

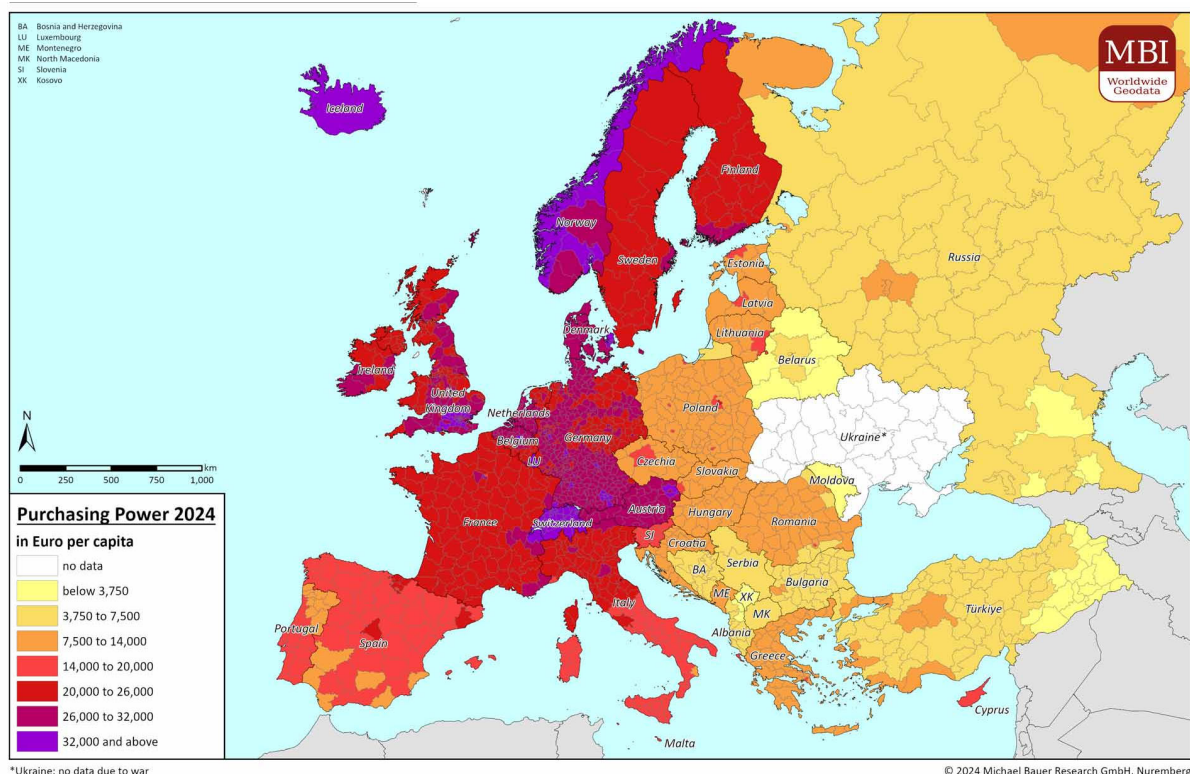
Purchasing Power in Europe Rises to €13.6 Trillion in 2024

Karlsruhe, April 4th 2025: In 2024, Europe's economic landscape has undergone significant changes. The per capita purchasing power growth in Europe stands at 4.8%, equivalent to an increase of €784 per person. Further figures not only reveal intriguing regional disparities but also prompt a deeper investigation into the drivers behind these shifts. For example, Ireland has fallen out of the top 10. What has changed in 2024, and which countries are now setting new benchmarks in purchasing power?

Purchasing Power Across Europe and the EU

The total purchasing power across all European countries reached €13.6 trillion in 2024. When focusing solely on the European Union, the total purchasing power amounts to €9.4 trillion. This corresponds to an average per capita purchasing power of €20,978 within the EU and €17,228 across Europe.

Purchasing Power Map of Europe



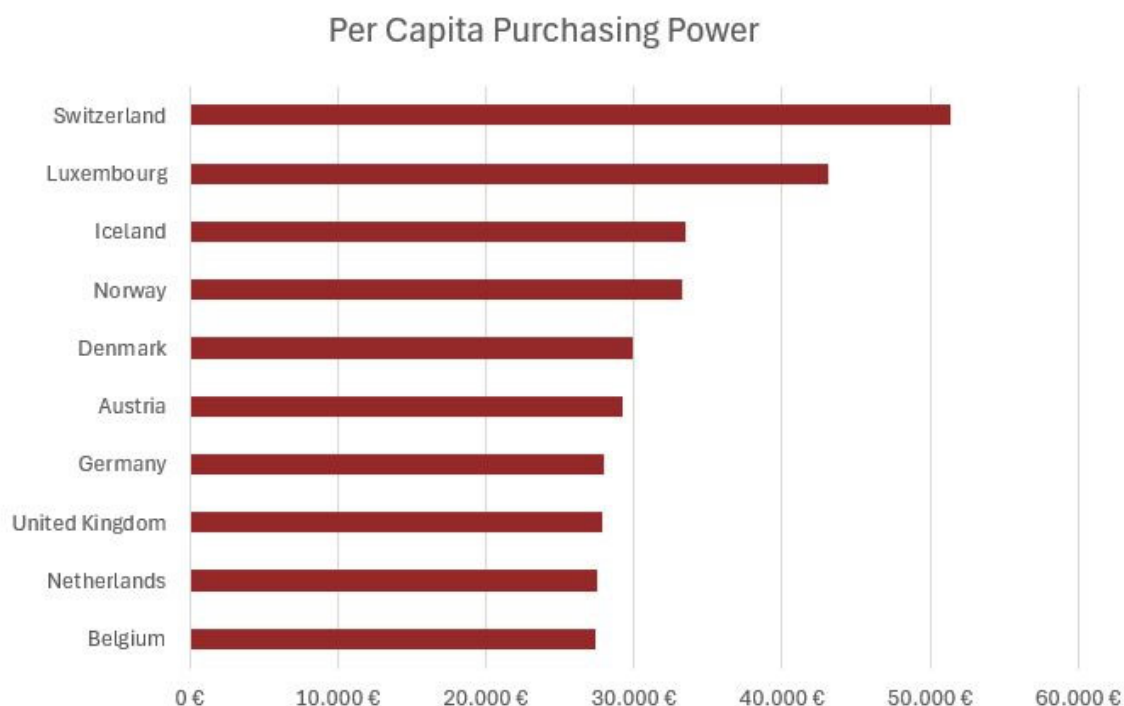
Purchasing Power Ranking: Top 10 in Europe

Purchasing power is not distributed evenly across the continent. Wealthier countries such as Switzerland and Luxembourg lead the ranking. Here are the Top 10 European countries by purchasing power index:

Rank 2024 (vs. 2023)	Country	Population	Purchasing Power Index*
1 (1)	Switzerland	9,012,804	298
2 (2)	Luxembourg	669,074	250
3 (3)	Iceland	386,102	194
4 (4)	Norway	5,520,950	193
5 (5)	Denmark	5,974,340	174
6 (6)	Austria	9,137,892	170
7 (7)	Germany	84,762,574	162
8 (9)	United Kingdom	67,846,317	162
9 (8)	Netherlands	17,990,884	160
10 (11)	Belgium	11,821,778	159

*Index per inhabitant; 100 = European average

Ireland, which ranked in the Top 10 in 2023, has been displaced due to a slower rate of purchasing power growth, allowing Belgium to advance in the ranking. Additionally, the United Kingdom now exhibits higher purchasing power than the Netherlands.



Top 3 Countries with the Strongest Purchasing Power Growth

Certain countries have experienced particularly rapid increases in their purchasing power index. The top three with the largest percentage increase in the purchasing power index compared to the previous year are:

Country	Population	Purchasing Power Index*	Increase in Index
Turkey	85,895,197	38	8 %
Moldova	2,397,603	19	7 %
Poland	37,603,980	66	7 %

*Index per inhabitant; 100 = European average

The purchasing power level of these three countries was well below the European average in 2023. Purchasing power also remained below the average in 2024, although it increased more than in any other European country.

Comparison of European Purchasing Power

Despite positive developments in some nations, significant disparities in purchasing power remain across Europe. While Switzerland leads with an index of 298, countries like Moldova, Kosovo, Serbia, and Turkey fall well below the European average. Notably, the nine countries with the lowest per capita purchasing power are non-EU members.

Purchasing Power Data for 2025

The purchasing power data for 2024 serve as a critical foundation for economic forecasts, investment decisions, and salary negotiations in 2025. Companies can leverage these data to target investments in regions experiencing significant growth, while policymakers can design targeted interventions to boost purchasing power in underperforming areas.

MBI Market Data

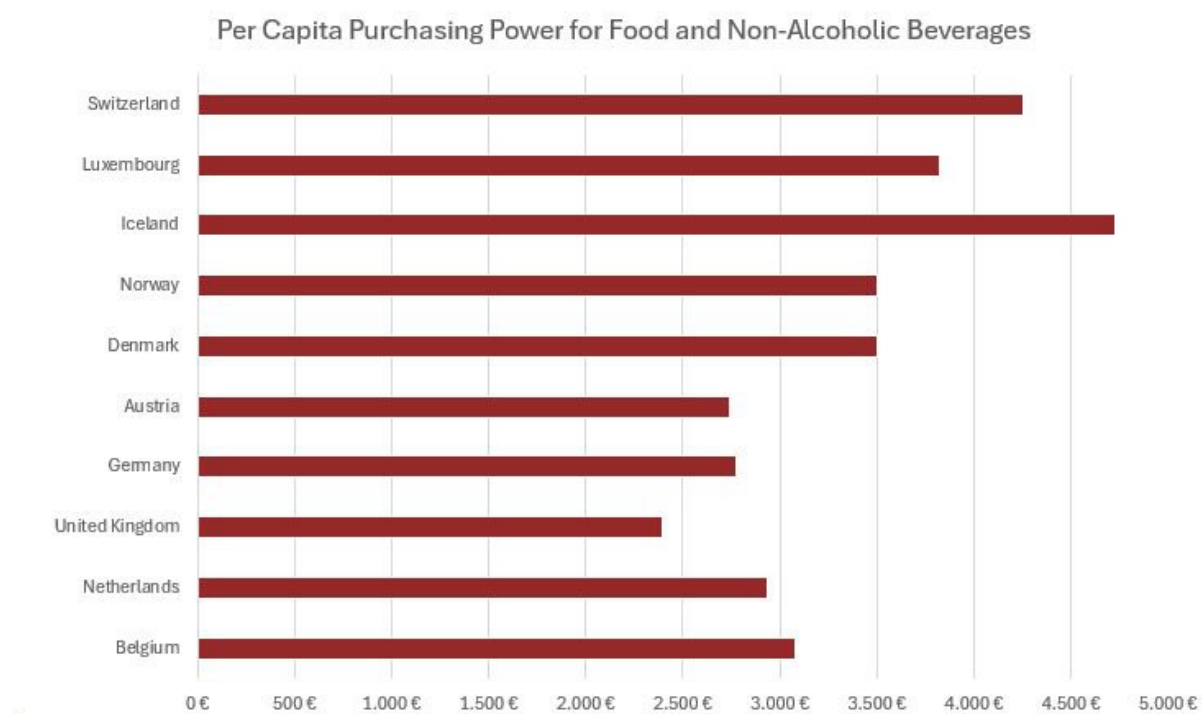
Typically, purchasing power metrics are available as forecast values for the current year. At MBI, we provide an additional update at the start of each year. This process involves recording all past values, comparing various sources and carefully checking the results. MBI is pleased to announce that the updated 2024 purchasing power data are now available. These thoroughly researched figures offer a reliable basis for your forecasts and strategic decisions in 2025. The major advantage of our data is their global consistency and comparability, enabling cross-country analyses. **[View the Europe Purchasing Power Overview.](#)**

The development of purchasing power in Europe in 2025 is contingent on a number of economic and political factors, including inflation, exchange rates, wage trends and economic stability. These developments will also be pivotal in determining the trajectory of purchasing power in the coming years.

Further Purchasing Power Products

Depending on your industry and project needs, it may be advantageous to **explore more specific purchasing power metrics** — such as **per capita purchasing power for food and non-alcoholic beverages** — tailored to support your detailed geospatial analyses. This metric can serve as a crucial foundation for sales forecasts by food manufacturers, among other applications.

As can be seen in the chart for the 10 countries with the highest purchasing power in Europe, the purchasing power for a specific product group is not necessarily highest where the general purchasing power is highest.



*Europe: This Europe total data set includes the 41 most important countries, excluding Ukraine (no data for 2024 due to war)

About Michael Bauer International GmbH

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over ten 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.

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