

Nuremberg, February 2026

## How do European consumers spend their money?

### Significant differences between and within metropolitan cities

- MB-Research Consumer Spending by Product Groups and Services show the expenditures of consumers for 20 different Product Groups and Services, e.g., Clothing, Footwear, Food & non-alcoholic beverages, Recreational and cultural services, Catering services (eating and drinking out of home), ... .
- New 2025 data is now being published by Michael Bauer Research GmbH (MB-Research) for European countries.
- **Example I: Product Group Clothing.** Ranking of Western European cities with more than 1 million inhabitants  
**Number 1: Greater London**  
**Tradition and trendsetting – Greater London confirms its reputation as one of Western Europe's most important fashion hubs.** Its residents have the highest per capita spending on Clothing, placing Greater London ahead of Italian fashion metropolises Milan and Rome.  
[Number 2: Milan](#)  
[Number 3: Rome](#)

Considerable differences in per capita spending also emerge when looking deeper within the cities, for example, at the postcode level.

- **Example II: Catering services (eating and drinking out of home).** Ranking of Western European cities with more than 1 million inhabitants.  
**Number 1: Vienna**  
**Viennese taverns and Viennese coffee house culture beat Spanish tapas:** The champion in eating and drinking out of home in Euros per capita of its residents is Vienna, followed by Barcelona and Madrid.  
[Number 2: Barcelona](#)  
[Number 3: Madrid](#)

Considerable differences in per capita spending also emerge when looking deeper within the cities, for example at the postcode level.

MB-Research analyzes the regional differences in Consumer Spending by Product Groups and Services for many countries worldwide. The Consumer Spending by Product Groups study is based on the place of residence of the consumers. Within the countries, significant regional and local differences in spending levels for individual product groups can be observed.

**Example I: Product Group Clothing: Ranking of Western European cities with more than 1 million inhabitants**



The residents of Greater London have by far the highest spending on Clothing in Euros per capita/year of any Western European city with over a million inhabitants. Average per capita spending is more than twice as high as in the Spanish metropolises of Barcelona and Madrid.

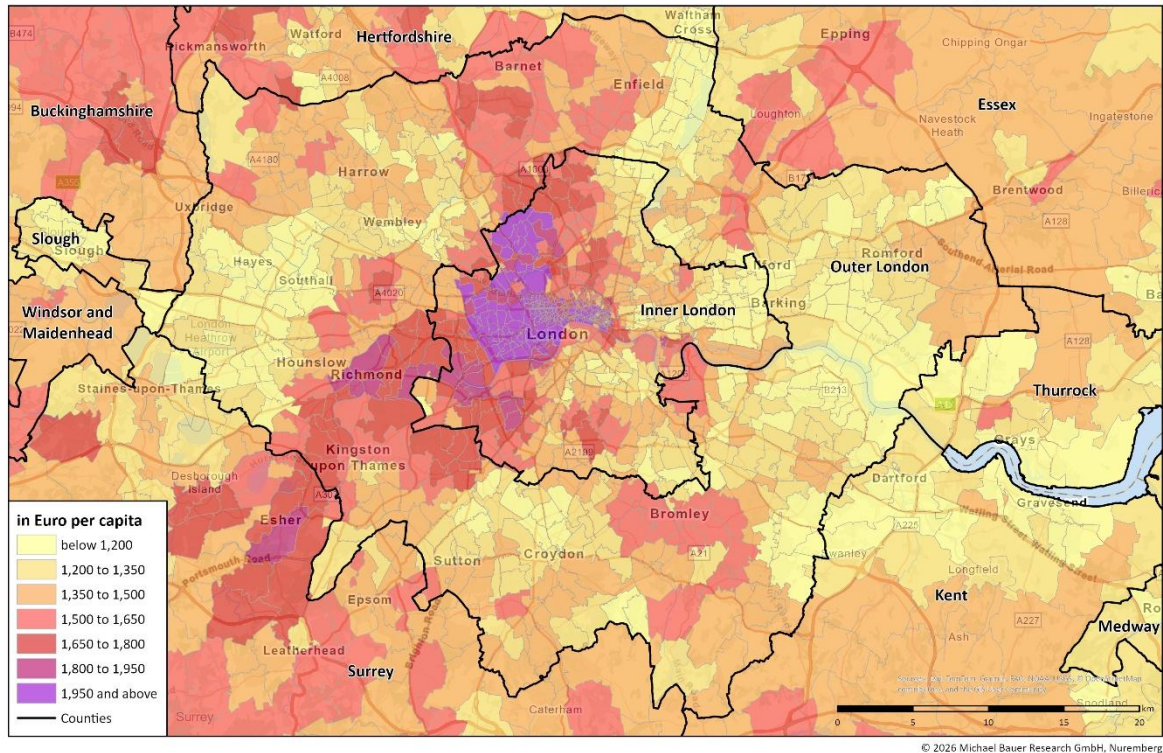
London, Milan, and Paris are considered to be part of the „Big Four” (along with New York) of the fashion world. When looking only at the per capita spending of the cities’ residents on Clothing and neglecting other factors such as fashion design and international reputation, Greater London surpasses Milan, which comes in second. Rome takes the 3<sup>rd</sup> position. Compared to Paris in terms of per-capita spending, Greater London and Milan are significantly ahead.

**A deeper look at Greater London, the champion in Consumer Spending for Clothing**

When looking at the Postcode Sectors of Greater London, a more detailed look at Consumer Spending for Clothing of Greater London is possible.

Remarkable differences in per capita spending on Clothing of the residential population are evident:

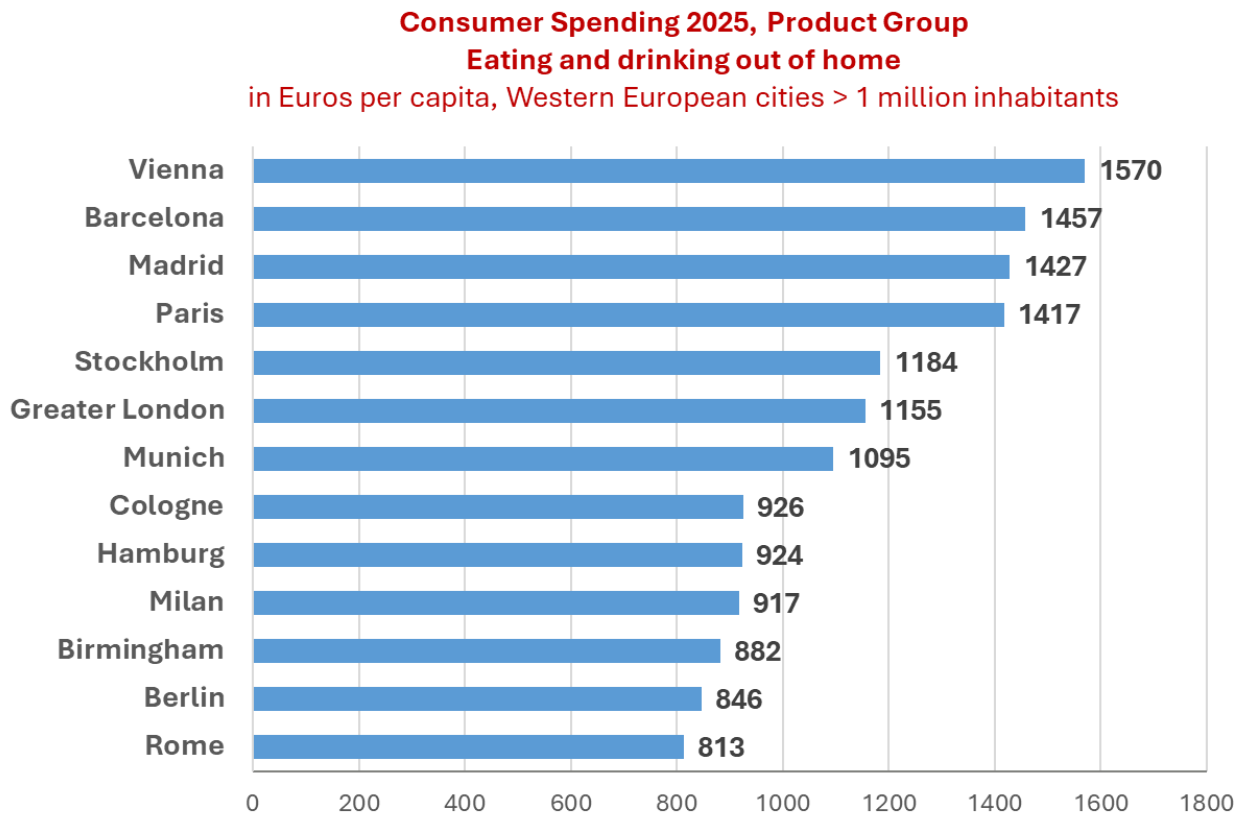
**Consumer Spending for the Product Group Clothing 2025  
on the level of Postcode Sectors in Greater London**



The highest per capita spending on Clothing of its residents is recorded in Inner London, particularly in the borough “City of London” and the boroughs “City of Westminster”, “Kensington and Chelsea”, and large parts of “Camden”. It is noteworthy that per capita spending by Inner London residents is significantly highest in the northwestern part of Inner London, north of the Thames. In these boroughs, Consumer Spending for Clothing exceeds 1,950 Euros per capita/year (average value of Greater London: 1,410 Euros per capita/year).

A more detailed breakdown of per capita spending in Euros for Clothing reveals that the highest per capita expenditure is recorded in the Postcode Sectors of the City of London. Here, the per capita spending on “Clothing” by residents amounts up to 3,020 Euros per year.

**Example II: Product Group Catering Services (eating and drinking out of home):  
Ranking of Western Europe, cities with more than 1 million inhabitants**



Vienna is known for its diverse culinary scene ranging from traditional coffee houses and inns to international specialties and Michelin-starred cuisine.

The residential population of Vienna has the highest per capita spending in Euros on Catering services (eating and drinking out of home) of all Western European cities with over a million inhabitants. Viennese residents thus spend even more per capita on eating and drinking out of home than the inhabitants of Barcelona, Madrid, and Paris.

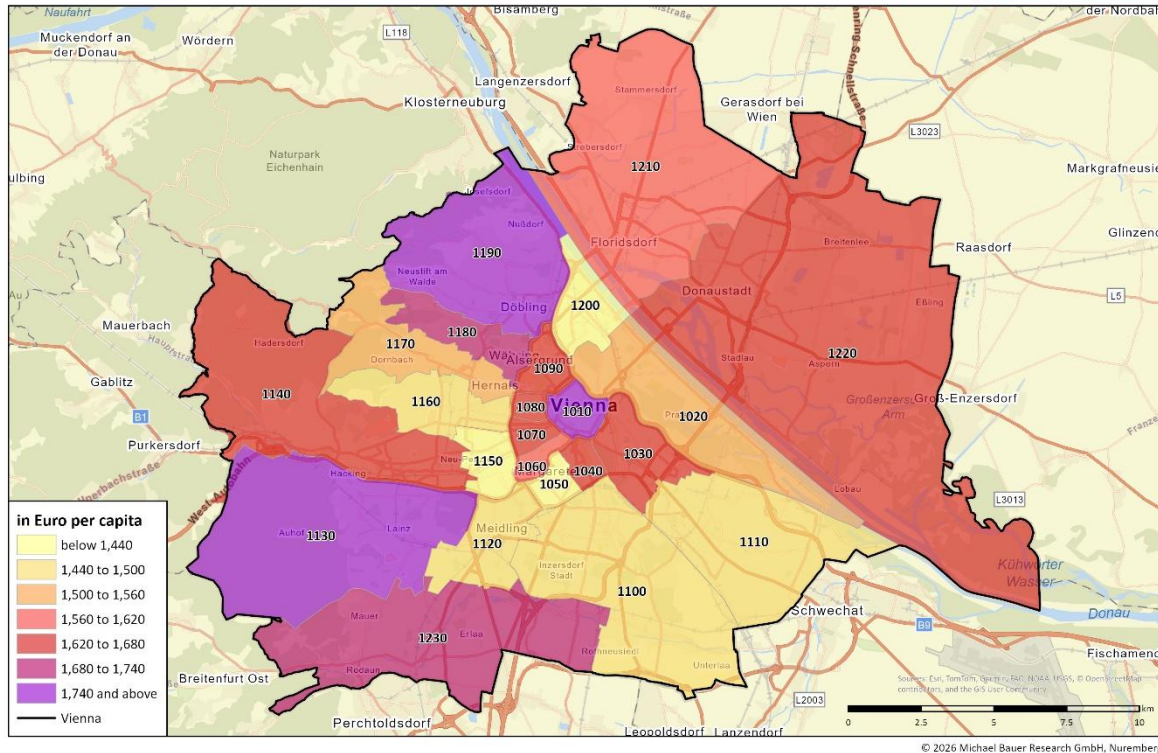
Compared to Munich, which ranks in the middle, the per capita figures are over 40% higher.

**A deeper look at Vienna, champion in eating and drinking out of home**

By looking at the 4-digit postal codes of Vienna, a more detailed look at Consumer Spending for Catering services (eating and drinking out of home) is possible.

Remarkable differences in the per capita spending of the residential population of Vienna are evident:

**Consumer Spending for the Product Group Catering Services (eating and drinking out of home) 2025 on the level of 4-digit postcodes in Vienna**



The highest per capita spending on Catering services (eating and drinking out of home) is recorded in the following postal codes within the following districts of Vienna:

- In the 1st district of Vienna, ("Innere Stadt" / Inner City), Postal Code 1010), which is the historical and cultural city center of Vienna with numerous sights. This is also the postal code with the highest per capita value for Consumer Spending on eating and drinking out of home of Vienna: 2,020 Euros per capita/year.
- In the 19<sup>th</sup> district of Vienna, ("Vienna-Döbling" / Postal Code 1190) in the Northwest of Vienna, a highly desirable residential location on the edge of the Vienna Woods. Per capita spending on Catering Services (eating and drinking out of home): 1,760 Euros per capita/year.
- In the 13<sup>th</sup> district of Vienna ("Vienna-Hietzing" / Postal Code 1130) in the southwestern part of Vienna, also situated on the edge of the Vienna Woods and surrounded by affluent, upscale residential areas. Per capita spending on Catering Services (eating and drinking out of home): 1,845 Euros per capita/year.

## About the study

**MB-Research Consumer Spending data by Product Groups** monitor the expenditures of consumers for various (20) products and services.

Due to its consistent methodology and variable structure, Consumer Spending by Product Groups - like all MB-Research studies - is internationally comparable across countries and continents. Therefore, the study is particularly popular with international, market-leading companies in the consumer goods industry and retail sector.

The study is available for many countries worldwide and is used particularly in the areas of target-group-specific advertising, category management, and location analysis.

MB-Research Consumer Spending by Product Groups and Services are available on different geographical levels (administrative level, postal level and depending on country also microgeographical level).

### Available Product Groups:

- Food and non-alcoholic beverages
- Alcoholic beverages
- Tobacco
- Clothing
- Footwear
- Furniture and furnishings and loose carpets
- Household textiles
- Household appliances
- Glassware, tableware and household utensils
- Tools and equipment for house and garden
- Routine household maintenance
- Medicines and health products
- Consumer electronics, information and communication equipment
- Toys and games, hobby, sport and other recreational and cultural durables
- Garden products and pets
- Recreational and cultural services
- Newspapers, books and stationery
- Catering services (eating and drinking out of home)
- Personal care
- Jewellery, clocks, watches and other personal effects

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