

RELEASE 81/2026

Release date: 24 June 2026

Comparative price levels in 2025

According to the published data of EUROSTAT, within the purchasing power parity project, the price level index for consumer goods and services in Montenegro was 66% of the EU-27 average in 2025.

Price levels for consumer goods and services varied significantly among EU member states in 2025. Denmark recorded the highest price level (140% of the EU-27 average), followed by Ireland (136%), Luxembourg (132%), Sweden and Finland (121%) and Belgium (116%), while the lowest price levels were recorded in Bulgaria (63%), Romania (65%), Poland (73%) and Hungary (78%).

Among the neighbouring countries, Croatia recorded the highest price level for consumer goods and services, which is 78% of the EU-27 average, while Albania and Serbia recorded price levels of 73% and 68% of the EU-27 average. The price level of consumer goods and services in Bosnia and Herzegovina was at the level of 59% of the European average, while in North Macedonia it was at the level of 55% of the European average.

Chart 1. Price level index among European countries for household final consumption in 2025 (EU-27=100)

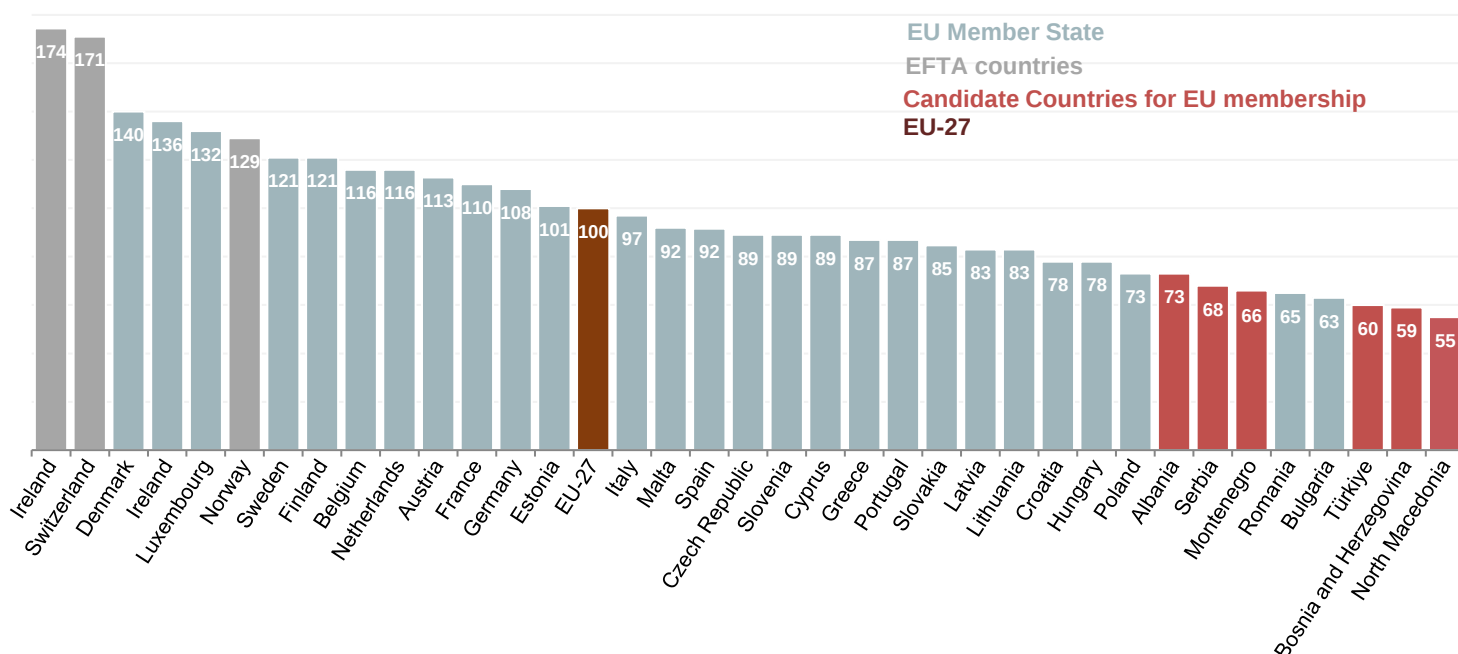


Table 1. Comparative price level indices for consumer goods and services in 2025 (EU-27=100)

Country	HFCE ²	Food and non-alcoholic beverages	Alcoholic beverages and tobacco	Clothing	Footwear
EU-27¹	100	100	100	100	100
<i>EU Member States</i>					
Denmark	140	121	119	132	127
Ireland	136	116	203	99	99
Luxembourg	132	122	96	112	109
Sweden	121	110	123	130	125
Finland	121	108	174	121	117
Belgium	116	105	129	94	101
Netherlands	116	99	130	92	93
Austria	113	110	90	107	104
France	110	107	136	97	95
Germany	108	102	98	102	100
Estonia	101	110	106	115	103
Italy	97	101	86	109	109
Malta	92	113	97	102	100
Spain	92	95	86	88	93
Czechia	89	90	92	95	91
Slovenia	89	101	88	98	104
Cyprus	89	100	86	91	92
Greece	87	105	93	96	94
Portugal	87	102	92	91	96
Slovakia	85	83	85	103	98
Latvia	83	108	105	104	106
Lithuania	83	103	101	104	108
Croatia	78	106	89	93	101
Hungary	78	95	87	85	93
Poland	73	90	88	100	107
Romania	65	80	87	87	99
Bulgaria	63	93	70	78	80
<i>EFTA Member States</i>					
Iceland	174	156	231	149	141
Switzerland	171	156	139	145	117
Norway	129	133	204	112	106
<i>Candidate countries for EU membership</i>					
Albania	73	104	82	105	97
Serbia	68	97	73	92	107
Montenegro	66	87	70	95	99
Turkiye	60	77	59	62	77
Bosnia and Herzegovina	59	86	64	90	95
North Macedonia	55	75	59	81	90

Source: EUROSTAT

¹ EU represents the European Union of 27 Member States after 1 February 2020.² HFCE - Household final consumption expenditure

Table 1. shows the price level indices for four groups of products and services: “Food and non-alcoholic beverages”, “Alcoholic beverages and tobacco”, “Clothing” and “Footwear”.

Among all the countries participating in this project, Iceland and Switzerland are the most expensive countries for all four mentioned groups of products and services. Switzerland leads in the groups “Food and non-alcoholic beverages” , while Iceland records the highest prices in “Alcoholic beverages and tobacco”, “Clothing” and “Footwear”.

North Macedonia has the lowest price level index for the groups “Food and non-alcoholic beverages” and “Alcoholic beverages and tobacco”. Products and services in the “Clothing” and “Footwear” groups are the cheapest in Turkey.

Products in the “Food and non-alcoholic beverages” group in Montenegro are at 87% of the European Union average, and are more expensive than in Bosnia and Herzegovina (86%) and North Macedonia (75%), while they are cheaper compared to Croatia (106%), Albania (104%) and Serbia (97%) of the EU-27 average.

In Montenegro, the price level index for the group “Alcoholic beverages and tobacco” is (70%), which is below the EU-27 average. As with the “Food and non-alcoholic beverages” group, prices are slightly higher than in Bosnia and Herzegovina and North Macedonia, while they are lower than in Croatia, Albania and Serbia.

For the group “Clothing”, Montenegro recorded a price level index of (95%), which is below the EU average. In Serbia, the index is lower and amounts 92, while the index was significantly lower in North Macedonia (81%), Turkey (62%), as well as in some EU member states: Bulgaria (78%), Hungary (85%) and Romania (87%).

The lowest price levels in the “Footwear” group in the region were recorded in North Macedonia and Bosnia and Herzegovina, with 90% and 95% of the EU average, while in Montenegro price level of this group of products was 99% compared to EU-27=100, which is approximately the same as in Albania.

Table 2. Comparative price level indices for consumer goods and services in 2025 (EU-27=100)

Country	HFCE ²	Energy	Furniture	Household appliances	Information equipment
EU-27¹	100	100	100	100	100
<i>EU Member States</i>					
Denmark	140	111	113	136	114
Ireland	136	111	104	108	107
Luxembourg	132	89	122	116	105
Sweden	121	106	103	131	116
Finland	121	82	102	110	101
Belgium	116	105	104	108	102
Netherlands	116	114	95	95	99
Austria	113	111	104	108	99
France	110	97	113	102	117
Germany	108	122	95	101	95
Estonia	101	78	97	98	97
Italy	97	117	110	93	93
Malta	92	60	129	114	102
Spain	92	93	92	101	96
Czechia	89	102	89	93	98
Slovenia	89	77	96	102	109
Cyprus	89	100	101	111	106
Greece	87	89	103	97	102
Portugal	87	101	104	102	104
Slovakia	85	71	85	91	101
Latvia	83	83	89	91	97
Lithuania	83	71	92	93	105
Croatia	78	58	88	109	107
Hungary	78	39	94	93	100
Poland	73	90	95	95	99
Romania	65	72	81	92	96
Bulgaria	63	54	68	97	97
<i>EFTA Member States</i>					
Iceland	174	71	123	140	137
Switzerland	171	120	108	136	99
Norway	129	54	109	126	109
<i>Candidate countries for EU membership</i>					
Albania	73	51	112	112	106
Serbia	68	50	94	103	113
Montenegro	66	46	80	94	105
Turkiye	60	30	78	103	118
Bosnia and Herzegovina	59	44	63	91	112
North Macedonia	55	53	66	90	100

Source: EUROSTAT

¹ EU represents the European Union of 27 Member States after 1 February 2020.² HFCE - Household final consumption expenditure

Table 2. shows the price level indices for four groups of products and services: “Energy”, “Furniture”, “Household appliances” and “Information equipment”.

At the EU level, Germany stands out as the most expensive country for the group “Electricity, gas and other fuels”, while prices for these energy sources are the lowest in Hungary. In the groups “Furniture” and “Household appliances”, the highest price levels were recorded in Malta and Denmark, while France had the highest prices for “Information equipment”.

Looking at the group “Electricity, gas and other fuels”, Montenegro recorded a price level index of 46%, which is significantly lower than European Union average.

Products in the “Furniture” group in Montenegro are at 80% of the European Union average, and more expensive than in Bosnia and Herzegovina (63%) and North Macedonia (66%), while cheaper compared to Croatia where price levels for the mentioned product group are 88%, Albania 112% and Serbia 94% of the EU-27 average.

Among the countries in the region, the highest price level for the group “Household appliances” was recorded in Albania (112% of the EU-27 average), while the lowest was recorded in North Macedonia (90% of the EU-27 average). As regards the group “Information equipment”, the highest price level was recorded in Serbia (113% of the EU-27 average), while the lowest was recorded in North Macedonia (100% of the EU-27 average).

Table 3. Comparative price level indices for consumer goods and services in 2025 (EU-27=100)

Country	HFCE ²	Personal transport equipment	Transport services	Communication	Restaurants and hotels
EU-27¹	100	100	100	100	100
<i>EU Member States</i>					
Denmark	140	120	159	127	142
Ireland	136	113	115	132	118
Luxembourg	132	101	99	136	119
Sweden	121	100	145	138	123
Finland	121	105	147	108	122
Belgium	116	102	121	146	117
Netherlands	116	109	123	120	120
Austria	113	99	125	112	117
France	110	100	113	90	116
Germany	108	102	117	123	108
Estonia	101	95	98	108	88
Italy	97	100	84	89	111
Malta	92	106	105	112	91
Spain	92	94	83	97	85
Czechia	89	89	78	102	70
Slovenia	89	91	100	111	87
Cyprus	89	90	98	104	85
Greece	87	93	99	127	86
Portugal	87	101	80	110	74
Slovakia	85	88	94	103	85
Latvia	83	94	73	97	87
Lithuania	83	93	82	101	83
Croatia	78	95	85	109	90
Hungary	78	97	61	96	82
Poland	73	98	69	68	81
Romania	65	93	76	56	59
Bulgaria	63	95	56	101	56
<i>EFTA Member States</i>					
Iceland	174	136	177	152	173
Switzerland	171	111	147	167	163
Norway	129	118	167	164	140
<i>Candidate countries for EU membership</i>					
Albania	73	93	61	108	53
Serbia	68	93	80	103	66
Montenegro	66	94	72	106	67
Turkiye	60	156	68	70	78
Bosnia and Herzegovina	59	90	92	100	59
North Macedonia	55	94	55	85	48

Source: EUROSTAT

¹ EU represents the European Union of 27 Member States after 1 February 2020.² HFCE - Household final consumption expenditure

Table 3. shows the price level indices for four groups of products and services: “Personal transport equipment”, “Transport services”, “Communications” and “Restaurants and hotels”.

Among all countries participating in this project, Iceland is the most expensive country for two of the listed groups: “Transport services” and “Restaurants and hotels”. According to this survey, motor vehicles are the most expensive in Turkey, while the highest price level index for the group “Communications” was recorded in Switzerland.

North Macedonia recorded the lowest price level index in groups “Transport services” and “Restaurants and hotels”, while the lowest price levels in the groups “Communication” and “Motor vehicles” were recorded in Romania and Slovakia, respectively.

For the group “Personal transport equipment”, Montenegro recorded a price level index of 94%, while it is slightly higher in Croatia (95%).

Products in the group “Transport services” in Montenegro are at 72% of the EU average, more expensive than in Albania (61%), but cheaper compared to Serbia where price levels for the mentioned product group are 80%, Croatia 85% and Bosnia and Herzegovina 92%, of the EU-27 average.

In Montenegro, the price level index for the group “Communications” is 106%, which is above the EU-27 average, while for “Restaurants and hotels”, the price level index is 67%.

The lowest price levels for the group “Restaurants and hotels” in the region were recorded in North Macedonia and Albania, at 48% and 53% of the EU average. In Serbia and Bosnia and Herzegovina, the corresponding price levels amounted to 66% and 59% of the EU-27 average, respectively.

As regards the group “Communications”, the highest price level index in the region was recorded in Croatia (109%) and Albania (108%), followed by Serbia (103%) while in Bosnia and Herzegovina it stood at 100% the index is below the EU-27 average.

METHODOLOGICAL NOTES

The data in this release are calculated by EUROSTAT and OECD as a result of the surveys conducted by these two institutions in cooperation with national statistical institutions within the Purchasing Power Parity (PPP) project.

In total, 6 surveys are conducted, each related to a particular group of product and services. The whole survey cycle takes 3 years and two surveys are conducted per year. The price level indices presented in this release are based on annual national average prices for approx. comparable 2000 products and services, allowing countries to collect prices for a sufficient number of representative products.

Methodological manual on purchasing power parity is available on EUROSTAT's website:

<https://ec.europa.eu/eurostat/web/products-manuals-and-guidelines/-/KS-RA-12-023>

Purchasing power parities in their simplest form represent price ratio, which show the ratio of prices expressed in national currencies of the same goods and services in different countries.

For example, if the price of a hamburger in Sweden is 28.60 Swedish krona and in Italy it is 2.76 euro, the PPP for hamburgers between Sweden and Italy is 28.60 krona to 2.76 euro or 10.36 krona to the euro. In other words, for every euro spent on hamburgers in Italy, 10.36 krona would have to be spent in Sweden in order to obtain the same quantity and quality of hamburgers.

Purchasing power parities (PPPs) is a mean of converting national currencies into a common currency that equalizes the purchasing power of different national currencies.

Price level indices provide a comparison of the countries price levels related to the EU average. If the price level index is higher than 100, the country is considered relatively expensive compared to the EU average and if the price index is lower than 100, the country is considered relatively cheaper compared to the EU average.

More data, as well as detailed methodological notes can be found in the section: [Purchasing power parity](#)