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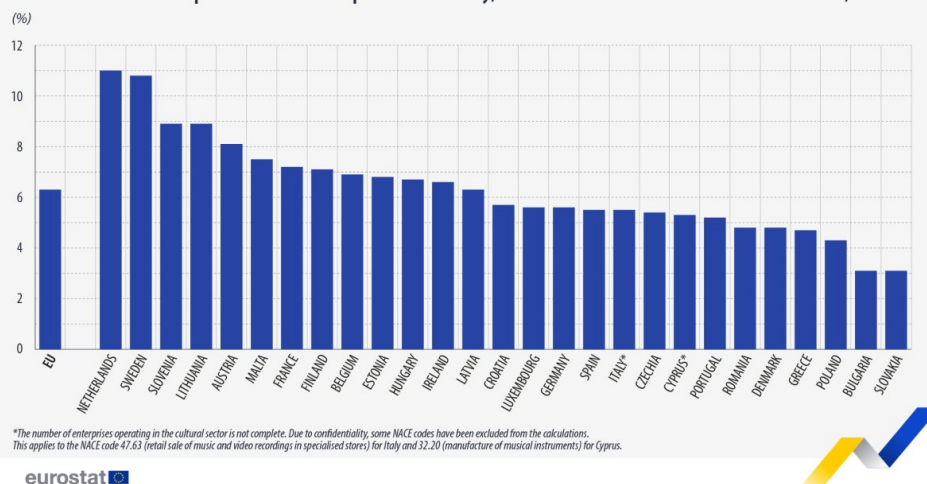
EU Cultural Sector 2022: 2.03 Million Enterprises, €199 Billion Added Value

Eurostat's latest statistical report quantifies the European cultural and creative industries' economic footprint, detailing enterprise numbers, value added, sectoral distribution, and the predominance of small and medium-sized businesses in 2022.

According to [updated data by Eurostat, in 2022](#) the EU had 2.03 million cultural companies, accounting for 6.3% of the whole commercial economy (industry, construction, and market services). These enterprises created €199 billion in value added, accounting for 2.0% of the total value added in the corporate economy that year. The overall cultural sector's net turnover was around €503 billion, 1.3% of the total net turnover generated within the EU's business economy in 2022.

The highest value added generated by cultural enterprises as a share of the national business economy was in Cyprus (5.4%) and Finland (2.8%). The highest share in turnover for cultural enterprises was in Cyprus (5.4%), followed by France and Sweden (both at 1.8%).

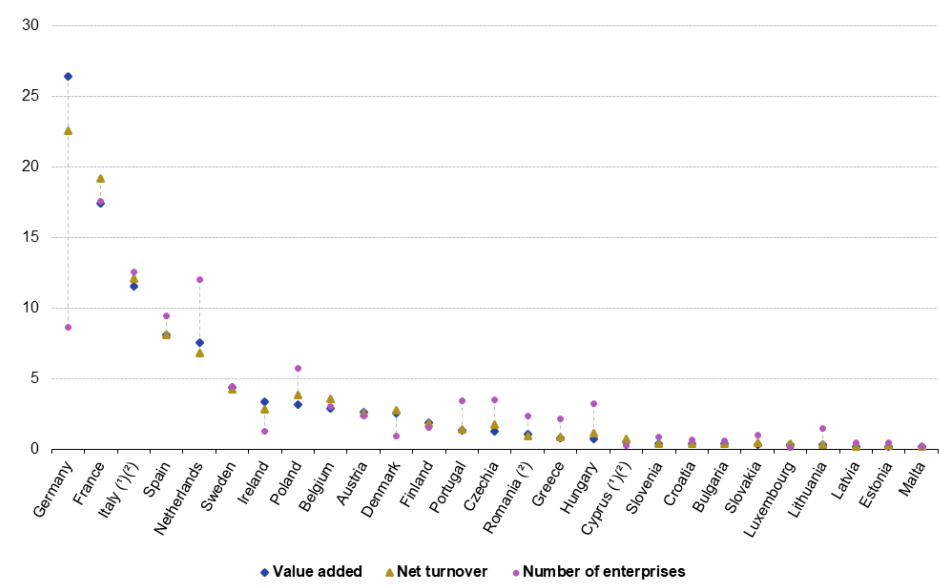
Share of cultural enterprises in total enterprises in industry, construction and market services in the EU, 2022



Just over half of all cultural enterprises in the EU (51.5%) were located in 4 EU countries: France (17.5%), Italy (12.5%), the Netherlands (12.0%) and Spain (9.4%).

In 2022, Germany accounted for the highest proportion of value added generated by cultural enterprises in the EU (26.4% of the EU total), followed by France (17.4%) and Italy (11.5%). Together, these three countries accounted for 55.3% of the total value added generated. The same three countries also accounted for 53.9% of the EU cultural sector's turnover.

EU Member States' shares in the EU total for main indicators concerning the cultural sector, 2022
(%, share of EU total)



(*) The number and turnover of enterprises operating in the cultural sector is not complete. Due to confidentiality, some NACE codes have been excluded from the calculations. This applies to the NACE code 47.63 (retail sale of music and video recordings in specialised stores) for Italy and 32.20 (manufacture of musical instruments) for Cyprus.
(**) The value added of enterprises operating in the cultural sector is not complete. Due to confidentiality, some NACE codes have been excluded from the calculations. This applies to the NACE code 47.63 (retail sale of music and video recordings in specialised stores) for Italy, 32.20 (manufacture of musical instruments) for Cyprus and 47.61 (retail sale of books in specialised stores) in Romania.

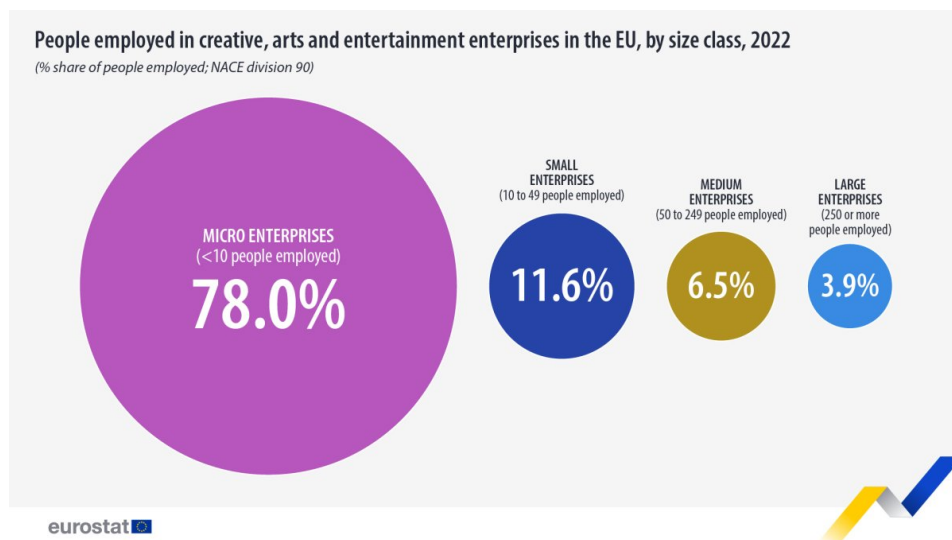
A list of the activities included in the aggregate for cultural enterprises is provided in Table 3 (see the column for structural business statistics — main series).

In 2022, most of the EU cultural sector's value added was generated by small and medium-sized enterprises - EUROSTAT

The Netherlands (11.0%) and Sweden (10.8%) had the biggest percentage of cultural firms in their respective national business economies, followed by Slovenia and Lithuania (8.9%) and Austria (8.1%). In contrast, cultural firms accounted for fewer than 5% of all businesses in six EU countries: Bulgaria and Slovakia (3.1% each), Poland (4.3%), Greece (4.7%), and Denmark and Romania (4.8% each).

The significance of small and medium-sized businesses (SMEs) in the industry is demonstrated by

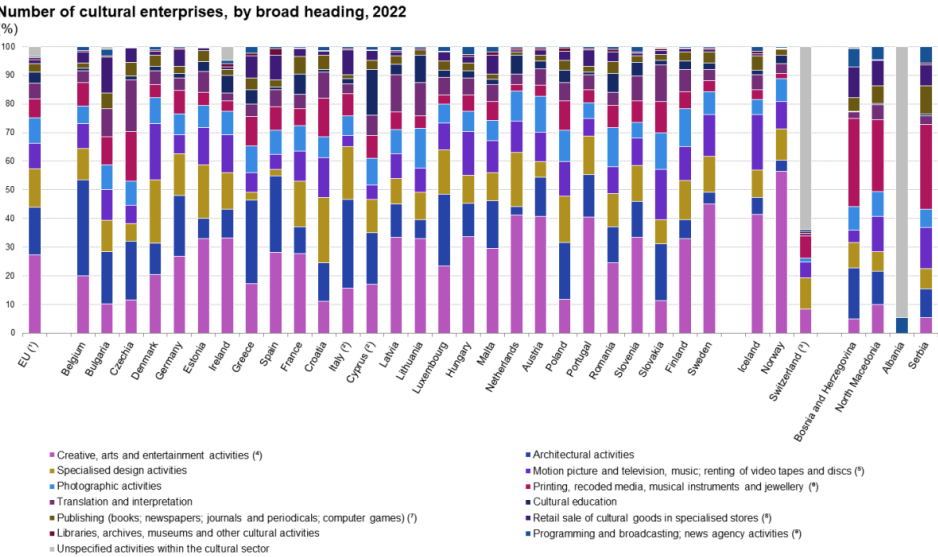
a size class study. 78% of workers in the EU's creative, artistic, and entertainment industries were employed by microenterprises in 2022, followed by small businesses (11.6%) and medium-sized businesses (6.5%). Of these specialists, just 3.9% worked for large companies.



Eurostat categorises small and medium-sized enterprises (SMEs) by their workforce size and financial parameters, ranging from micro enterprises with fewer than 10 employees to medium-sized enterprises employing up to 249 people. These businesses must have an annual turnover not exceeding €50 million or a balance sheet total of no more than €43 million. Enterprises with 250 or more employees are classified as large enterprises.

According to the statistical authority, the cultural sector encompasses 21 economic activities across various professions such as publishers, architects, designers, photographers, translators, educators, musicians, journalists, and artists. These professions span manufacturing, retail, media production, broadcasting, design, cultural education, and

preservation, covering everything from book publishing and instrument making to museum curation and entertainment.



A list of the activities included in the aggregate for cultural enterprises is provided in Table 3 (see the column for structural business statistics — main series).

(*) Motion picture and television, music; renting of video tapes and discs, printing and reproduction of recorded media, manufacture of musical instruments and jewellery, cultural education, publishing (books, newspapers, journals and periodicals, computer games) - estimated.

(*) The number of enterprises operating in the cultural sector is not complete. Due to confidentiality some NACE codes have been excluded from the calculations. This applies to the NACE code 47.63 (retail sale of music and video recordings in specialised stores) for Italy and 32.20 (manufacture of musical instruments) for Cyprus.

(*) The number of enterprises operating in the cultural sector, creative, arts and entertainment activities, specialised design activities, photographic activities, translation and interpretation, libraries, archives, museums - estimated.

Note data partially available. Due to confidentiality, some published aggregates do not include all components. This applies to: (*) Switzerland, Bosnia and Herzegovina; (*) Bulgaria, Ireland, Slovakia, Norway, Switzerland; (*) Ireland, Cyprus, Bosnia and Herzegovina; (*) Ireland, Slovakia; (*) EU, Ireland, Italy; (*) EU, Czechia, Ireland, Switzerland.

Source: Eurostat (online data code: sbs_oww_act)



Of all cultural enterprises operating in the EU in 2022, the largest number were involved in creative, arts, and entertainment activities (27.4%). In addition, two other broad headings accounted for a double-digit share of the total number of cultural enterprises : architectural activities (16.5%) and specialised design activities (13.5%).

In 2022, though creative, arts, and entertainment were the biggest areas in terms of the number of enterprises, shows that the highest value added was generated by:

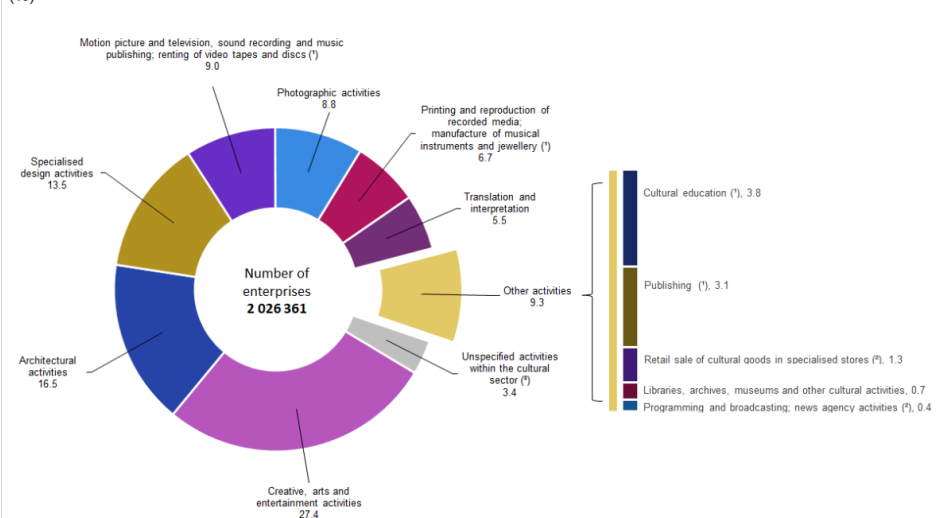
--Publishing of books, newspapers, journals, and periodicals; computer games (14.9%)

--Architectural activities (14.6%)

--Motion picture and television, sound recording and music publishing; renting of videotapes and discs (14.2%)

--Printing and reproduction of recorded media; manufacture of musical instruments and jewellery (13.5%).

Number of cultural enterprises, by broad heading, EU, 2022 (%)



Note: a list of the activities (NACE codes) included in the aggregate for cultural enterprises is provided in Table 3.

(*) Estimated.

(*) Data partially available, the aggregate does not contain all components.

(*) Activities related to retail sale of newspapers and stationery in specialised stores, retail sale of music and video recordings in specialised stores, news agency and other cultural activities.

Source: Eurostat (online data code: sbs_oww_act)

eurostat

Among all types of cultural activities, programming and broadcasting; news agency activities stood out for the economic value they generated in proportion to the number of enterprises. With just 0.4% of the total number of cultural enterprises, these activities generated 7.9% of the sector's total value added in the EU (€15.8 billion).

By contrast, activities related to cultural education,

which accounted for 3.8% of enterprises in the sector, generated 0.8% of the cultural sector's total value added (€1.6 billion).

You can [deepdive into Eurostat's data here](#)

Image: anaterate (pixabay.com), public domain