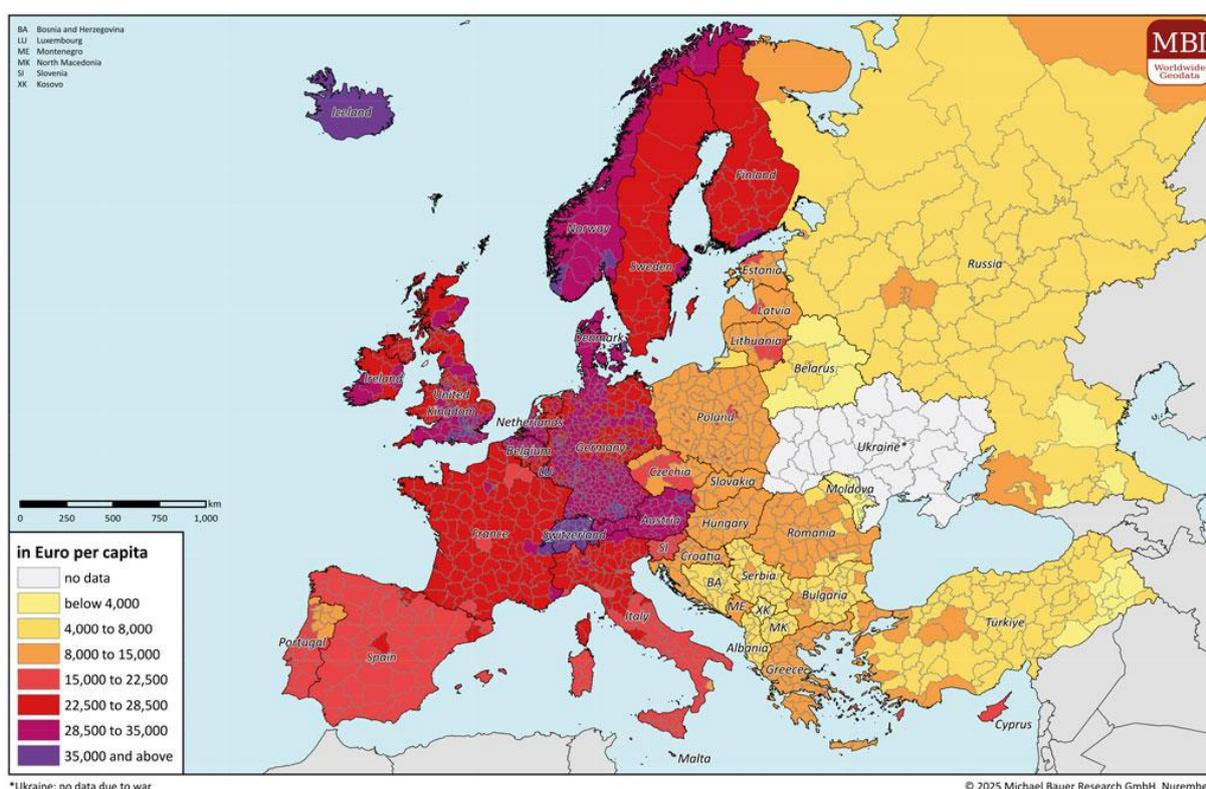


Purchasing Power in Europe Rises to €14.8 Trillion in 2025

Karlsruhe, February 27th, 2026: In 2025, Europeans have an average purchasing power of €18,768 per capita. At 3.5%, per capita purchasing power growth is lower than the previous year. On average, Europeans have €632 more at their disposal than 2024. But how significant are the differences between European countries? Which nations show the highest purchasing power – and which regions across Europe may offer new opportunities in 2026?

Purchasing Power Map of Europe

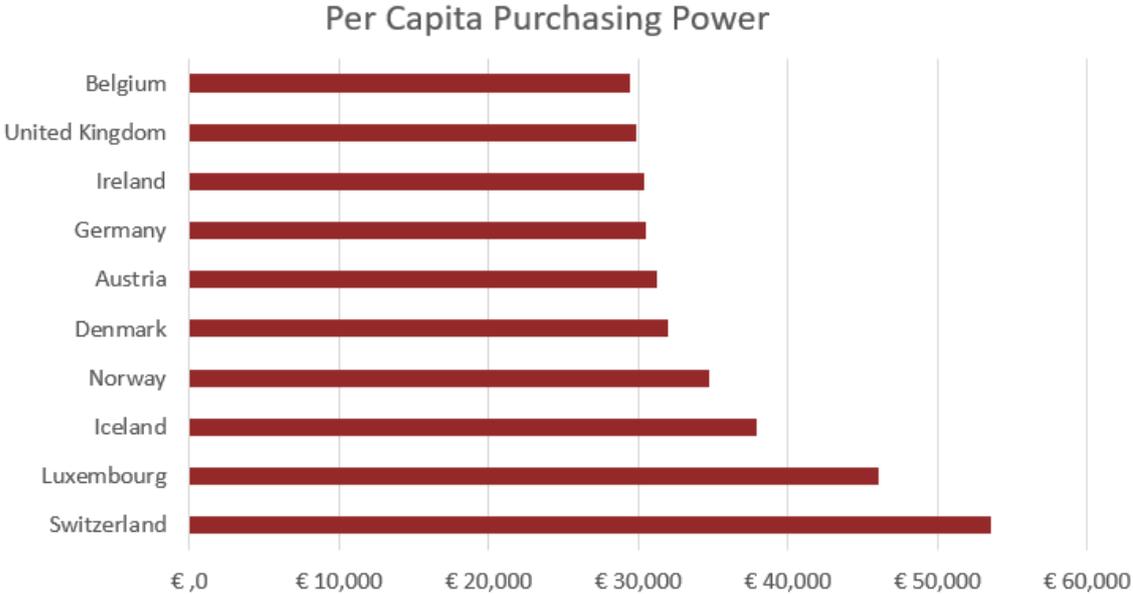


Purchasing Power Ranking Europe 2025 – Top 10 Countries

Rank 2025	Country	Population	Purchasing Power Index*
1	Switzerland	9,021,529	286
2	Luxembourg	689,029	245
3	Iceland	380,735	202
4	Norway	5,580,976	185
5	Denmark	5,991,261	170
6	Austria	9,176,420	167
7	Germany	83,748,038	163
8	Ireland	5,400,154	162
9	United Kingdom	68,507,444	159
10	Belgium	11,876,021	157

*Index per capita; 100 = European average

Even within the top 10 of the Purchasing Power Ranking Europe 2025, significant differences become apparent. Switzerland, ranked first, shows nearly double the per capita purchasing power of Belgium in tenth place.



Across Europe as a whole, disparities become even more pronounced. Switzerland’s per capita purchasing power is approximately 14 times higher than that of the lowest-ranking country. The gap between the highest and lowest country amounts to €49,837 per capita.

Overall, 17 countries (approx. 40%) are above the European average with an index above 100, while 24 countries (approx. 60%) remain below this benchmark.

Purchasing Power Differences Within European Countries: The Example of Poland

Purchasing power disparities are visible not only between countries but also within individual nations across administrative, postal, and micro-geographic levels. National averages are not sufficient to reflect these internal differences and may conceal existing regional potential when used as the sole reference point.

Poland ranks 26th in the European comparison with a purchasing power index of 69, clearly below the European average. However, a regional perspective reveals a more differentiated picture:

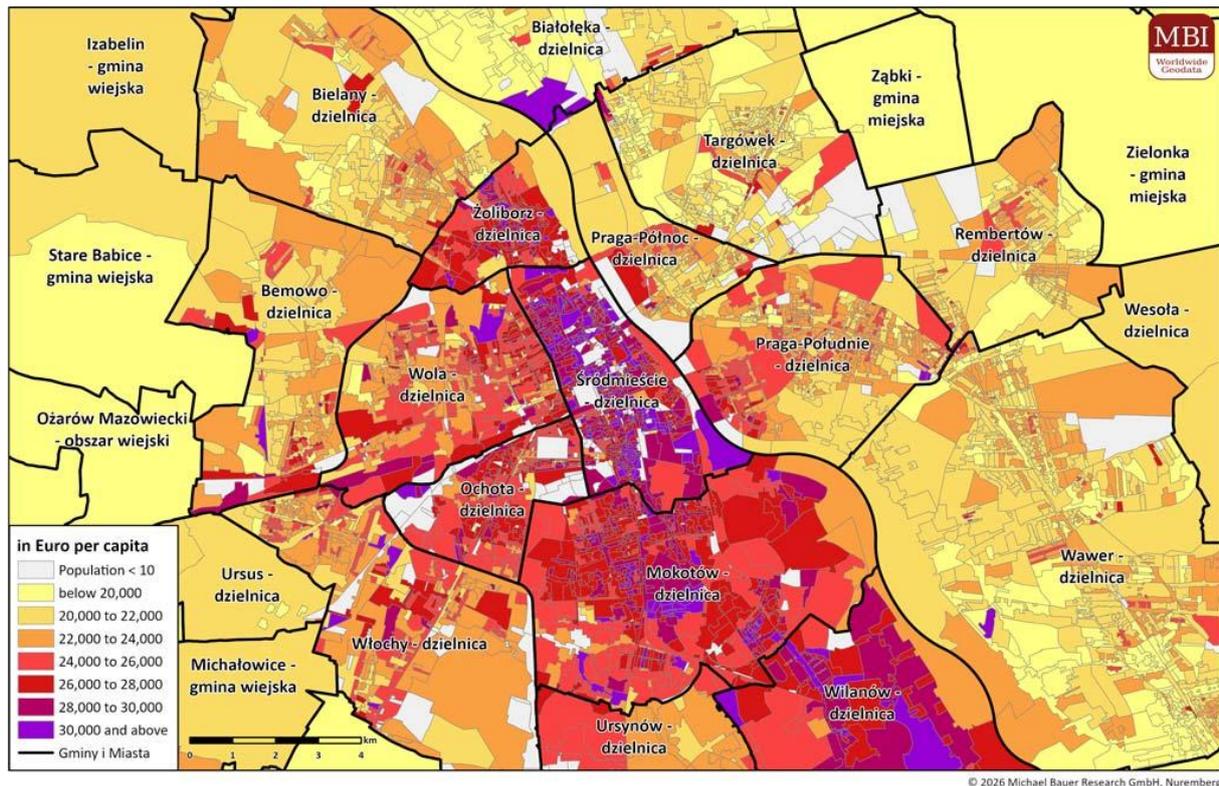
Rank 2025	NUTS-3-Region	Population	National Purchasing Power Index*
1	Miasto Warszawa	1,854,972	179
2	Miasto Kraków	805,615	143
3	Miasto Poznań	533,162	142
4	Miasto Wrocław	669,429	147
5	Trójmiejski	756,381	131
6	Miasto Łódź	641,568	123
7	Warszawski Zachodni	718,969	122
8	Katowicki	681,619	120

Rank 2025	NUTS-3 Region	Population	National Purchasing Power Index*
9	Miasto Szczecin	384,445	116
10	Gliwicki	431,034	112

* Index per capita, 100 = national average

While more rural areas show below-average purchasing power, the capital region of Warsaw reaches an index of 124 in the European comparison. Its purchasing power level exceeds that of numerous regions in France, the United Kingdom, Spain, and Italy.

Even more detailed insights are available at the postal code level:



The purchasing power data provided illustrates the importance of granular regional data in identifying disparities and uncovering additional market potential. Understanding and leveraging Europe's regional diversity opens up new perspectives for expansion and growth in 2026.

Purchasing Power Europe 2025 as a Basis for Analysis in 2026

Together with additional market and risk data across up to five spatial levels, the purchasing power data provides companies in 2026 with a robust foundation for forecasting, strategic planning, and data-driven decision-making. Organizations across various industries use MBI's globally standardized and internationally comparable purchasing power data for market and location analysis, international sales and expansion planning, potential assessment, and the structured evaluation of regional markets in a global context.

*Europe: This Europe total data set includes the 41 most important countries, excluding Ukraine (no data for 2025 due to war).

About Michael Bauer International GmbH

Being a specialist for small-scale data for geomarketing, Michael Bauer International has grown to be one of the largest global data providers for over 15 years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic, market, and risk data.

Today, MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey. Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI to take informed and data-based decisions.

With CONIAS Risk Intelligence, we provide in-depth and data-driven information about the current and emerging dynamics of political conflicts worldwide. We support internationally operating companies and organizations in identifying political risks to location, logistics, and investment security at an early stage and in developing targeted adaptation strategies.

MBI is one of the first global HERE Technologies Distributors as well as **“Global HERE Distributor of the Year 2023”**. HERE is the leading provider in the development of digital maps and location-based services.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

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