal	25.35	2.13	9.78	13.31	40.24	0.20	0.82	5.05	3.12
Spain	36.15	3.72	0.50	1.50	43.96	0.12	1.34	8.40	4.31
Sweden	23.49	4.58	5.51	4.02	47.13	0.31	0.99	9.96	4.01
Switzerland	19.53	4.38	4.73	0.17	57.07	0.58	0.43	12.63	0.47
Turkey	75.92	4.79	4.18	3.03	4.28	2.99	0.45	1.74	2.62
United Kingdom	15.27	5.75	12.01	17.08	31.25	1.13	1.27	10.88	5.36
Eastern Europe									
Albania	12.86	6.85	19.02	8.24	26.73	6.29	1.41	15.66	2.95
Belarus	26.05	3.13	2.12	2.20	30.99	0.01	0.69	28.79	6.02
Bosnia-Herzegovina									
Bulgaria	41.23	2.51	3.48	3.60	30.27	1.17	0.83	8.54	8.38
Croatia	12.42	2.93	9.06	14.50	40.13	3.03	1.69	9.07	7.16
Czech Republic	11.83	2.99	10.06	19.80	33.48	1.70	1.28	13.10	5.76
Estonia	14.76	4.14	8.23	17.96	29.67	0.16	3.46	12.20	9.43
Georgia	4.57	44.34	9.71	4.78	14.22	0.08	2.29	1.43	18.59
Hungary	16.83	2.43	7.21	14.08	38.70	0.05	1.63	14.33	4.75
Latvia	6.25	5.90	13.07	12.27	22.64	1.75	5.27	20.14	12.72
Lithuania	15.56	6.28	5.98	19.60	35.10	0.10	2.18	10.74	4.47
Macedonia									
Moldova	24.80	1.55	6.73	15.16	28.39	0.53	1.62	16.31	4.91
Montenegro									
Poland	11.44	4.77	12.23	11.89	44.49	0.41	0.90	9.16	4.71
Romania	9.39	7.75	7.30	18.86	27.45	2.06	1.90	16.44	8.86
Russia	28.73	13.32	5.73	10.70	22.85	3.17	1.22	3.03	11.26
Serbia									
Slovakia	8.69	5.04	6.98	23.00	29.33	1.34	0.94	17.35	7.33
Slovenia	11.76	3.27	10.35	18.85	41.35	0.53	1.36	7.88	4.65
Ukraine	24.53	3.81	5.69	3.12	41.45	0.79	1.02	12.50	7.09

Source: Euromonitor International/International Monetary Fund (IMF), Government Finance Statistics/national statistics