

Understanding CPG's Direct Effect

The CPG industry directly generated 2.3 million jobs in 2017, paying labor income of \$151.0 billion or \$64,700 per job and adding \$361.3 billion to the nation's GDP. The industry also had \$1.3 trillion in output (sales) in 2017.

Relative to the U.S. manufacturing sector, **the CPG industry was directly responsible for 17.8 percent of U.S. manufacturing employment**, 13.8 percent of U.S. manufacturing labor income and 16.9 percent of U.S. manufacturing GDP.

SECTOR	EMPLOYMENT	LABOR INCOME (\$Billions)	GDP (\$Billions)
Bottled and canned soft drinks & water	98,000	\$7.5	\$15.2
Manufactured ice	8,000	\$0.4	\$0.2
Breweries	76,000	\$5.4	\$16.5
Wineries	72,000	\$5.0	\$8.1
Distilleries	15,000	\$1.5	\$11.5
Tobacco product manufacturing	13,000	\$1.5	\$33.1
Flour milling	15,000	\$1.3	\$2.5
Rice milling	5,000	\$0.3	\$0.5
Malt manufacturing	1,000	\$0.1	\$0.3
Wet corn milling	13,000	\$1.6	\$4.3
Soybean and other oilseed processing	9,000	\$0.7	\$2.0
Fats and oils refining and blending	7,000	\$0.6	\$0.9
Breakfast cereal manufacturing	13,000	\$1.2	\$4.4
Beet sugar manufacturing	7,000	\$0.5	\$1.1
Sugar cane mills and refining	6,000	\$0.5	\$1.5
Nonchocolate confectionery manufacturing	23,000	\$1.5	\$2.5
Chocolate and confectionery manufacturing from cacao beans	10,000	\$0.7	\$1.7
Confectionery manufacturing from purchased chocolate	35,000	\$1.9	\$3.3
Frozen fruits, juices and vegetables manufacturing	32,000	\$1.9	\$2.7
Frozen specialties manufacturing	61,000	\$3.6	\$4.6
Canned fruits and vegetables manufacturing	64,000	\$4.2	\$5.7
Canned specialties	12,000	\$0.9	\$1.8
Dehydrated food products manufacturing	13,000	\$0.7	\$1.0
Fluid milk manufacturing	55,000	\$4.3	\$6.8
Creamery butter manufacturing	3,000	\$0.2	\$0.7
Cheese manufacturing	50,000	\$3.5	\$5.1
Dry, condensed and evaporated dairy product manufacturing	18,000	\$1.6	\$3.3
Ice cream and frozen dessert manufacturing	22,000	\$1.3	\$2.6
Animal, except poultry, slaughtering	143,000	\$8.0	\$14.7
Meat processed from carcasses	131,000	\$7.7	\$10.9
Rendering and meat byproduct processing	9,000	\$0.7	\$0.7
Poultry processing	240,000	\$10.4	\$12.6

The CPG industry had \$1.3 trillion in output in 2017 and contributed \$361.3 billion to the nation's GDP.

SECTOR	EMPLOYMENT	LABOR INCOME (\$Billions)	GDP (\$Billions)
Seafood product preparation and packaging	39,000	\$2.3	\$3.5
Bread and bakery product, except frozen, manufacturing	430,000	\$17.7	\$24.5
Frozen cakes and other pastries manufacturing	25,000	\$1.1	\$1.8
Cookie and cracker manufacturing	36,000	\$2.3	\$3.8
Dry pasta, mixes and dough manufacturing	23,000	\$1.5	\$4.0
Tortilla manufacturing	20,000	\$1.0	\$1.4
Roasted nuts and peanut butter manufacturing	16,000	\$1.0	\$3.8
Other snack food manufacturing	42,000	\$2.7	\$8.5
Coffee and tea manufacturing	26,000	\$1.7	\$3.4
Flavoring syrup and concentrate manufacturing	13,000	\$2.3	\$19.5
Mayonnaise, dressing and sauce manufacturing	18,000	\$1.2	\$2.3
Spice and extract manufacturing	26,000	\$2.2	\$3.5
All other food manufacturing	95,000	\$5.2	\$6.6
Dog and cat food manufacturing	27,000	\$2.3	\$10.1
Other animal food manufacturing	37,000	\$2.7	\$5.5
Sanitary paper product manufacturing	28,000	\$2.6	\$7.8
All other converted paper product manufacturing	17,000	\$1.4	\$1.8
Medicinal and botanical manufacturing (OTC only)	2,000	\$0.4	\$0.7
Pharmaceutical preparation manufacturing (OTC only)	16,000	\$2.6	\$12.5
In-vitro diagnostic substance manufacturing (OTC only)	2,000	\$0.2	\$0.4
Biological product (except diagnostic) manufacturing (OTC only)	3,000	\$0.4	\$1.2
Soap and other detergent manufacturing	28,000	\$4.0	\$15.5
Polish and other sanitation good manufacturing	25,000	\$3.5	\$8.3
Surface active agent manufacturing	5,000	\$0.7	\$2.6
Toilet preparation manufacturing	58,000	\$6.6	\$25.0
Total U.S. CPG Industry	2,336,000	\$151.0	\$361.3

Source: PwC calculations using the IMPLAN modeling system (2017 database). Detail may not add to totals due to rounding.

¹ Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

² Labor income is defined as wages and salaries and benefits as well as proprietors' income.