



FOREST PRODUCTS

BY THE NUMBERS



Nearly

50,000

forest products jobs

Lightcast 2024 Q4 Dataset



\$7.5 BILLION

industry contribution to
Wisconsin's GDP

Lightcast 2025 Q1 Dataset



\$20 BILLION

in annual sales

Lightcast 2025 Q1 Dataset



Wisconsin has

16.9 MILLION

acres of forest land (49% of the
state's total land area)

U.S. Forest Service, 2022



\$1.5 BILLION

in annual forest products exports

U.S. Census Bureau data via WISERTrade



200+ COMPANIES

in pulp and paper converting alone

Lightcast 2025 Q1 Dataset



Wisconsin is the

#1 U.S. STATE

state for paper production, with
employment concentration nearly
4x the national average.

Lightcast 2025 Q1 Dataset



Scope of the industry in

WISCONSIN:

- Forestry and logging
- Pulp and paper
- Sawmills and wood products



\$856 MILLION

in paper products exports

*U.S. Census Bureau data via
WISERTrade*



INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.



**MAJOR
TIMBER SPECIES:**

- **Hardwood:** maple, walnut, ash, oak, basswood, aspen, black cherry
- **Softwood:** red, jack, and white pine; spruce; fir

Wisconsin Department of Natural Resources

**FOREST PRODUCTS COMPANIES
CAN ACCESS TECHNICAL
ASSISTANCE FROM**

- The Wisconsin Department of Natural Resources
- The U.S. Forest Service Forest Products Lab
- Various universities and technical colleges with forestry and wood products programs

MAJOR INDUSTRY SEGMENTS INCLUDE:



- Paper bags and packaging products – More than 13,000 jobs
- Paper mills – More than 7,200 jobs
- Sanitary paper – More than 3,300 jobs
- Wood building materials – More than 14,000 jobs
 - Hardwood – More than 6,000 jobs
 - Softwood – Nearly 8,000 jobs

Lightcast 2025 Q1 Dataset