

2023 Population Totals (MBR)

2023 Total Population	633,454,031
2023 Population Density (per sq. km)	108.2
2023 Population Per Mill	1,000.0
2023 Total Population Age 0-14	101,909,626
2023 Total Population Age 15-29	110,082,788
2023 Total Population Age 30-44	127,403,583
2023 Total Population Age 45-59	131,676,387
2023 Total Population Age 60+	162,381,321

2023 Male Population Totals (MBR)

2023 Total Male Population	310,766,455
2023 Male Population Age 0-14	52,302,097
2023 Male Population Age 15-29	56,366,686
2023 Male Population Age 30-44	64,001,935
2023 Male Population Age 45-59	65,436,575
2023 Male Population Age 60+	72,659,162

2023 Female Population Totals (MBR)

2023 Total Female Population	322,687,250
2023 Female Population Age 0-14	49,607,529
2023 Female Population Age 15-29	53,716,102
2023 Female Population Age 30-44	63,401,648
2023 Female Population Age 45-59	66,239,812
2023 Female Population Age 60+	89,722,159

2023 Household Totals (MBR)

2023 Total Households	262,643,693
2023 Average Household Size	2.4

2023 Purchasing Power (MBR)

2023 Purchasing Power: Total	€11,846,429,473,527
2023 Purchasing Power: Per Capita	€18,701

2023 Food & Beverage Expenditures (MBR)

2023 Food & Beverage: Total	€1,505,554,660,445
2023 Food & Beverage: Per Capita	€2,377

2023 Alcoholic Beverage Expenditures (MBR)

2023 Alcoholic Beverage: Total	€189,357,694,618
2023 Alcoholic Beverage: Per Capita	€299

2023 Tobacco Expenditures (MBR)

2023 Tobacco: Total	€216,438,525,394
2023 Tobacco: Per Capita	€342

2023 Clothing Expenditures (MBR)

2023 Clothing: Total	€409,150,472,951
2023 Clothing: Per Capita	€646

2023 Footwear Expenditures (MBR)

2023 Footwear: Total	€96,305,577,559
2023 Footwear: Per Capita	€152

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in Euros. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research

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2023 Furniture & Furnishing Expenditures (MBR)		
2023 Furniture/Furnishing: Total		€221,411,836,847
2023 Furniture/Furnishing: Per Capita		€350
2023 Household Textiles Expenditures (MBR)		
2023 Household Textiles: Total		€51,726,092,444
2023 Household Textiles: Per Capita		€82
2023 Household Appliances Expenditures (MBR)		
2023 Household Appliances: Total		€105,378,954,867
2023 Household Appliances: Per Capita		€166
2023 Household Utensils Expenditures (MBR)		
2023 Household Utensils: Total		€62,135,384,712
2023 Household Utensils: Per Capita		€98
2023 House & Garden Expenditures (MBR)		
2023 House & Garden Tools: Total		€50,618,198,465
2023 House & Garden Tools: Per Capita		€80
2023 Household Maintenance Expenditures (MBR)		
2023 Household Maintenance: Total		€159,578,045,040
2023 Household Maintenance: Per Capita		€252
2023 Medical Products & Supplies Expenditures (MBR)		
2023 Medical Products: Total		€206,530,248,331
2023 Medical Products: Per Capita		€326
2023 Consumer Electronics Expenditures (MBR)		
2023 Electronics & IT: Total		€149,727,506,784
2023 Electronics & IT: Per Capita		€236
2023 Recreation & Culture Durable Expenditures (MBR)		
2023 Recreation Durables: Total		€43,049,931,067
2023 Recreation Durables: Per Capita		€68
2023 Entertainment Expenditures (MBR)		
2023 Toys/Sports/Pets: Total		€239,810,543,751
2023 Toys/Sports/Pets: Per Capita		€379
2023 Recreational & Cultural Service Expenditures (MBR)		
2023 Recreational Services: Total		€334,190,157,566
2023 Recreational Services: Per Capita		€528
2023 Books & Stationery Expenditures (MBR)		
2023 Books & Stationery: Total		€112,398,976,338
2023 Books & Stationery: Per Capita		€177
2023 Catering Services Expenditures (MBR)		
2023 Catering Services: Total		€409,485,958,162
2023 Catering Services: Per Capita		€646
2023 Personal Care Expenditures (MBR)		
2023 Personal Care: Total		€274,450,826,225
2023 Personal Care: Per Capita		€433
2023 Jewelry & Personal Effects Expenditures (MBR)		
2023 Personal Effects: Total		€102,619,135,572
2023 Personal Effects: Per Capita		€162
Area		
2023 Area in Square Kilometers		5,855,637.9

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