

New Hampshire

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



This powerhouse supports a staggering **66,880 jobs**, powers the economy with **\$4.5 billion in wages** and injects **\$7.2 billion into New Hampshire'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.

67K Jobs



That's nearly double the number of people who attend the fall Pumpkin Festival in Laconia.

\$7.2B Economic Impact

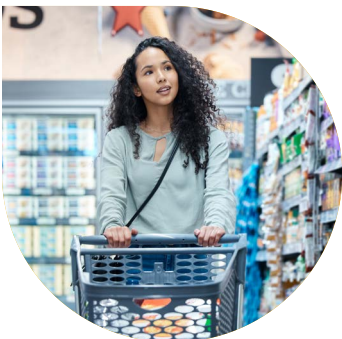


That's more than five times the annual output of the state's forest recreation industry.

Information on New Hampshire's Congressional Districts

The consumer packaged goods industry provides the food, beverage, household and personal care products that New Hampshire 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)
NH-1	38,060	\$2.595	\$4.203
NH-2	28,830	\$1.901	\$3.006



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