

Louisiana

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



This powerhouse supports a staggering **242,300 jobs**, powers the economy with **\$13.1 billion in wages** and injects **\$24.2 billion into Louisiana'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.

242K
Jobs



That's more than triple the amount of jobs provided by New Orleans' tourism industry.

\$24.2B
Economic Impact



That's \$7B more than annual tourism-related spending in the state.



Scan here to learn more or visit
consumerbrandsassociation.org/industry-impact.

Information on Louisiana's Congressional Districts

The consumer packaged goods industry provides the food, beverage, household and personal care products that Louisiana 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)
LA-1	42,150	\$2.409	\$4.126
LA-2	41,070	\$2.690	\$5.190
LA-3	41,600	\$2.051	\$3.931
LA-4	36,790	\$1.718	\$3.128
LA-5	45,900	\$2.302	\$4.187
LA-6	34,790	\$1.931	\$3.641



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