

# **U.S. Consumer Packaged Goods Market Size, Share & Trends Analysis Report By Product (Personal Care, Home Care, Health & Wellness, Food, Beverage), By Distribution Channel (Online, Offline), And Segment Forecasts, 2025 - 2033**

<https://marketpublishers.com/r/U9D17D97A579EN.html>

Date: October 2025

Pages: 120

Price: US\$ 5,950.00 (Single User License)

ID: U9D17D97A579EN

## **Abstracts**

The U.S. consumer packaged goods (CPG) market size was estimated at USD 1,530.43 billion in 2024 and is projected to reach USD 2,082.15 billion by 2033, growing at a CAGR of 3.5% from 2025 to 2033. This steady demand for food, beverages, household, and health products, combined with innovation, e-commerce growth, and strong retail networks, continues to drive consistent expansion in the U.S. market.

A key trend in the U.S. CPG market is the rapid growth of private-label and value-focused products at big-box and grocery chains like Walmart, Costco, and Kroger. Inflation and cost-of-living pressures push consumers to swap national brands for retailer-owned alternatives, especially in everyday staples such as snacks, beverages, and household goods.

A key factor propelling the U.S. consumer packaged goods (CPG) industry is the shift toward eating at home. With hybrid work routines, many families are stocking up on packaged foods like Kraft Mac & Cheese, Campbell's soups, or PepsiCo's Frito-Lay snacks instead of eating out. Sales of ready-to-drink and single-serve frozen meals from brands like Lean Cuisine have also benefited as shoppers look for fast, reliable options during the workday.

Moreover, rising interest in Health and wellness is another prominent growth driver. Consumers are opting for protein-forward products such as Fairlife milk and Premier Protein shakes, or plant-based items like Beyond Meat and Silk almond milk. Even in

household care, eco-friendly lines like Seventh Generation and Mrs. Meyer's are gaining shelf space at Target and Walmart. The demand is not just about "better for you" but also "better for the planet," which keeps pushing brands to reformulate and innovate.

Retail and delivery convenience play a crucial role in driving the market growth, too. Walmart's Great Value private label and Costco's Kirkland products are seeing steady traction thanks to value-for-money positioning. Online, Amazon's Subscribe & Save has made it easy for households to keep essentials like Colgate toothpaste, Tide detergent, or Quaker oats stocked without repeat trips to stores. Grocery delivery apps like Instacart also push impulse CPG buys through coupons and limited-time discounts, keeping sales strong week after week.

## U.S. Consumer Packaged Goods Market Report Segmentation

This report forecasts revenue growth at the country levels and analyzes the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the U.S. consumer packaged goods (CPG) market report by product, and distribution channel.

### Product Outlook (Revenue, USD Billion, 2021 - 2033)

#### Personal Care

Skincare

Haircare

Cosmetics & Beauty

Oral Care and Personal Hygiene

#### Home Care

Laundry

Surface Cleaning

Dish Care

Air Care

Health & Wellness

OTC Medicines

Vitamins & Supplements

Functional Nutrition

Food

Staples & Pantry

Snacks & Confectionery

Bakery & Breakfast

Frozen & Convenience Foods

Dairy & Alternatives

Meat, Poultry & Seafood

Beverage

Bottled Water

Soft Drinks & Juices

Others

Others

Distribution Channel (Revenue, USD Billion, 2021 - 2033)

Offline

Hypermarkets & Supermarkets

Convenience Stores

Specialty Stores

Traditional Trade

Online

E-commerce Platforms

D2C / Brand-owned Websites

Social Commerce

**This report can be delivered to the clients within 5 Business Days**

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