

Press release

Purchasing power on the rise in central and eastern European countries

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GfK Purchasing Power Europe and Greece 2016

Bruchsal, Germany, November 14, 2016 – Europeans have around 0.3 percent more nominal purchasing power per person in 2016 compared to last year. The available net income of the population varies substantially among the 42 countries considered by the GfK study. The highest average purchasing power can be found in Liechtenstein, Switzerland and Luxembourg, while the lowest is in Belarus, Moldova and the Ukraine. Ukrainians have only one eightieth the average purchasing power of Liechtenstein inhabitants. These are some of the findings of the study "GfK Purchasing Power Europe 2016".

According to the GfK study, a total of approximately €9.18 trillion is available to European consumers in 2016 for spending and saving. This corresponds to an average per-capita purchasing power of €13,672 for the 42 countries evaluated in the study, which is a nominal increase of approximately 0.3 percent. The low growth in Europe's average per-capita purchasing power is due to exchange rate effects and stagnating growth rates in some of the larger countries, among other factors. Nonetheless, many countries have growth rates above 5 percent, including Iceland, Bulgaria, Romania, Estonia, the Czech Republic, Bosnia-Herzegovina, Croatia, Malta, Slovakia, Luxembourg and Latvia.

Top ten purchasing power countries in Europe

2016 ranking (2015)	country	inhabitants	GfK Purchasing Power 2016 per inhabitant in €	European purchasing power index*
1 (1)	Liechtenstein	37,366	63,011	460.9
2 (2)	Switzerland	8,237,666	42,300	309.4
3 (4)	Luxembourg	576,249	30,248	221.2
4 (3)	Norway	5,213,985	27,893	204.0
5 (9)	Iceland	332,529	24,272	177.5
6 (5)	Denmark	5,707,251	23,699	173.3
7 (7)	Austria	8,584,926	22,536	164.8
8 (10)	Sweden	9,851,017	21,966	160.7
9 (8)	Germany	81,197,537	21,879	160.0
10 (6)	Great Britain	65,110,034	21,141	154.6
	Europe (total)	673,454,759	13,672	100.0

source: © GfK Purchasing Power Europe 2016

*index per inhab.: European average = 100

exchange rate for non-euro countries: prognosis of European Commission for 2016 from May 3, 2016

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There is still a large gap between net incomes in Europe: Inhabitants of Liechtenstein, the country with the highest purchasing power, have almost eighty times as much purchasing power per person as inhabitants of the Ukraine, which has the lowest purchasing power in Europe. The four countries with the greatest number of inhabitants – Germany, Great Britain, France and Italy – comprise approximately 40 percent of Europe's population and almost 60 percent of the continent's purchasing power.

Even within the top-ten ranked countries, Liechtenstein and Switzerland significantly outpace the others with purchasing power values that are 3 to 4.6 times (respectively) the European average. Lagging substantially behind is third-ranked Luxembourg, with 2.2 times the European average. All other countries in the top ten have at least 1.5 times the average European per-capita purchasing power.

Some reshuffling has occurred among the top-ten countries compared to last year, primarily due to exchange rate effects. Luxembourg overtakes Norway to seize third place, while Iceland climbs three slots to fifth place and Great Britain falls four positions to tenth place.

Greece: Slowing decrease in per-capita purchasing power

With an average of €9,313 of purchasing power or available income per inhabitant, Greece remains at place 22 in the European ranking.

This is almost a third less than the European average and a slight, nominal decrease of -0.2 percent compared to the previous year.



Selected countries:

2016 ranking (2015)	country	inhabitants	GfK Purchasing Power 2016 per inhabitant in €	European purchasing power index*
	Europe (total)	673,454,759	13,672	100.0
18 (18)	Malta	434,403	11,366	83.1
19 (19)	Cyprus	1,172,713	10,823	79.2
20 (20)	Portugal	10,341,330	10,731	78.5
21 (21)	Slovenia	2,064,188	10,284	75.2
22 (22)	Greece	10,858,018	9,313	68.1
23 (24)	Estonia	1,314,370	8,355	61.1

source: © GfK Purchasing Power Europe 2016

*index per inhab.: European average = 100

exchange rate of non-euro countries: prognosis of the European Commission for 2016 from May 3, 2016

When comparing at the level of the 14 Greek peripheries (periferies), the inhabitants of Attiki, the periphery where Athens is located, have the highest average purchasing power: With almost €10,800 per capita, they have 16 percent more than the country average but are still 21 percent below the European average. This puts them approximately on the same purchasing power level as the inhabitants of Portugal (ranked 20th in Europe).

Closest to the country average is Kentriki Makedonia with €9,244 per inhabitant.

Top ten peripheries (periferies) in Greece

rank (of 14)	peripheries	inhabitants	Purchasing Power 2016 per inhabitant in €	national index*	European index*
1	Attiki	3,822,843	10,783	115.8	78.9
2	Notio Aigaio	334,865	10,099	108.4	73.9
3	Dytiki Makedonia	276,423	9,710	104.3	71.0
4	Kentriki Makedonia	1,891,997	9,244	99.3	67.6
5	Ionia Nisia	207,059	8,903	95.6	65.1
6	Voreio Aigaio	197,695	8,752	94.0	64.0
7	Ipeiros	339,142	8,680	93.2	63.5

8	Peloponnisos	583,431	8,330	89.5	60.9
9	Thessalia	733,663	8,114	87.1	59.4
10	Anatoliki Makedonia ke Thraki	606,490	8,026	86.2	58.7

GfK Purchasing Power Greece 2016

*index: value per inhabitant / average = 100

The island Kriti (Crete) ranks last among the 14 peripheries with €7,331 per-capita purchasing power - this is 21 percent below the country average and approximately the same amount that is available to inhabitants of the Czech Republic (ranked 26th in Europe).

About the study

The study "GfK Purchasing Power Europe 2016" is available for 42 European countries at detailed regional levels such as municipalities and post-codes, along with seamlessly fitting data on inhabitants and households as well as digital maps.

Purchasing power is a measure of per-capita disposable income after the deduction of taxes and social security contributions and including any received state benefits. The study indicates per-person, per-year purchasing power levels in euros and as an index value. GfK Purchasing Power refers to nominal disposable income, which means values are not adjusted for inflation. The study draws on statistics on income and tax levels, government benefits and forecasts by economic institutes.

Consumers draw from their general purchasing power to cover expenses related to eating, living, services, energy, private pensions and insurance as well as other expenditures, such as vacation, mobility and consumer purchases.

Additional information on GfK's regional market data can be found at www.gfk.com/marketdata.

Print-quality illustrations can be found [here](#).

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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