

Iowa

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



This powerhouse supports a staggering **429,670 jobs**, powers the economy with **\$26.7 billion in wages** and injects **\$50.6 billion into Iowa'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.

430K

Jobs



That's equivalent to filling Kinnick Stadium to capacity more than six times.

\$50.6B

Economic Impact



That's more than four times the annual corn production value of the entire state.

Information on Iowa's Congressional Districts

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

DISTRICT	EMPLOYMENT (JOBS)	LABOR INCOME (\$BILLION)	VALUE ADDED (\$BILLION)
IA-1	108,760	\$6.315	\$12.177
IA-2	104,660	\$6.290	\$11.813
IA-3	88,240	\$5.864	\$10.643
IA-4	128,010	\$8.280	\$15.999



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