

# Delaware

In the First State, the consumer packaged goods (CPG) industry isn't just a sector—it's an economic juggernaut.



This powerhouse supports a staggering **72,270 jobs**, powers the economy with **\$4.5 billion in wages** and injects **\$8.8 billion into Delaware's economic lifeblood**.

However, the CPG industry's impact reverberates far beyond data points and balance sheets. From your toothpaste to your tea and your cleaners to your cereal, CPG products are part of Americans' daily lives.

Zoom out to the national scale, and the picture becomes even more impressive. The makers of America's most trusted household brands support **22.3 million jobs—10.5% of the nation's total employment**. That's more than one in ten American workers whose livelihoods are intertwined with this vital industry.

From coast to coast, the CPG industry is a driving force of American prosperity, weaving its impact into the very fabric of our nation.



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

## 72K Jobs



That's nearly triple the population of Rehoboth Beach during the busy summer months.

## \$8.8B Economic Impact



That's nearly double the annual economic impact of the state's tourism industry.



# Information on Delaware's Congressional District

The consumer packaged goods industry provides the food, beverage, household and personal care products that Delaware relies on daily and also serves as a cornerstone of economic stability and growth across the state.

**72,280**

EMPLOYMENT  
(JOBS)

**\$4.503B**

LABOR INCOME  
(\$BILLION)

**\$8.840B**

VALUE ADDED  
(\$BILLION)



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