



Understanding CPG's Direct Effect

The CPG industry directly generated 2.3 million jobs in 2017, paying labor income of \$151.0 billion or \$64,700 per job, and adding \$361.3 billion to the nation's GDP. The industry also had \$1.3 trillion in output (or sales) in 2017.

Relative to the U.S. manufacturing sector, the CPG industry was directly responsible for 17.8 percent of US manufacturing employment, 13.8 percent of US manufacturing labor income, and 16.9 percent of US manufacturing GDP.

SECTOR	EMPLOYMENT	LABOR INCOME (\$Billions)	GDP (\$Billions)
Bottled and canned soft drinks & water	98,000	\$7.5	\$15.2
Manufactured ice	8,000	\$0.4	\$0.2
Breweries	76,000	\$5.4	\$16.5
Wineries	72,000	\$5.0	\$8.1
Distilleries	15,000	\$1.5	\$11.5
Tobacco product manufacturing	13,000	\$1.5	\$33.1
Flour milling	15,000	\$1.3	\$2.5
Rice milling	5,000	\$0.3	\$0.5
Malt manufacturing	1,000	\$0.1	\$0.3
Wet corn milling	13,000	\$1.6	\$4.3
Soybean and other oilseed processing	9,000	\$0.7	\$2.0
Fats and oils refining and blending	7,000	\$0.6	\$0.9
Breakfast cereal manufacturing	13,000	\$1.2	\$4.4
Beet sugar manufacturing	7,000	\$0.5	\$1.1
Sugar cane mills and refining	6,000	\$0.5	\$1.5
Nonchocolate confectionery manufacturing	23,000	\$1.5	\$2.5
Chocolate and confectionery manufacturing from cacao beans	10,000	\$0.7	\$1.7
Confectionery manufacturing from purchased chocolate	35,000	\$1.9	\$3.3
Frozen fruits, juices and vegetables manufacturing	32,000	\$1.9	\$2.7
Frozen specialties manufacturing	61,000	\$3.6	\$4.6
Canned fruits and vegetables manufacturing	64,000	\$4.2	\$5.7
Canned specialties	12,000	\$0.9	\$1.8
Dehydrated food products manufacturing	13,000	\$0.7	\$1.0
Fluid milk manufacturing	55,000	\$4.3	\$6.8
Creamery butter manufacturing	3,000	\$0.2	\$0.7
Cheese manufacturing	50,000	\$3.5	\$5.1
Dry, condensed, and evaporated dairy product manufacturing	18,000	\$1.6	\$3.3
Ice cream and frozen dessert manufacturing	22,000	\$1.3	\$2.6
Animal, except poultry, slaughtering	143,000	\$8.0	\$14.7
Meat processed from carcasses	131,000	\$7.7	\$10.9
Rendering and meat byproduct processing	9,000	\$0.7	\$0.7
Poultry processing	240,000	\$10.4	\$12.6



The CPG industry had \$1.3 trillion in output in 2017, adding \$361.3 billion to the nation's GDP.

SECTOR	EMPLOYMENT	LABOR INCOME (\$Billions)	GDP (\$Billions)
Seafood product preparation and packaging	39,000	\$2.3	\$3.5
Bread and bakery product, except frozen, manufacturing	430,000	\$17.7	\$24.5
Frozen cakes and other pastries manufacturing	25,000	\$1.1	\$1.8
Cookie and cracker manufacturing	36,000	\$2.3	\$3.8
Dry pasta, mixes, and dough manufacturing	23,000	\$1.5	\$4.0
Tortilla manufacturing	20,000	\$1.0	\$1.4
Roasted nuts and peanut butter manufacturing	16,000	\$1.0	\$3.8
Other snack food manufacturing	42,000	\$2.7	\$8.5
Coffee and tea manufacturing	26,000	\$1.7	\$3.4
Flavoring syrup and concentrate manufacturing	13,000	\$2.3	\$19.5
Mayonnaise, dressing, and sauce manufacturing	18,000	\$1.2	\$2.3
Spice and extract manufacturing	26,000	\$2.2	\$3.5
All other food manufacturing	95,000	\$5.2	\$6.6
Dog and cat food manufacturing	27,000	\$2.3	\$10.1
Other animal food manufacturing	37,000	\$2.7	\$5.5
Sanitary paper product manufacturing	28,000	\$2.6	\$7.8
All other converted paper product manufacturing	17,000	\$1.4	\$1.8
Medicinal and botanical manufacturing (OTC only)	2,000	\$0.4	\$0.7
Pharmaceutical preparation manufacturing (OTC only)	16,000	\$2.6	\$12.5
In-vitro diagnostic substance manufacturing (OTC only)	2,000	\$0.2	\$0.4
Biological product (except diagnostic) manufacturing (OTC only)	3,000	\$0.4	\$1.2
Soap and other detergent manufacturing	28,000	\$4.0	\$15.5
Polish and other sanitation good manufacturing	25,000	\$3.5	\$8.3
Surface active agent manufacturing	5,000	\$0.7	\$2.6
Toilet preparation manufacturing	58,000	\$6.6	\$25.0
Total U.S. CPG Industry	2,336,000	\$151.0	\$361.3

Source: PwC calculations using the IMPLAN modeling system (2017 database). Detail may not add to totals due to rounding.

¹ Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

² Labor income is defined as wages and salaries and benefits as well as proprietors' income.