

EVERYDAY PRODUCTS, EXTRAORDINARY IMPACT

# The U.S. Consumer Packaged Goods Industry's Economic Role

The consumer packaged goods (CPG) industry, comprised of the makers of America's trusted household brands, is the largest manufacturing employer in the United States.



## America's CPG Workforce

Across the country, **22.3 million jobs** are supported by the CPG industry, which represents **10.5% of the national total employment** - meaning **one in 10 American jobs** is supported by the CPG industry.

However, the CPG industry's impact reverberates far beyond data points and balance sheets. It touches the lives of every American every day.

Many Americans may not think about the people and industries they are supporting when choosing the products they rely on every day. But consider the scientist ensuring product safety, the farmer growing wheat for bread or the trucker on the road to the retailer, there are millions of jobs and opportunities for innovation created by the CPG industry.

# 22.3M

American jobs  
supported by the  
CPG industry



That's almost 3x  
the population of  
New York City.



Scan here to learn more or visit  
[consumerbrandsassociation.org/industry-impact](https://consumerbrandsassociation.org/industry-impact).

## Supporting Our Communities

The CPG industry provides good-paying jobs that are also often the backbone of small towns and communities.

### The industry:

- Contributes **\$1.5 trillion** in total salaries, wages and benefits.
- Directly generates **\$195.2 billion of labor income** – which is a 30% increase in wages over five years.

And for every single direct CPG job, it generates an additional 7.3 jobs throughout the economy. This powerful ripple effect transforms the CPG sector into an economic powerhouse, supporting livelihoods across diverse sectors and communities nationwide.

**\$1.5T**

In salaries  
wages, & benefits



That's more  
than Florida's  
total 2023 GDP.

## An Undeniable Economic Impact

The CPG industry's **total GDP contribution is \$2.5 trillion**, representing nearly a 10% share of the national GDP.

As one of the nation's top job creators, the makers of the products consumers choose and the brands they trust play a crucial role in our national economy. The industry is proud to positively impact their communities by providing millions of jobs and creating opportunities for innovation across multiple industries.

**10%**

Share of the  
national GDP



That's more than  
Canada's total  
2023 GDP.



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