

Personal Care Products and the Kentucky Economy

Personal care products are an essential part of everyday life for people all over the world. Millions rely on consistent access to safe, high-quality products. As one of the largest state exporters in the country, Kentucky plays an integral role in the exportation of personal care products.

Companies across Kentucky produce ingredients, packaging, and finished personal care products that are exported globally. These products rely on integrated supply chains across the U.S., Canada, and Mexico, where materials often cross borders multiple times before reaching the consumer.



Kentucky Manufacturing Impact

The manufacturing and exports of personal care products plays a large role in Kentucky's economy. Kentucky's personal care product sector supported over 22,800 jobs and provided a total value added of \$2.1 billion to the economy in 2024. Canada and Mexico are two top destinations for Kentucky exportations of personal care products.

Kentucky personal care product exports are rising, according to U.S. Census data:

CANADA

\$29.7M (2020) → \$39.9M (2025)

MEXICO

\$20K (2020) → \$104.2K (2025)

Overall, Kentucky exports to Canada and Mexico have increased by roughly \$10 million since USMCA took effect.

USMCA Protects Kentucky Manufacturing

In July 2026, the United States, Canada, and Mexico will conduct a required USMCA review to decide whether to extend the agreement. In a time of rising tariffs, global competition, and supply chain uncertainty, it is more important than ever to promote the stabilization of North American trade rules.

If USMCA is abandoned and 25% tariffs are reintroduced, cross-border trade with two of the United States largest industry partners would take a sharp decline. U.S. exports have the potential to fall by \$1.9 billion. This disruption could also cause a decline in employment, reduce overall trade, and prompt limited reallocation of exports to other markets.

Kentucky's voice matters. State leaders can help reinforce to the Administration that maintaining a strong USMCA is critical to Kentucky's manufacturing, export growth, and overall North American competitiveness.