Bread Work Time

When comparing two different countries, it is natural to ask which one is more expensive to live in. This is an easy question to ask but is difficult to answer because the two countries have different currencies and not all of the same products are available in each country. The Union Bank of Switzerland solved this problem by comparing the amount of time the average person in a country must work to earn enough to buy 1 kg of bread. Based on a 2006 survey in 70 cities worldwide, the global average is 22 minutes. Cultural as well as economic factors affect the work time required to buy bread. For example, bread costs more in Asia because many people do not think of it as a staple food. They prefer rice. See the maps below for the work time required to buy a kilo of bread in specific cities.
Bread Work Time
North America
Bread Work Time
South America

- Bogota: 59 min
- Lima: 37 min
- Santiago de Chile: 32 min
- Caracas: 76 min
- Sao Paulo: 30 min
- Rio de Janeiro: 40 min
- Buenos Aires: 18 min
Bread Work Time
Western Europe

- Dublin*: 7 min
- London*: 5 min
- Amsterdam: 10 min
- Brussels: 12 min
- Frankfurt: 9 min
- Luxembourg*: 14 min
- Paris*: 16 min
- Lyon*: 15 min
- Geneva: 14 min
- Munich: 11 min
- Zurich*: 10 min
- Vienna: 13 min
- Milan: 17 min
- Barcelona: 16 min
- Rome*: 23 min
- Lisbon: 20 min
- Madrid*: 15 min
- Oslo*: 14 min
- Stockholm*: 18 min
- Copenhagen*: 12 min
- Berlin*: 10 min
- Prague: 14 min
- Bratislava: 21 min
- Ljubljana: 37 min
Bread Work Time

Eastern Europe

- Oslo: 14 min*
- Stockholm*: 17 min*
- Copenhagen: 18 min
- *Tallinn: 17 min*
- *Riga: 17 min*
- *Vilnius: 17 min*
- Warsaw: 17 min*
- Berlin: 10 min*
- Frankfurt: 9 min*
- Prague: 14 min*
- Munich: 11 min*
- Vienna: 13 min*
- *Bratislava: 21 min
- *Budapest: 14 min
- Bucharest: 31 min*
- *Sofia: 19 min
- Istanbul: 14 min*
- Athens: 10 min
- Rome: 23 min
Bread Work Time
Asia
Bread Work Time

Middle East
Bread Work Time
Africa

Nairobi * 32 min

Johannesburg * 12 min
Bread Work Time

Oceana