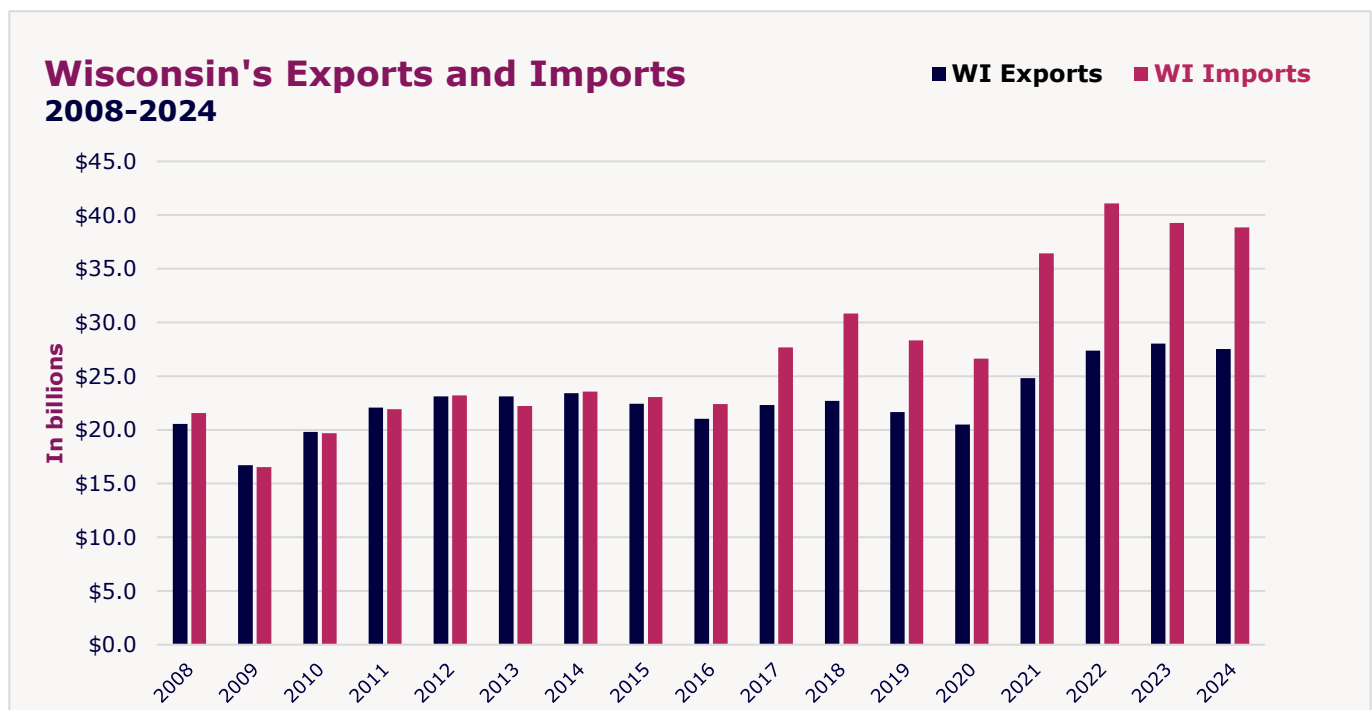
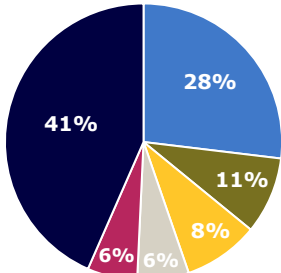


## 2024 Highlights

1. After a record-setting year in 2023 and trending toward a new record high through the first half of 2024, the value of goods exported from Wisconsin declined significantly during the second half of 2024, resulting in a decline in year-over-year exports from the state. In total, Wisconsin firms exported \$27,513,550,226 worth of products to 201 countries and customs territories in 2024, a decrease of \$534.9 million (1.9%) vs. 2023. Exports from the U.S. as a whole increased by \$46.4 billion (2.3%) during the same timeframe. Wisconsin ranked 21st among the 50 states in exports to end 2024, dropping one position from the year prior.
2. Almost half of Wisconsin's 2024 exports (\$12.2 billion, or 44.7%) stayed within North America, including \$7.9 billion (28.8%) destined for Canada, a decrease of \$539.1 million (6.3%) vs. 2023. The 27 members of the post-Brexit European Union accounted for \$4.6 billion (17.0%) of Wisconsin's exports in 2024 (representing a decrease of \$116.4 billion, or 2.4%), while China accounted for \$1.5 billion, or 5.6%. Exports to Taiwan and Brazil increased by the greatest amounts, \$280.6 million (73.7%) and \$191.9 million (47.1%), respectively.
3. Industrial machinery and electrical machinery, the top two product categories exported from the state, set record-high levels in 2024, up \$132.2 million (1.7%) and \$141.6 million (4.7%), respectively. In addition, exports of miscellaneous chemical products (up \$84.3 million, or 17.5%) and dairy products, bird eggs, and honey (up \$78.2 million, or 23.8%) grew by the third- and fourth-highest dollar amounts. The greatest declines in value occurred in the export of medical and scientific instruments (down \$280.1 million, or 11.0%); aircraft, spacecraft, and parts (down \$273.7 million, or 21.0%); and vehicles and parts (down \$148.8 million, or 7.9%).
4. Wisconsin's imports in 2024 totaled \$38.8 billion, a decrease of \$401.9 million (1.0%) from 2023. Wisconsin ranked 22nd among the 50 states for total imports, dropping three spots over the course of the year. Total U.S. imports increased by \$187.2 billion (6.0%) in 2024 vs. 2023.
5. According to the World Trade Organization, geopolitical forces influencing global trade in 2024 included Russia's ongoing war in Ukraine, U.S.-China tensions, and shifting alliances. These factors will likely continue to impact global trade dynamics in 2025. In addition, in 2024, the U.S. dollar appreciated by 6.4% and 8.6% vs. the Euro and the Canadian dollar, respectively, negatively affecting exports from Wisconsin to these markets.



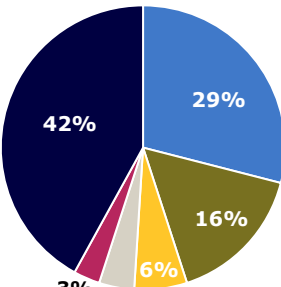
## WISCONSIN'S TOP EXPORT PRODUCTS: 2024



PERCENTAGE 2024 WI  
TRADE

PRODUCT	2023	2024	%Δ '23-'24	2014	%Δ '14-'24
Industrial Machinery	\$7,625,700,993	\$7,757,954,449	1.73%	\$6,377,696,727	21.64%
Electrical Machinery	\$2,958,539,864	\$3,100,228,334	4.79%	\$2,137,572,423	45.04%
Med./Sci. Instruments	\$2,527,325,829	\$2,247,216,001	-11.08%	\$2,163,051,885	3.89%
Vehicles & Parts	\$1,876,783,986	\$1,727,960,692	-7.93%	\$1,854,824,043	-6.84%
Plastic Products	\$1,613,834,403	\$1,586,332,256	-1.70%	\$1,035,650,313	53.17%
Other Products	\$11,446,315,037	\$11,093,858,494	-3.08%	\$9,856,775,508	12.55%
<b>Total</b>	<b>\$28,048,500,112</b>	<b>\$27,513,550,226</b>	<b>-1.91%</b>	<b>\$23,425,570,899</b>	<b>17.45%</b>

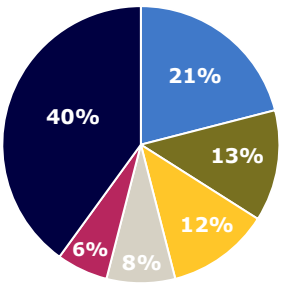
## WISCONSIN'S TOP EXPORT DESTINATIONS: 2024



PERCENTAGE 2024 WI  
TRADE

COUNTRY	2023	2024	%Δ '23-'24	2014	%Δ '14-'24
Canada	\$8,479,840,967	\$7,940,724,350	-6.36%	\$7,952,797,101	-0.15%
Mexico	\$4,325,683,184	\$4,358,194,772	0.75%	\$2,836,184,586	53.66%
China	\$1,492,888,842	\$1,554,988,950	4.16%	\$1,561,507,370	-0.42%
Germany	\$959,356,981	\$1,137,783,041	18.60%	\$731,471,743	55.55%
Australia	\$812,218,574	\$806,959,505	-0.65%	\$604,909,154	33.40%
Other Countries	\$11,978,511,564	\$11,714,899,608	-2.20%	\$9,738,700,945	20.29%
<b>Total</b>	<b>\$28,048,500,112</b>	<b>\$27,513,550,226</b>	<b>-1.91%</b>	<b>\$23,425,570,899</b>	<b>17.45%</b>

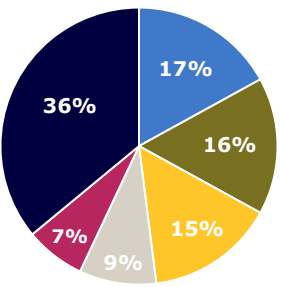
## WISCONSIN'S TOP IMPORT PRODUCTS: 2024



PERCENTAGE 2024 WI  
TRADE

CATEGORY	2023	2024	%Δ '23-'24	2014	%Δ '14-'24
Industrial Machinery	\$8,072,710,900	\$8,213,378,998	1.74%	\$4,234,180,191	93.98%
Electrical Machinery	\$4,788,328,668	\$4,862,055,264	1.54%	\$2,754,934,730	76.49%
Pharmaceuticals	\$5,482,988,745	\$4,692,410,277	-14.42%	\$360,752,219	1200.73%
Vehicles & Parts	\$2,360,310,737	\$3,091,912,274	31.00%	\$1,206,753,865	156.22%
Med./Sci. Instruments	\$3,942,596,360	\$2,411,303,778	-38.84%	\$1,744,737,107	38.20%
Other	\$14,613,152,102	\$15,587,947,021	6.67%	\$13,261,715,146	17.54%
<b>Total</b>	<b>\$39,260,087,512</b>	<b>\$38,859,007,612</b>	<b>-1.02%</b>	<b>\$23,563,073,258</b>	<b>64.91%</b>

## WISCONSIN'S TOP IMPORT SOURCES: 2024



PERCENTAGE 2024 WI  
TRADE

COUNTRY	2023	2024	%Δ '23-'24	2014	%Δ '14-'24
China	\$5,842,524,380	\$6,416,570,081	9.83%	\$6,071,435,031	5.68%
Canada	\$6,254,065,467	\$6,251,308,546	-0.04%	\$4,521,629,634	38.25%
Mexico	\$6,021,166,474	\$5,935,400,228	-1.42%	\$2,555,379,777	132.27%
Ireland	\$3,617,716,564	\$3,392,618,714	-6.22%	\$68,358,430	4862.99%
Vietnam	\$2,225,832,040	\$2,683,075,978	20.54%	\$896,340,512	199.34%
Other	\$15,298,782,587	\$14,180,034,065	-7.31%	\$9,449,929,874	50.05%
<b>Total</b>	<b>\$39,260,087,512</b>	<b>\$38,859,007,612</b>	<b>-1.02%</b>	<b>\$23,563,073,258</b>	<b>64.91%</b>

## WISCONSIN EXPORTS BY COUNTRY

1. After reaching a record high of \$8.6 billion in 2022, exports to **Canada** have declined over the past two years, totaling \$7.9 billion in 2024, down \$539.1 million (6.3%) vs. 2023. Industrial machinery, constituting 23.0% of the total value of exports to Canada, was down \$90.8 million (4.7%) in 2024, followed by electrical machinery, down \$58.2 million (7.1%). The greatest decreases occurred in exports of vehicles and parts, down \$117.5 million (15.5%), and beverages, spirits, and vinegar, down \$107.1 million (36.5%). Of the top 20 product categories exported to Canada, only seven categories recorded increases. Wisconsin ranks 13th among the 50 states in total exports to Canada. Of the 12 states ranking ahead of Wisconsin, only four saw growth from 2023 to 2024, while U.S. exports to Canada overall were down by 1.6%.
2. After setting a record in 2023, Wisconsin's exports to **Mexico** grew for a second consecutive year, totaling \$4.3 billion (an increase of \$32.5 million, or 0.7%). The top three product categories, making up 55.1% of the total value of goods exported to this market, were industrial machinery (up \$92.4 million, or 9.4%), electrical machinery (up \$175.2 million, or 23.3%), and plastic products (down \$7.9 million, or 1.8%). Exports of vehicles and parts and miscellaneous articles of base metal fell by the greatest amounts (down \$90.5 million, or 27.4%, and \$73.7 million, or 49.7%, respectively).
3. Exports to **China** rebounded in 2024, totaling \$1.5 billion, an increase of \$62.1 million (4.1%) over 2023. The top product category, medical and scientific instruments, decreased by the greatest dollar amount (down \$93.8 million, or 25.5%). Shipments of electrical machinery and aircraft, spacecraft, and parts (the third- and sixth-leading product categories) saw the largest growth: \$126.1 million (103.0%) and \$62.9 million (2,034.7%), respectively.
4. **Germany** continues to rank as Wisconsin's fourth-leading export destination and top customer within the European Union, realizing purchases of \$1.1 billion (up \$178.4 million, or 18.6%). Much of the growth to this market can be attributed to a \$188.1 million (534.9%) increase in exports of aircraft, spacecraft, and parts, making this the top product category, followed by industrial machinery (down \$5.2 million, or 2.6%) and vehicles and parts (up \$65.4 million, or 192.9%).
5. Although shipments to **Australia** fell by a marginal \$5.2 million (0.6%), more significant decreases elsewhere allowed this market to rise in the rankings from seventh in 2023 to fifth in 2024. Industrial machinery (down \$27.7 million, or 8.1%) and vehicles and parts (up \$19.3 million, or 13.7%) made up 58.3% of total exports to this market. Electrical machinery, the third-leading product category for this market, grew by \$7.0 million (11.5%).
6. Respectable growth in exports to the **Netherlands** (up \$61.6 million, or 8.3%) allowed this market to rise two positions among Wisconsin export destinations in 2024. Industrial machinery comprised a full 56.1%, or \$451.0 million, of the \$803.1 million in total exports to this market after growing by an impressive \$122.2 million (37.1%) from 2023.
7. The **United Kingdom** dropped from the No. 5 position after shipments to this market decreased by \$133.5 million (14.8%). Industrial machinery reclaimed the top position, even after shipments decreased by \$7.1 million (3.2%), as exports of aircraft, spacecraft, and parts—a category where export levels can vary widely from year to year—decreased significantly (down \$114.0 million, or 47.1%).
8. **Belgium** also dropped by two positions in 2024 after decreasing purchases in the amount of \$131.5 million (14.7%). Exports of industrial machinery (down \$65.5 million, or 13.8%) and vehicles and parts (up \$46.8 million, or 23.2%) together made up 85.8% of the \$763.7 million total. Pharmaceuticals dropped by the largest amount (down \$100.1 million, or 94.0%). The Belgian economy is relatively small, and exports to this major logistical port are likely destined for other markets within the European Union.
9. **South Korea** maintained the No. 9 position among Wisconsin export destinations after the total value of goods exported hit a record \$698.6 million (up \$40.6 million, or 6.1%) in 2024. Thanks in part to the U.S.-Korea Free Trade Agreement (KORUS), Wisconsin exports a wide array of goods to South Korea, the third-largest economy in East Asia. The top three product categories shipped to this market included medical and scientific instruments (up \$58.8 million, or 56.8%), industrial machinery (down \$14.1 million, or 12.7%), and meat products (down \$37.8 million, or 44.9%).

**WISCONSIN EXPORTS BY COUNTRY**

2024 RANK	COUNTRY	EXPORT VALUE			% CHANGE		2014 RANK
		2023	2024	2014	2023-2024	2014-2024	
1	Canada	\$8,479,840,967	\$7,940,724,350	\$7,952,797,101	-6.36%	-0.15%	1
2	Mexico	\$4,325,683,184	\$4,358,194,772	\$2,836,184,586	0.75%	53.66%	2
3	China	\$1,492,888,842	\$1,554,988,950	\$1,561,507,370	4.16%	-0.42%	3
4	Germany	\$959,356,981	\$1,137,783,041	\$731,471,743	18.60%	55.55%	6
5	Australia	\$812,218,574	\$806,959,505	\$604,909,154	-0.65%	33.40%	7
6	Netherlands	\$741,437,417	\$803,122,251	\$426,977,164	8.32%	88.09%	11
7	United Kingdom	\$897,857,799	\$764,327,869	\$848,988,985	-14.87%	-9.97%	5
8	Belgium	\$895,331,844	\$763,740,989	\$332,445,899	-14.70%	129.73%	13
9	Korea, Republic Of	\$657,923,491	\$698,622,382	\$472,465,886	6.19%	47.87%	10
10	Taiwan	\$380,462,587	\$661,130,685	\$181,692,668	73.77%	263.87%	21
11	Japan	\$642,663,403	\$621,517,868	\$895,933,964	-3.29%	-30.63%	4
12	Brazil	\$407,404,499	\$599,403,264	\$515,458,419	47.13%	16.29%	8
13	Chile	\$475,387,851	\$531,347,109	\$289,510,960	11.77%	83.53%	15
14	Singapore	\$347,968,992	\$446,969,881	\$245,653,860	28.45%	81.95%	18
15	India	\$384,448,194	\$424,317,998	\$229,577,419	10.37%	84.83%	19
16	France	\$365,325,167	\$357,822,561	\$489,845,550	-2.05%	-26.95%	9
17	Thailand	\$380,208,903	\$301,737,850	\$210,794,710	-20.64%	43.14%	20
18	Czech Republic	\$479,219,947	\$280,909,607	\$88,245,987	-41.38%	218.33%	34
19	United Arab Emirates	\$161,984,930	\$278,282,320	\$170,282,311	71.80%	63.42%	23
20	Italy	\$254,863,851	\$274,557,009	\$309,013,611	7.73%	-11.15%	14
21	Ireland	\$187,731,866	\$208,171,911	\$82,927,403	10.89%	151.03%	35
22	Malaysia	\$160,202,074	\$169,521,159	\$122,582,583	5.82%	38.29%	27
23	Peru	\$158,985,037	\$162,501,671	\$263,497,761	2.21%	-38.33%	16
24	Saudi Arabia	\$271,594,154	\$160,919,362	\$368,494,432	-40.75%	-56.33%	12
25	Poland	\$144,038,425	\$157,464,724	\$93,609,102	9.32%	68.22%	32
26	South Africa	\$198,084,429	\$150,088,887	\$177,578,772	-24.23%	-15.48%	22
27	Indonesia	\$166,795,270	\$149,309,979	\$82,455,917	-10.48%	81.08%	36
28	Costa Rica	\$137,400,044	\$135,616,221	\$67,523,826	-1.30%	100.84%	41
29	Spain	\$185,452,972	\$132,077,855	\$105,842,764	-28.78%	24.79%	31
30	Hong Kong	\$195,150,541	\$131,423,203	\$250,967,840	-32.66%	-47.63%	17
31	Sweden	\$127,387,873	\$130,531,085	\$121,022,117	2.47%	7.86%	28
32	Colombia	\$116,248,142	\$128,872,795	\$151,262,772	10.86%	-14.80%	24
33	Finland	\$92,321,605	\$127,396,660	\$51,965,468	37.99%	145.16%	47
34	Israel	\$115,623,375	\$121,092,943	\$89,943,775	4.73%	34.63%	33
35	Turkey	\$297,267,494	\$111,199,845	\$108,620,144	-62.59%	2.37%	30
	Other	\$1,951,739,388	\$1,730,901,665	\$1,893,518,876	-11.31%	-8.59%	
	<b>Total</b>	<b>\$28,048,500,112</b>	<b>\$27,513,550,226</b>	<b>\$23,425,570,899</b>	<b>-1.91%</b>	<b>17.45%</b>	

## WISCONSIN EXPORTS BY PRODUCT CATEGORY

- For the second consecutive year, Wisconsin exports of **industrial machinery** set a new record, growing \$132.2 million (1.7%) in 2024 and allowing Wisconsin to retain the No. 8 ranking among all U.S. states for this product category. Total industrial machinery exports from the U.S. rose by 8.1% in 2024.
  - Automatic data processing machines, the state's largest subcategory (making up \$1.4 billion, or 19.2% of the industrial machinery category), grew by an impressive \$532.3 million (55.3%) in 2024. The top destinations for this subcategory included the Netherlands (up \$168.0 million, or 86.8%), Taiwan (up \$111.9 million, or 275.8%), Singapore (up \$66.8 million, or 84.1%), and Canada (up \$33.3 million, or 42.6%).
  - Transmission shafts, bearings, and gears exports totaled \$558.1 million in 2024, a decrease of \$31.4 million (5.3%). Canada purchased \$132.2 million, or 23.7% of this volume; however, this represents a decrease of \$7.9 million (5.6%). Mexico was the second-leading destination, increasing purchases by \$6.3 million (8.8%).
  - Exports of harvest machines, the third-leading subcategory in 2024, declined by \$28.4 million (5.6%). A full 33.2% of the total volume (\$158.5 million) was destined for Canada, a decrease of \$50.3 million (24.1%).
- Electrical machinery** exports from Wisconsin grew by \$141.6 million (4.7%). Total exports from the U.S. of this product category increased 6.4%, with Wisconsin ranking 17th among U.S. states in international shipments in 2024.
  - Exports of electric transformers and converters, the top subcategory, totaled \$480.0 million after an increase of \$28.3 million (6.2%). Canada purchased 30.5% (\$146.7 million) of this volume (down \$721,696, or 0.49%), while Mexico purchased 29.8% (\$143.4 million) of this subcategory (up \$45.5 million, or 46.5%).
  - Exports of electric generating sets/converters declined by \$38.6 million (11.5%) in 2024. Canada received \$221.1 million (74.9%) of this volume, a decrease of \$43.1 million (16.3%). Increases in exports to Mexico and Saudi Arabia offset this decline (up \$6.2 million, or 83.3%, and \$9.1 million, or 335.0%, respectively).
- After setting a record high the year prior, exports of **medical and scientific instruments** totaled \$2.2 billion in 2024, a decrease of \$280.1 million (11.0%). Wisconsin ranked No. 14 in the U.S. for exports of this product category.
  - Medical, surgical, and dental instruments was the top subcategory in 2024, with total exports of \$635.4 million, a decline of \$87.9 million (12.1%) vs. 2023. Top destinations were South Korea, Canada, and China.
  - Exports of X-ray, alpha, gamma, equipment and parts totaled \$562.4 million, a decrease of \$120.7 million (17.6%) vs. 2023. The top destinations for this subcategory were China, India, France, and Canada.
- Exports of **vehicles and parts** declined by \$148.8 million (7.9%), with multiple subcategories following suit, including parts and accessories for vehicles (down \$105.8 million, or 18.4%), tractors (down \$60.7 million, or 13.4%), and parts and accessories for cycles (down \$47.2 million, or 33.9%). Increases in exports of tanks and armored vehicles (up \$156.5 million, or 209.2%) and motorcycles (up \$3.1 million, or 12.9%) offset the declines. Top export destinations for this product category included Canada, Belgium, Mexico, and Australia.
- Wisconsin's exports of **plastic products** totaled \$1.5 billion in 2024 (down \$27.5 million, or 1.7%). Canada purchased 36.8% of this volume, followed by Mexico at 26.2%. The top subcategories—plastic plates, sheets, etc. (up \$47.3 million, or 11.7%); plastic containers (down \$51.5 million, or 15.3%); articles of plastic (down \$5.0 million, or 1.8%); and self-adhesive plates, sheets, etc. (down \$11.7 million, or 13.5%)—accounted for 70.7% of the total volume.
- The **aircraft, spacecraft, and parts** category includes products of very high value, resulting in significant fluctuations in export totals month-over-month. In 2023, this product category recorded an all-time high and, although total exports declined in 2024 to \$1.0 billion (down \$273.7 million, or 21.0%), this was still the second-highest level on record. The top subcategory (civilian aircraft, engines, and parts) accounted for 91.7% of the total. The top destinations for this product category in 2024 included Germany, the United Kingdom, the United Arab Emirates, and Taiwan.
- The **paper products** subcategories include toilet paper, paperboard, coated paper, and similar products. Exports of this product category were down \$48.0 million (5.3%) in 2024 vs. the year prior. Canada was the primary destination, receiving \$602.7 million (70.4%) of the \$855.5 million in total exports, followed by Mexico with \$90.4 million (10.5%).
- Exports of **miscellaneous chemical products** recorded the second-highest level since 2021, increasing \$84.3 million (17.5%) vs. the year prior. Diagnostic/laboratory reagents and insecticides, rodenticides, and fungicides accounted for 63.1% of this product category's volume (\$356.0 million) and 90.1% of the growth (\$76.0 million).



**WISCONSIN EXPORTS BY PRODUCT CATEGORY**

2024 RANK	CATEGORY	EXPORT VALUE			% CHANGE		2014 RANK
		2023	2024	2014	2023-2024	2014-2024	
1	Industrial Machinery	\$7,625,700,993	\$7,757,954,449	\$6,377,696,727	1.73%	21.64%	1
2	Electrical Machinery	\$2,958,539,864	\$3,100,228,334	\$2,137,572,423	4.79%	45.04%	3
3	Med. and Scientific Instruments	\$2,527,325,829	\$2,247,216,001	\$2,163,051,885	-11.08%	3.89%	2
4	Vehicles and Parts	\$1,876,783,986	\$1,727,960,692	\$1,854,824,043	-7.93%	-6.84%	4
5	Plastic Products	\$1,613,834,403	\$1,586,332,256	\$1,035,650,313	-1.70%	53.17%	5
6	Aircraft, Spacecraft & Parts	\$1,302,386,712	\$1,028,676,329	\$401,106,951	-21.02%	156.46%	10
7	Paper Products	\$903,619,017	\$855,596,275	\$946,097,611	-5.31%	-9.57%	6
8	Misc Chemical Products	\$479,642,996	\$564,013,865	\$356,120,179	17.59%	58.38%	14
9	Articles of Iron or Steel	\$573,237,411	\$559,855,219	\$467,468,051	-2.33%	19.76%	7
10	Pharmaceutical Products	\$505,692,682	\$502,484,066	\$293,596,515	-0.63%	71.15%	16
11	Misc. Edible Preparations	\$453,670,279	\$484,447,489	\$369,205,442	6.78%	31.21%	12
12	Dairy Products, Eggs, Honey	\$328,588,944	\$406,867,564	\$407,887,226	23.82%	-0.25%	9
13	Starch, Glue, Enzymes	\$335,795,009	\$376,731,808	\$157,622,705	12.19%	139.01%	27
14	Prep. Vegetables, Fruit, Nuts	\$317,252,543	\$371,288,690	\$246,945,741	17.03%	50.35%	19
15	Organic Chemicals	\$338,027,237	\$322,749,539	\$420,615,638	-4.52%	-23.27%	8
16	Salt, Sulfur, Stone, Cement, Plaster	\$266,190,154	\$281,832,184	\$185,777,056	5.88%	51.70%	25
17	Furniture, Beddings, Lamps	\$322,068,446	\$275,338,961	\$359,025,934	-14.51%	-23.31%	13
18	Articles of Wood	\$255,507,183	\$273,545,121	\$208,290,334	7.06%	31.33%	21
19	Printed Matter	\$273,653,931	\$262,825,123	\$385,198,387	-3.96%	-31.77%	11
20	Essential Oils, Perfumes	\$256,561,845	\$250,037,254	\$157,027,054	-2.54%	59.23%	28
21	Prep. Meats and Seafood	\$183,971,150	\$207,234,548	\$207,278,187	12.65%	-0.02%	22
22	Beverages, Spirits, Vinegar	\$301,956,067	\$198,809,949	\$345,234,297	-34.16%	-42.41%	15
23	Oil Seeds, Misc. Grain, Fruit, etc.	\$193,850,214	\$190,161,737	\$178,317,650	-1.90%	6.64%	26
24	Meat Products	\$218,274,649	\$186,044,554	\$144,304,251	-14.77%	28.93%	31
25	Soap/Waxes/Polishes/Candles	\$171,044,833	\$180,843,838	\$140,093,784	5.73%	29.09%	32
26	Tanning Dyes, Paint, Ink, etc.	\$182,626,691	\$178,452,761	\$155,351,274	-2.29%	14.87%	29
27	Products of Animal Origin, Nesoi	\$187,648,293	\$167,530,906	\$104,649,192	-10.72%	60.09%	38
28	Misc. Articles of Base Metal	\$247,188,785	\$162,595,934	\$147,821,176	-34.22%	10.00%	30
29	Iron and Steel Products	\$158,179,102	\$151,960,142	\$111,564,282	-3.93%	36.21%	35
30	Food Industry Residues and Waste	\$148,039,065	\$146,032,191	\$133,824,294	-1.36%	9.12%	33
31	Milling Products, Malt, Starch, Wheat Gluten	\$109,614,764	\$145,226,735	\$74,351,930	32.49%	95.32%	45
32	Aluminum Products	\$133,307,071	\$139,397,424	\$91,829,191	4.57%	51.80%	42
33	Rubber Products	\$128,274,528	\$138,699,242	\$106,947,784	8.13%	29.69%	36
34	Metal Tools/Cutlery	\$136,502,318	\$132,642,878	\$92,746,533	-2.83%	43.02%	41
35	Cereals	\$124,603,142	\$126,138,071	\$249,799,809	1.23%	-49.50%	18
	Other	\$1,909,339,976	\$1,825,798,097	\$2,210,677,050	-4.38%	-17.41%	
	<b>Total</b>	<b>\$28,048,500,112</b>	<b>\$27,513,550,226</b>	<b>\$23,425,570,899</b>	<b>-1.91%</b>	<b>17.45%</b>	

## “SUPER-CATEGORIES” EXPORTED FROM WISCONSIN

(Super-categories combine multiple two-, four-, and six-digit Harmonized System code categories.)

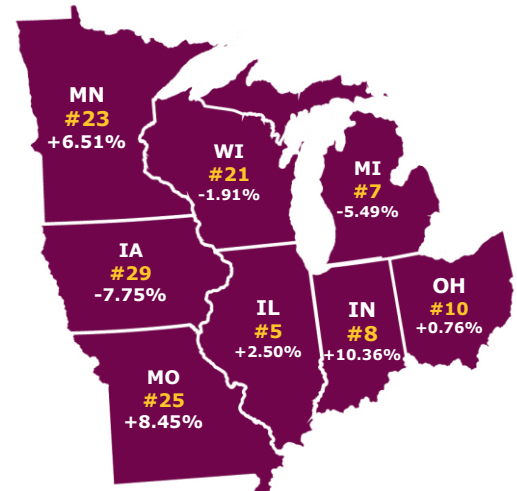
2024 RANK	CATEGORY	EXPORT VALUE			% CHANGE		2014 RANK
		2023	2024	2014	2023-2024	2014-2024	
1	Energy, Power, & Controls	\$5,503,432,648	\$5,194,260,341	\$4,529,815,456	-5.62%	14.67%	2
2	Water Technology	\$5,214,028,993	\$4,871,313,612	\$4,911,629,202	-6.57%	-0.82%	1
3	Agricultural Products	\$3,866,714,437	\$3,965,397,090	\$3,849,993,860	2.55%	3.00%	3
4	Biotech & Life Sciences	\$2,802,149,406	\$2,445,241,592	\$2,955,152,763	-12.74%	-17.25%	4
5	Aviation/Aerospace	\$1,384,670,390	\$1,092,063,650	\$467,363,815	-21.13%	133.66%	5

Several major sectors of Wisconsin’s economy produce goods that fall into related categories as defined by the Harmonized System (HS) of codes used to classify exports. These combined “super-categories” align with Wisconsin’s key industry sectors.

1. The **energy, power, and controls** super-category maintained the top position in 2024, notwithstanding a moderate decrease in exports in the amount of \$309.1 million (5.6%). Outboard engines, the largest product subcategory within the energy, power, and controls super-category, posted exports of \$351.7 million in 2024 (down \$101.4 million, or 22.3%, vs. 2023). Sharp declines in exports of electro-diagnostic apparatus (down \$98.3 million, or 33.4%) and ethyl alcohol (down \$93.4 million, or 47.2%) did not overcome increases in exports of machines for the reception, conversion and transmission of data (up \$54.6 million, or 42.3%) and insulated electric conductors (up \$41.1 million, or 48.3%). A full 52.2% of this super-category was exported to Canada and Mexico in 2024.
2. The **water technology** sector includes a wide variety of equipment used in the filtering, distribution, measuring, and use of water. Of the top 20 product categories that fall within this super-category, 11 recorded declines in exports in 2024 vs. the year prior. Top export destinations for this super-category included Canada, with purchases of \$1.2 billion, or 25.0% of the total (down \$108.3 million, or 8.1%); Mexico, with \$939.4 million in purchases, or 19.2% (down \$115.8 million, or 10.9%); and Germany, with a \$271.8 million, or 5.5%, share (down \$17.9 million, or 6.2%).
3. The **agricultural products** super-category includes bulk commodities, processed foods and some specialty products. Of the top 20 subcategories, 11 realized growth in 2024, allowing this super-category to record an increase in exports in 2024. The top three subcategories included miscellaneous edible preparations (up \$30.7 million, or 6.7%); dairy products, eggs, honey (up \$78.2 million, or 23.8%); and prep. vegetables, fruit, nuts (up \$54.0 million, or 17.0%). Canada is the dominant market for Wisconsin agricultural products, accounting for \$1.3 billion, or 34.9%, of the total (down \$117.3 million, or 7.8%). Mexico received \$460.0 million, or 11.6% (up \$8.6 million, or 1.9%), while China purchased \$333.3 million, or 8.4%, of the total volume (up \$10.3 million, or 3.2%). For further information on agricultural trade, visit the [Department of Agriculture, Trade, and Consumer Protection website](#).
4. The **biotech and life sciences products** super-category includes multiple product categories that have experienced large fluctuations in export volumes over the past several years. Such was the case in 2024 for exports of computed tomography apparatus (down \$112.3 million, or 34.7%) and blood, antisera, vaccines (down \$107.7 million, or 25.7%), while shipments of medical/surgical instruments and appliances (up \$99.2 million, or 42.8%) and medicaments (up \$95.0 million, or 238.3%) recorded above-average growth. The top destinations for products within this super-category in 2024 included Canada with 16.1% of the total share, China with 9.7%, and South Korea with 7.5%.
5. The aircraft, spacecraft, and parts product category makes up the vast majority of the **aviation/aerospace** super-category. This and several smaller subcategories of instrumentation, navigation, and communication systems recorded declines in 2024, contributing to the \$292.6 million (21.1%) decrease for this super-category overall. Exports of products within this super-category shipped to Germany (the top export destination in 2024) increased significantly (up \$188.4 million, or 526.7%). The United Kingdom (down \$113.1 million, or 46.4%) and the United Arab Emirates (up \$114.5 million, or 1,948.3%) rounded out the top three export destinations for this super-category in 2024.

## WISCONSIN EXPORTS COMPARED TO OTHER STATES

- Less than half of U.S. states saw their exports decline in 2024, with North Dakota dropping the most, experiencing a 36.9% reduction.
- Among Midwestern states with negative year-over-year change, Wisconsin declined the least, with five states recording positive growth and two states noting greater declines.
- The graphic at right shows Midwest states with their overall rank among the 50 states as well as their 2024 percentage growth.



## WISCONSIN LEADS THE U.S. IN THE EXPORT OF:

- Refined Lead, Unwrought (HS 780110) - 86.2% of the U.S. total
- Outboard Engines for Marine Propulsion (HS 840721) - 72.0% of the U.S. total
- Calcined Dolomite (HS 251820) - 67.9% of the U.S. total
- Inboard Engines for Marine Propulsion (HS 840729) - 67.4% of the U.S. total
- Arc Welding Machinery (HS 851539) - 64.9% of the U.S. total
- Machines For Making Paper Bags, etc. (HS 844120) - 63.7% of the U.S. total
- Bovine Semen (HS 051110) - 58.8% of the U.S. total
- Lactose In Solid Form and Lactose Syrup, Nesoi (HS 170219) - 58.3% of the U.S. total
- Glassine & Other Glazed Transparent/Translucent Paper (HS 480640) - 56.9% of the U.S. total
- Drying Machines with Dry Linen Capacity (HS 845121) - 55.3% of the U.S. total
- Newspapers, etc. (HS 490290) - 53.3% of the U.S. total
- Ginseng Roots, Fresh or Dried (HS 121120) - 52.2% of the U.S. total
- Automatic Washing Machines (HS 845011) - 50.1% of the U.S. total
- Yeasts, Active (HS 210210) - 50.0% of the U.S. total
- Tablecloths & Table Napkins of Paper, Ppr Pulp Etc. (HS 481830) - 49.9% of the U.S. total
- Mowers For Lawns (HS 843319) - 48.7% of the U.S. total
- Passenger Motor Veh, Diesel Eng, Not Over 1500 Cc (HS 870331) - 46.6% of the U.S. total
- Lavatory Seats & Covers, Of Plastics (HS 392220) - 46.1% of the U.S. total
- Cranberries, Lingonberries, Prepared Preserved Nesoi (HS 200893) - 46.1% of the U.S. total
- Mink Furskins, Raw, Whole (HS 430110) - 46.0% of the U.S. total
- Gummed/Adhesive Paper & Paperboard, Nesoi (HS 481149) - 45.7% of the U.S. total
- Railway/Tramway Sleepers, Of Nonconiferous Wood, Nesoi (HS 440692) - 45.5% of the U.S. total
- Wire Of Copper-Zinc Base Alloys (Brass) (HS 740821) - 43.3% of the U.S. total
- Cucumbers, Gherkins, Prep/Pres Vinegar/Acetic Acid (HS 200110) - 41.2% of the U.S. total
- Textile Fabrics Etc., Papermaking, Under 650 G/M2 (HS 591131) - 40.1% of the U.S. total
- Albumin & Albumin Derivatives, Nesoi (HS 350290) - 39.2% of the U.S. total
- Manure Spreaders (HS 843241) - 39.0% of the U.S. total
- Scintigraphic Apparatus (HS 901814) - 38.7% of the U.S. total
- Sweet Corn, Prepared/Preserved Nesoi, Not Frozen (HS 200580) - 38.6% of the U.S. total
- Textile Fabrics Etc., Papermaking, 650 G/M2 Or More (HS 591132) - 38.0% of the U.S. total
- Parts and Accessories of Gas, Liquid or Electric Supply or Production Meters (HS 902890) - 36.9% of the U.S. total
- Primary Cells and Batteries, Air-Zinc (HS 850660) - 36.1% of the U.S. total
- Parts For Machinery Making or Finishing Paper Or Paperboard (HS 843999) - 36.1% of the U.S. total
- Parts Of Milking Machines and Dairy Machinery (HS 843490) - 35.8% of the U.S. total
- Malt, Not Roasted (HS 110710) - 35.5% of the U.S. total
- Fire-Fighting Vehicles (HS 870530) - 34.9% of the U.S. total
- Frames And Forks, And Parts for Bicycles Etc. (HS 871491) - 34.6% of the U.S. total
- Cranberry Juice, Lingonberry Juice (HS 200981) - 34.3% of the U.S. total
- Bicycles & Other Cycles (Inc Del Tricycle) No Motor (HS 871200) - 34.0% of the U.S. total



## WISCONSIN IMPORTS

The total value of goods imported by Wisconsin companies decreased for the second year in a row, down \$401.0 million (1.0%) in 2024 after falling by \$1.6 billion (3.9%) in 2023. By comparison, total U.S. imports increased by 6.0% in 2024 after declining 4.9% in 2023. Wisconsin ranked 22nd in the U.S. for total imports by state in 2024.

- **China** returned as Wisconsin's top source of imported goods in 2024, with shipments totaling \$6.4 billion (16.5% of total imports), an increase of \$574.0 million (9.8%).
  - The top product categories imported from China in 2024 included industrial machinery in the amount of \$1.7 billion (an increase of \$173.6 million, or 11.2%), constituting 26.8% of total imports; electrical machinery, accounting for 21.2% of all imports from China (an increase of \$208.3 million, or 18.0%); and medical and scientific instruments, increasing fractionally (up \$1.3 million, or 0.3%).
  - Of the top 10 product categories sourced from China (which together account for 79.1% of the total), only three declined in 2024. These included toys, games, and sports equipment (down \$32.1 million, or 12.4%); vehicles and parts (down \$7.2 million, or 4.3%); and special classification provisions (down \$3.1 million, or 1.9%).
- **Canada**, Wisconsin's top source of imports for the past two consecutive years, dropped to the No. 2 position in 2024, with imports totaling \$6.2 billion (a decrease of \$2.7 million, or 0.04%).
  - Industrial machinery maintained the top position, even after decreasing by \$21.1 million (3.2%). The next four product categories (plastic products, mineral fuel/oil, paper products, and articles of wood) saw imports increase by \$9.2 million (1.5%), \$30.3 million (5.5%), \$44.4 million (8.6%), and \$34.3 million (8.6%), respectively.
  - The greatest declines were in imports of iron and steel, down \$80.5 million (28.6%); vehicles and parts, down \$75.8 million (15.99%); and articles of iron and steel, down \$14.1 million (14.8%).
- **Mexico** dropped to the No. 3 position after imports from this fellow member of the U.S.-Mexico Canada trade agreement (USMCA) decreased by \$85.7 million (1.4%) in 2024. Rising by \$1.2 billion (174.2%), vehicles and parts became the top product category, making up \$2.0 billion (34.0%) of total imports from the market. Electrical machinery remained the second-highest imported product category even after decreasing by \$94.7 million (8.1%), while medical and scientific instruments dropped by a staggering \$1.4 billion (75.9%). On a percentage basis, imports of prepared vegetables, fruit, and nuts increased by the greatest amount (up \$94.2 million, or 3,435.0%).
- Starting in 2015, Wisconsin began importing large quantities of pharmaceuticals from **Ireland**. Of the \$3.3 billion in goods imported from this market in 2024, a full \$3.2 billion, or 96.7%, was within pharmaceuticals, including vaccines and immunological products. Total imports from Ireland decreased by \$225.0 million (6.2%) vs. 2023.
- Imports from **Vietnam** grew by \$457.2 million (20.5%), increasing this country's ranking by one position vs. 2023. Growth was recorded among multiple product categories, including industrial machinery (up \$174.8 million, or 18.7%); electrical machinery (up \$125.7 million, or 41.0%); furniture, bedding, and lamps (up \$11.0 million, or 4.8%); and apparel articles, non-knit (up \$ 40.4 million, or 34.8%). Of the top 10 product categories, only imports of apparel articles (knit or crochet) and toys, games, and sporting goods were down, (by \$4.8 million, or 1.2%, and \$127,884, or 0.4%, respectively).
- **Germany**, Wisconsin's fifth-leading import source in 2023, dropped one position in 2024, after shipments decreased by \$41.2 million (1.5%). In addition to pharmaceuticals (down \$134.5 million, or 39.2%), decreases were also recorded in imports of medical and scientific instruments (down \$9.3 million, or 2.0%) and electrical machinery (down \$29.7 million, or 10.6%). Imports of industrial machinery; metal tools, cutlery, etc.; and plastic products increased by \$50.8 million (5.3%), \$20.0 million (21.5%), and \$7.7 million (9.8%), respectively.
- **India** rose two spots in the rankings as imports from this country increased by \$173.5 million (16.5%). Just over half (54.1%) of the value of goods imported was in the top three product categories: pharmaceuticals (up \$298.0 million, or 434.5%), industrial machinery (up \$1.7 million, or 1.0%), and apparel articles, non-knit (down \$7.5 million, or 5.8%). The largest declines occurred in imports of vehicles and parts (down \$37.8 million, or 56.4%), medical and scientific instruments (down \$34.2 million, or 36.3%), and electrical machinery (down \$24.6 million, or 27.6%).

## WISCONSIN IMPORTS BY COUNTRY

2024 RANK	COUNTRY	IMPORT VALUE			% CHANGE		2014 RANK
		2023	2024	2014	2023-2024	2014-2024	
1	China	\$5,842,524,380	\$6,416,570,081	\$6,071,435,031	9.83%	5.68%	1
2	Canada	\$6,254,065,467	\$6,251,308,546	\$4,521,629,634	-0.04%	38.25%	2
3	Mexico	\$6,021,166,474	\$5,935,400,228	\$2,555,379,777	-1.42%	132.27%	3
4	Ireland	\$3,617,716,564	\$3,392,618,714	\$68,358,430	-6.22%	4862.99%	34
5	Vietnam	\$2,225,832,040	\$2,683,075,978	\$896,340,512	20.54%	199.34%	5
6	Germany	\$2,630,957,126	\$2,589,742,403	\$1,438,345,439	-1.57%	80.05%	4
7	India	\$1,047,753,217	\$1,221,307,222	\$677,816,688	16.56%	80.18%	8
8	Taiwan	\$924,502,318	\$1,211,408,617	\$551,058,065	31.03%	119.83%	9
9	Italy	\$1,196,384,779	\$978,581,642	\$738,530,872	-18.21%	32.50%	6
10	Belgium	\$1,151,668,496	\$685,078,896	\$103,844,439	-40.51%	559.72%	30
11	Malaysia	\$637,937,363	\$587,037,117	\$141,202,119	-7.98%	315.74%	23
12	Japan	\$761,774,372	\$516,451,288	\$690,323,734	-32.20%	-25.19%	7
13	France	\$479,201,625	\$452,434,204	\$499,811,507	-5.59%	-9.48%	10
14	Spain	\$487,568,124	\$451,618,169	\$114,181,263	-7.37%	295.53%	27
15	Korea, Republic Of	\$414,381,390	\$435,275,773	\$337,618,214	5.04%	28.93%	13
16	United Kingdom	\$596,625,973	\$417,630,741	\$339,659,320	-30.00%	22.96%	12
17	Switzerland	\$387,079,236	\$390,616,171	\$191,978,899	0.91%	103.47%	17
18	Thailand	\$313,441,473	\$351,518,051	\$95,328,044	12.15%	268.75%	31
19	Netherlands	\$281,291,824	\$267,253,485	\$131,394,466	-4.99%	103.40%	24
20	Bangladesh	\$287,868,328	\$263,332,111	\$164,403,646	-8.52%	60.17%	19
21	Finland	\$286,237,827	\$227,793,817	\$287,500,289	-20.42%	-20.77%	15
22	Israel	\$210,123,550	\$225,443,789	\$177,458,881	7.29%	27.04%	18
23	Cambodia	\$155,360,749	\$203,198,082	\$162,828,911	30.79%	24.79%	20
24	Sweden	\$208,579,159	\$197,819,501	\$89,011,113	-5.16%	122.24%	32
25	Czech Republic	\$164,327,741	\$193,286,617	\$56,710,071	17.62%	240.83%	37
26	Austria	\$255,161,856	\$183,197,005	\$194,336,334	-28.20%	-5.73%	16
27	Denmark	\$184,900,950	\$181,566,817	\$121,795,671	-1.80%	49.07%	25
28	Philippines	\$223,734,154	\$180,217,017	\$144,544,341	-19.45%	24.68%	22
29	Dominican Republic	\$184,188,999	\$162,032,557	\$26,356,685	-12.03%	514.77%	48
30	Poland	\$149,493,000	\$157,561,247	\$62,266,166	5.40%	153.04%	35
31	Turkey	\$303,108,182	\$156,986,932	\$48,663,879	-48.21%	222.59%	38
32	Indonesia	\$177,385,392	\$119,398,479	\$343,152,373	-32.69%	-65.21%	11
33	Brazil	\$125,111,384	\$113,201,510	\$68,998,903	-9.52%	64.06%	33
34	Australia	\$97,734,004	\$76,519,902	\$148,109,659	-21.71%	-48.34%	21
35	Peru	\$66,899,827	\$65,658,290	\$25,203,414	-1.86%	160.51%	50
	Other	\$908,000,169	\$916,866,613	\$1,277,496,469	0.98%	-28.23%	
	<b>Total</b>	<b>\$39,260,087,512</b>	<b>\$38,859,007,612</b>	<b>\$23,563,073,258</b>	<b>-1.02%</b>	<b>64.91%</b>	

## WISCONSIN IMPORTS BY PRODUCT CATEGORY

2024 RANK	CATEGORY	IMPORT VALUE			% CHANGE		2014 RANK
		2023	2024	2014	2023-2024	2014-2024	
1	Industrial Machinery	\$8,072,710,900	\$8,213,378,998	\$4,234,180,191	1.74%	93.98%	1
2	Electrical Machinery	\$4,788,328,668	\$4,862,055,264	\$2,754,934,730	1.54%	76.49%	2
3	Pharmaceutical Products	\$5,482,988,745	\$4,692,410,277	\$360,752,219	-14.42%	1200.73%	17
4	Vehicles and Parts	\$2,360,310,737	\$3,091,912,274	\$1,206,753,865	31.00%	156.22%	5
5	Med. and Sci. Instruments	\$3,942,596,360	\$2,411,303,778	\$1,744,737,107	-38.84%	38.20%	4
6	Plastic Products	\$1,469,013,781	\$1,553,081,148	\$1,037,018,703	5.72%	49.76%	6
7	Special Classifications	\$1,168,154,852	\$1,336,514,531	\$554,424,079	14.41%	141.06%	10
8	Furniture/Bedding/Lamps	\$832,356,395	\$901,563,306	\$885,908,652	8.31%	1.77%	8
9	Apparel Articles, Knit	\$887,030,216	\$834,739,193	\$1,768,625,929	-5.90%	-52.80%	3
10	Paper Products	\$685,934,861	\$778,888,659	\$471,917,022	13.55%	65.05%	11
11	Metal Tools/Cutlery	\$511,575,987	\$642,959,793	\$165,593,771	25.68%	288.28%	25
12	Articles of Iron or Steel	\$635,552,745	\$631,596,060	\$459,281,823	-0.62%	37.52%	13
13	Apparel Articles, Non-Knit	\$644,804,111	\$625,112,734	\$954,792,610	-3.05%	-34.53%	7
14	Mineral Fuel/Oil	\$559,759,744	\$589,459,713	\$194,384,693	5.31%	203.24%	23
15	Wood Products	\$470,636,515	\$496,003,218	\$423,880,738	5.39%	17.01%	15
16	Iron and Steel	\$502,947,260	\$455,744,396	\$235,674,261	-9.39%	93.38%	19
17	Textiles, Needlecraft Sets	\$373,150,425	\$409,936,554	\$415,782,402	9.86%	-1.41%	16
18	Misc. Articles of Base Metal	\$393,394,813	\$394,006,329	\$291,004,617	0.16%	35.40%	18
19	Aluminum Products	\$322,537,551	\$358,614,376	\$180,025,741	11.19%	99.20%	24
20	Wood Pulp, Recovered Paper/Paperboard	\$301,406,326	\$323,306,305	\$440,407,713	7.27%	-26.59%	14
21	Toys, Games, Sports Equip.	\$349,156,662	\$305,908,390	\$468,176,780	-12.39%	-34.66%	12
22	Ceramic Products	\$232,670,706	\$288,103,951	\$77,239,099	23.82%	273.00%	41
23	Footwear, Gaiters, Etc.	\$245,484,988	\$278,998,805	\$638,490,719	13.65%	-56.30%	9
24	Organic Chemicals	\$212,298,807	\$238,524,551	\$213,074,795	12.35%	11.94%	21
25	Misc. Chemical Products	\$205,363,882	\$232,991,670	\$221,817,084	13.45%	5.04%	20
26	Misc. Edible Preparations	\$190,497,188	\$226,032,583	\$133,654,448	18.65%	69.12%	27
27	Rubber Products	\$203,991,972	\$224,117,239	\$196,170,956	9.87%	14.25%	22
28	Prep. Vegetables, Fruit, Nuts	\$86,663,853	\$212,602,298	\$36,512,153	145.32%	482.28%	55
29	Starch, Glue, Enzymes	\$199,104,771	\$194,627,526	\$93,896,513	-2.25%	107.28%	34
30	Prep. Cereal, Flour, Starch	\$109,385,283	\$142,185,790	\$32,957,321	29.99%	331.42%	57
31	Misc. Manufactured Articles	\$116,744,256	\$139,317,976	\$23,207,745	19.34%	500.31%	66
32	Copper Products	\$109,290,836	\$132,377,738	\$90,617,166	21.12%	46.08%	36
33	Leather Art, Saddlery, Handbags, Etc.	\$118,883,528	\$127,349,640	\$105,260,569	7.12%	20.99%	33
34	Glass and Glassware	\$122,154,939	\$125,613,008	\$133,153,491	2.83%	-5.66%	28
35	Fertilizers	\$131,400,419	\$123,904,417	\$152,766,780	-5.70%	-18.89%	26
	Other	\$2,221,804,430	\$2,263,765,124	\$2,165,996,773	1.89%	4.51%	
	<b>Total</b>	<b>\$39,260,087,512</b>	<b>\$38,859,007,612</b>	<b>\$23,563,073,258</b>	<b>-1.02%</b>	<b>64.91%</b>	

**DATA SOURCE:** The U.S. Census Bureau is the official source for U.S. export and import data, including data by individual states. WEDC subscribes to WISERTrade, an online service from the World Institute for Strategic Economic Research in Leverett, MA, that converts the raw census data into a more user-friendly format. <http://www.wisertrade.org/>