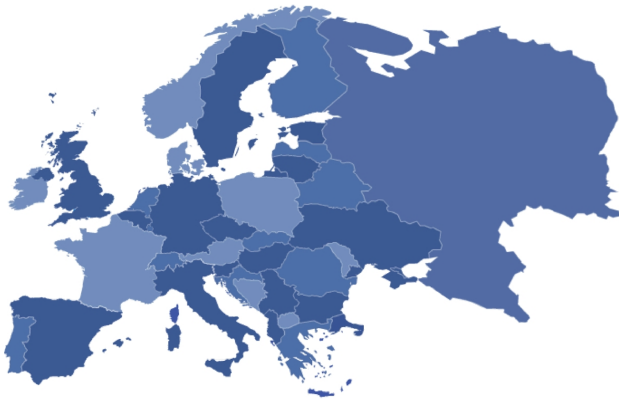


GfK on Europe's Purchasing Power

Written by Marco Attard
06 November 2013

The European continent sees a stark divide when it comes to average purchasing power GfK reports, as the spectrum ranges from 4.5 times the European average in Liechtenstein to one-tenth the average in Moldova.



According to the analyst approximately €8.62 trillion worth of spending and saving money is available to consumers from 41 European countries in 2013, making average per-capita purchasing power of €12890. However "considerable discrepancies" remain-- from €58844 per-capita in Liechtenstein to just €1848 in Moldova.

The analyst defines purchasing power as "the money available to consumers for all expenditures related to food, accommodation and services as well as consumer purchases." Arguably the inhabitants of more affluent countries devote large portions of income on essentials such as rent and higher living costs, but they still retain more money for non-essential purchases than consumers with lower purchasing power.

As mentioned earlier, Liechtenstein is has the highest per-capita purchasing power, followed by Switzerland (€36351), Norway (€31707), Luxembourg (€28185) and Sweden (€21640). Making the rest of the top 10 are Austria, Denmark, Germany, France and Finland.

It might come to no surprise that the Nordics are the strongest performing region, followed by Benelux, C. and W. Europe. Interestingly most S. European EU member states have higher spending power than their non-EU members-- Romania, Hungary and Croatia rank above Serbia, Albania, Bosnia and Herzegovina and Kosovo.

GfK on Europe's Purchasing Power

Written by Marco Attard
06 November 2013

Meanwhile Poland and its neighbours make "prime examples of the purchasing power divide in Europe," as German consumers have more than €20261 available annual, compared to the €2206 available to Ukrainians.

Go [GfK Purchasing Power Europe 2013/2014](#)