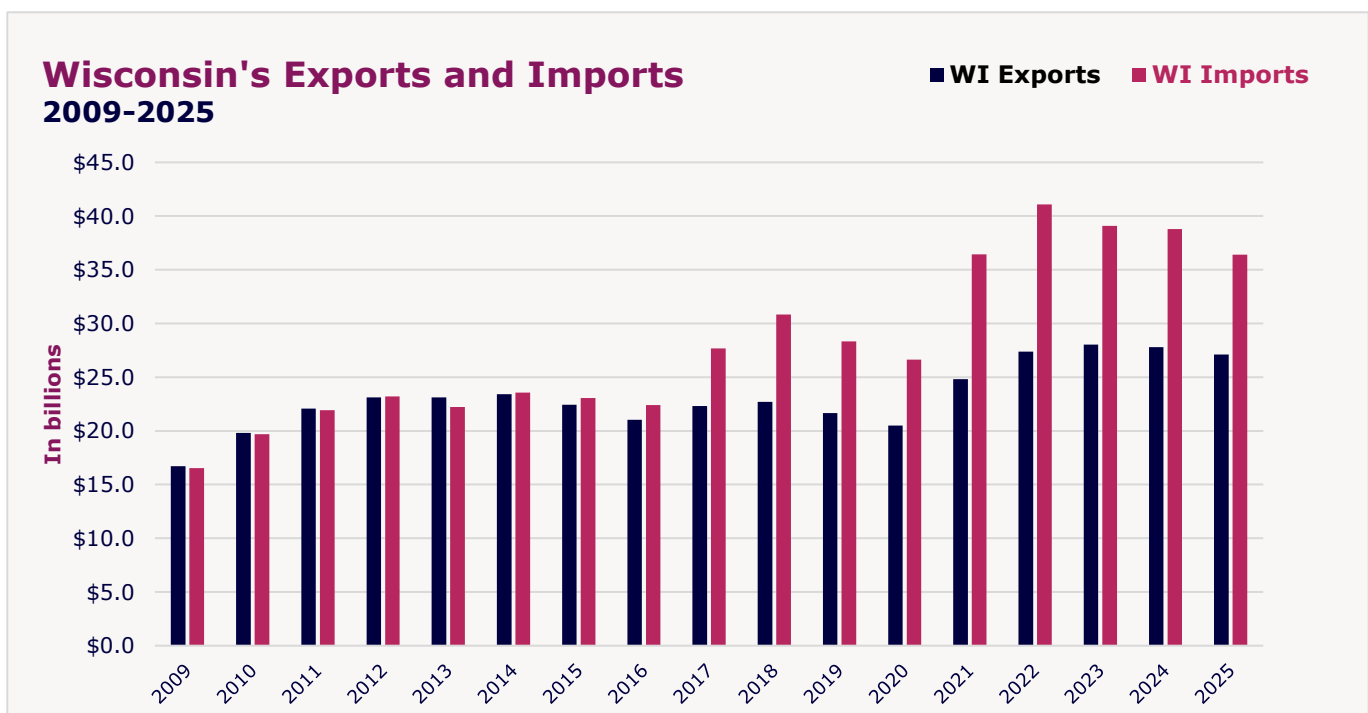
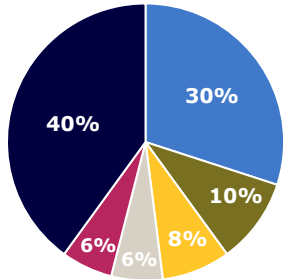


## 2025 Highlights

1. After a record-setting year in 2023, Wisconsin observed a mild decrease in the value of goods exported over the course of 2024 (-0.8%). This trend continued in 2025, as the state exported \$27,123,637,423 (a further decrease of 2.47%), the lowest export total since 2021. In all, Wisconsin firms exported products to 199 countries and customs territories in 2025. Exports from the U.S. as a whole increased by \$116.8 billion (5.7%) during the same timeframe. Wisconsin ranked 21st among the 50 states in exports for the year, maintaining the same position it held in 2024.
2. Almost half of Wisconsin’s 2024 exports (\$12.1 billion, or 44.5%) stayed within North America, including \$7.5 billion (or 27.7%) destined for Canada (a decrease of \$705.9 million, or 8.58%, from 2024). The 27 members of the post-Brexit European Union together received \$4.9 billion (or 18.2%) of Wisconsin’s exports in 2025 (representing an increase of \$306.2 billion, or 5.57%), while China received \$1.0 billion (3.8%), a decrease of \$535.3 million (34.46%). Exports to the Netherlands and Singapore increased by the greatest amounts, \$239.6 million (29.81%) and \$235.0 million (52.27%), respectively.
3. Industrial machinery, the top product category exported from the state, set another record high, up \$374.5 million (4.8%). Exports of miscellaneous manufactured articles (up \$136.1 million, or 103.0%) and textile art and needlecraft sets (up \$75.1 million, or 180.7%) grew by the second- and third-highest dollar amounts. The greatest declines in value occurred in the export of electrical machinery (down \$276.1 million, or 8.85%); vehicles and parts (down \$233.9 million, or 13.43%); and aircraft and parts (down \$155.5 million, or 15.12%).
4. Wisconsin’s imports in 2025 totaled \$36.4 billion, a decrease of \$2.4 billion (6.2%) from 2024. Wisconsin ranked 22nd among the 50 states for total imports, maintaining the same spot as last year. Total U.S. imports increased by \$149.3 billion (4.57%) in 2025 compared to 2024.
5. According to the World Trade Organization, geopolitical forces influencing global trade in 2025 included escalating tensions among major trading partners, a sharp rise in tariffs, growing trade policy uncertainty, and regional conflicts. While many of the geopolitical pressures from prior years persisted, the intensification of trade tensions and the rise in restrictive measures became defining characteristics of the 2025 trade landscape and are expected to continue shaping global trade dynamics into 2026.



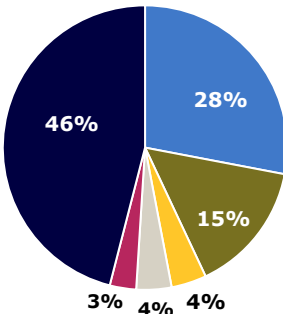
## WISCONSIN'S TOP EXPORT PRODUCTS: 2025



PERCENTAGE 2025 WI TRADE

PRODUCT	2024	2025	%Δ '24-'25	2015	%Δ '15-'25
Industrial Machinery	\$7,830,436,880	\$8,204,949,369	4.78%	\$5,843,966,221	40.40%
Electrical Machinery	\$3,121,463,617	\$2,845,342,555	-8.85%	\$2,182,730,388	30.36%
Med./Sci. Instruments	\$2,251,974,731	\$2,204,526,585	-2.11%	\$2,412,941,327	-8.64%
Plastic Products	\$1,640,403,335	\$1,552,665,878	-5.35%	\$1,029,713,233	50.79%
Vehicles & Parts	\$1,742,458,529	\$1,508,515,266	-13.43%	\$1,704,548,407	-11.50%
Other Products	\$11,224,523,625	\$10,807,637,770	-3.71%	\$9,268,069,944	16.61%
<b>Total</b>	<b>\$27,811,260,717</b>	<b>\$27,123,637,423</b>	<b>-2.47%</b>	<b>\$22,441,969,520</b>	<b>20.86%</b>

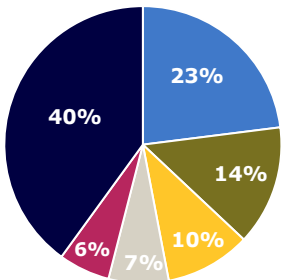
## WISCONSIN'S TOP EXPORT DESTINATIONS: 2025



PERCENTAGE 2025 WI TRADE

COUNTRY	2024	2025	%Δ '24-'25	2015	%Δ '15-'25
Canada	\$8,226,195,989	\$7,520,287,099	-8.58%	\$7,314,548,888	2.81%
Mexico	\$4,349,625,143	\$4,040,740,810	-7.1%	\$2,969,713,467	36.07%
Netherlands	\$803,983,413	\$1,043,622,102	29.81%	\$393,223,388	165.40%
China	\$1,553,542,672	\$1,018,247,129	-34.46%	\$1,544,328,978	-34.07%
Germany	\$1,137,123,188	\$942,074,479	-17.15%	\$701,475,737	34.30%
Other Countries	\$11,740,790,312	\$12,558,665,804	6.97%	\$9,518,679,062	31.94%
<b>Total</b>	<b>\$27,811,260,717</b>	<b>\$27,123,637,423</b>	<b>-2.47%</b>	<b>\$22,441,969,520</b>	<b>20.86%</b>

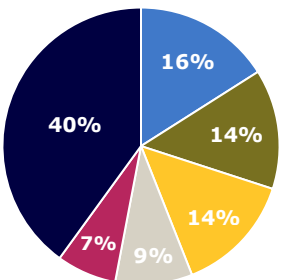
## WISCONSIN'S TOP IMPORT PRODUCTS: 2025



PERCENTAGE 2025 WI TRADE

CATEGORY	2024	2025	%Δ '24-'25	2015	%Δ '15-'25
Industrial Machinery	\$8,206,210,638	\$8,315,767,004	1.34%	\$4,093,161,853	103.16%
Electrical Machinery	\$4,847,757,534	\$5,113,623,586	5.48%	\$2,450,080,628	108.71%
Pharmaceuticals	\$4,690,681,294	\$3,744,075,730	-20.18%	\$333,052,809	1,024.17%
Vehicles & Parts	\$3,090,791,301	\$2,574,205,413	-16.71%	\$1,155,188,059	122.84%
Med./Sci. Instruments	\$2,407,600,009	\$2,027,484,483	-15.79%	\$1,783,852,186	13.66%
Other	\$15,540,790,608	\$14,619,011,447	-5.93%	\$13,234,055,510	10.47%
<b>Total</b>	<b>\$38,783,831,384</b>	<b>\$36,394,167,663</b>	<b>-6.16%</b>	<b>\$23,049,391,045</b>	<b>57.90%</b>

## WISCONSIN'S TOP IMPORT SOURCES: 2025



PERCENTAGE 2025 WI TRADE

COUNTRY	2024	2025	%Δ '24-'25	2015	%Δ '15-'25
Canada	\$6,226,861,331	\$5,708,050,069	-8.33%	\$4,210,473,054	35.57%
China	\$6,388,748,465	\$5,246,670,853	-17.88%	\$6,221,274,826	-15.67%
Mexico	\$5,926,395,467	\$5,188,733,129	-12.45%	\$2,692,219,935	92.73%
Vietnam	\$2,682,523,371	\$3,208,430,837	19.61%	\$961,679,344	233.63%
Germany	\$2,587,434,985	\$2,599,491,467	0.47%	\$1,285,944,395	102.15%
Other	\$14,971,867,765	\$14,442,791,308	-3.53%	\$7,677,799,491	88.11%
<b>Total</b>	<b>\$38,783,831,384</b>	<b>\$36,394,167,663</b>	<b>-6.16%</b>	<b>\$23,049,391,045</b>	<b>57.90%</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 three years, totaling \$7.5 billion in 2025, down \$705.9 million (8.6%) from 2024. Industrial machinery, constituting 22.1% of the total value of exports to Canada, was down \$235.9 million (12.4%) in 2025, while electrical machinery (constituting 10.7%) was up \$24.3 million (3.1%). The second- and third-greatest decreases occurred in exports of vehicles and parts, down \$141.5 million (21.7%), and sand, salt, etc., down \$122.8 million (46.62%). Of the top 20 product categories exported to Canada, only seven categories recorded increases. Wisconsin ranks 11th among the 50 states in total exports to Canada. Of the 10 states ranking ahead of Wisconsin, none saw growth from 2024 to 2025. U.S. exports to Canada overall were down by \$20.1 billion (5.75%).
2. After having set a record in 2024, Wisconsin's exports to **Mexico** declined by \$308.9 million (7.1%) to \$4.0 billion. The top three product categories, making up 53.8% of the total value of goods exported to this market, were industrial machinery (down \$109.3 million, or 10.3%), electrical machinery (down \$146.6 million, or 15.9%), and plastic products (up \$28.3 million, or 6.8%). Outside of industrial machinery and electrical machinery, oil seeds fell by the greatest amount, decreasing by \$53.4 million (56.9%). Exports of cereal grew at the greatest rate, rising \$103.0 million (251.3%).
3. Significant, record-setting growth in exports to the **Netherlands** (up \$239.6 million, or 29.81%) allowed this market to rise three positions among Wisconsin export destinations in 2025. Industrial machinery comprised a full 64.8%, or \$676.0 million, of the \$1.0 billion in total exports to this market after growing by an impressive \$225.0 million (49.9%) from 2024. Exports of vehicles and parts grew by the second-greatest amount (up \$17.3 million, or 147.3%).
4. Exports to **China** fell sharply in 2025, totaling \$1.0 billion, a decrease of \$535.3 million (34.46%). The top product category, medical and scientific instruments, decreased by \$42.6 million (15.6%). Exports of electrical machinery (the third-leading category) fell the greatest amount (down \$161.9 million, or 65.2%). Of the top 20 product categories exported to China, only two categories recorded increases: pharmaceuticals and miscellaneous edible preparations.
5. **Germany** fell one spot to become Wisconsin's fifth-leading export destination, realizing purchases of \$942.1 million (down \$195.0 million, or 17.2%). Much of the decline to this market can be attributed to a \$174.3 million (78.1%) decrease in exports of aircraft, spacecraft, and parts. Industrial machinery was the top category (\$195.2 million, an increase of 2.89%), while exports of starch, glue, and enzymes saw the greatest increase (up \$17.1 million, or 46.3%).
6. The **United Kingdom** rose one spot from the seventh position after shipments to this market increased by \$106.6 million (13.9%). Industrial machinery maintained the top position, totaling \$231.1 million (up \$13.9 million, or 6.39%). Shipments of aircraft and parts (up \$93.1 million, or 72.8%) saw the greatest increase, while food industry waste and animal feed (up \$12.7 million, or 195.2%) saw the third-greatest increase.
7. **Belgium** maintained its spot as the seventh-largest purchaser of Wisconsin products despite a decrease of \$42.7 million (5.3%). Exports of industrial machinery (up \$118 million, or 29.2%) and vehicles and parts (down \$146.0 million, or 58.7%) together made up 82.7% of the \$759.5 million total. Plastics dropped by the second-largest amount (down \$38.8 million, or 56.0%). The Belgian economy is relatively small, and exports to this major logistical port are likely destined for other markets within the European Union.
8. **Japan** rose three spots in 2025 after increasing purchases in the amount of \$114.5 million (18.4%). Exports of industrial machinery (up \$124.2 million, or 78.9%) made up 38.3% of the \$735.8 million total. Shipments of electrical machinery experienced the second-largest increase (up \$16.7 million, or 32.2%), while plastics saw the sharpest decline (down \$14.1 million, or 51%).
9. **South Korea** maintained the No. 9 position among Wisconsin export destinations after the total value of goods exported hit a record \$723.7 million (up \$23.5 million, or 3.4%) in 2025. The top three product categories shipped to this market included medical and scientific instruments (up \$65.8 million, or 40.6%), industrial machinery (down \$18.8 million, or 19.4%), and miscellaneous food products (up \$9.3 million, or 26.6%).

## WISCONSIN EXPORTS BY COUNTRY

2025 RANK	COUNTRY	EXPORT VALUE			% CHANGE		2015 RANK
		2024	2025	2015	2024-2025	2015-2025	
1	Canada	\$8,226,195,989	\$7,520,287,099	\$7,314,548,888	-8.58%	2.81%	1
2	Mexico	\$4,349,625,143	\$4,040,740,810	\$2,969,713,467	-7.10%	36.07%	2
3	Netherlands	\$803,983,413	\$1,043,622,102	\$393,223,388	29.81%	165.40%	13
4	China	\$1,553,542,672	\$1,018,247,129	\$1,544,328,978	-34.46%	-34.07%	3
5	Germany	\$1,137,123,188	\$942,074,479	\$701,475,737	-17.15%	34.30%	6
6	United Kingdom	\$765,067,511	\$871,712,054	\$825,454,020	13.94%	5.60%	4
7	Belgium	\$802,243,105	\$759,512,988	\$431,291,569	-5.33%	76.10%	11
8	Japan	\$621,255,335	\$735,796,635	\$815,609,492	18.44%	-9.79%	5
9	Korea, Republic Of	\$700,133,595	\$723,657,401	\$505,940,147	3.36%	43.03%	9
10	Singapore	\$449,601,011	\$684,603,382	\$221,201,555	52.27%	209.49%	17
11	Australia	\$806,217,988	\$670,528,417	\$585,108,018	-16.83%	14.60%	8
12	Taiwan	\$661,181,493	\$605,765,048	\$184,053,113	-8.38%	229.13%	21
13	Brazil	\$594,151,149	\$598,104,925	\$402,617,537	0.67%	48.55%	12
14	Chile	\$531,277,012	\$578,953,700	\$283,678,435	8.97%	104.09%	15
15	India	\$424,106,838	\$445,741,946	\$215,164,433	5.10%	107.16%	18
16	France	\$356,684,714	\$383,660,725	\$457,274,711	7.56%	-16.10%	10
17	Thailand	\$303,161,209	\$321,544,152	\$214,419,894	6.06%	49.96%	19
18	Czech Republic	\$280,771,519	\$234,678,590	\$116,368,390	-16.42%	101.67%	26
19	Ireland	\$208,187,571	\$229,731,987	\$74,503,969	10.35%	208.35%	35
20	Italy	\$274,582,609	\$217,504,743	\$311,875,790	-20.79%	-30.26%	14
21	Peru	\$162,527,592	\$198,329,313	\$188,566,349	22.03%	5.18%	20
22	Vietnam	\$103,529,736	\$197,129,421	\$62,381,618	90.41%	216.01%	40
23	Poland	\$156,740,853	\$189,297,935	\$97,424,865	20.77%	94.30%	31
24	Malaysia	\$169,375,481	\$184,681,432	\$114,107,400	9.04%	61.85%	27
25	United Arab Emirates	\$278,383,177	\$182,093,486	\$177,998,622	-34.59%	2.30%	22
26	Saudi Arabia	\$161,144,990	\$175,218,844	\$597,477,626	8.73%	-70.67%	7
27	Hong Kong	\$131,512,388	\$158,041,498	\$236,915,827	20.17%	-33.29%	16
28	Finland	\$127,325,494	\$146,548,908	\$41,133,947	15.10%	256.27%	48
29	Sweden	\$130,761,441	\$145,146,233	\$117,938,283	11.00%	23.07%	25
30	Spain	\$131,868,670	\$139,100,887	\$99,237,562	5.48%	40.17%	30
31	Turkey	\$111,259,369	\$137,083,612	\$89,217,738	23.21%	53.65%	32
32	Costa Rica	\$135,480,485	\$134,435,750	\$66,802,151	-0.77%	101.24%	38
33	Dominican Republic	\$107,510,712	\$120,014,728	\$72,274,789	11.63%	66.05%	36
34	Colombia	\$128,750,213	\$117,747,872	\$109,807,095	-8.55%	7.23%	29
35	Indonesia	\$146,141,073	\$114,614,965	\$79,157,393	-21.57%	44.79%	34
	Other	\$1,779,855,979	\$2,157,684,227	\$1,723,676,724	21.23%	25.18%	
	<b>Total</b>	<b>\$27,811,260,717</b>	<b>\$27,123,637,423</b>	<b>\$22,441,969,520</b>	<b>-2.47%</b>	<b>20.86%</b>	

## WISCONSIN EXPORTS BY PRODUCT CATEGORY

1. For the fourth consecutive year, Wisconsin exports of **industrial machinery** set a new record, growing \$374.5 million (4.8%) in 2025 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 11.5% in 2025.
  - o Automatic data processing machines, the state's largest subcategory (making up \$2.2 billion, or 26.8% of the industrial machinery category), grew by an impressive \$693.7 million (46.3%) in 2025. The top destinations for this subcategory included the Netherlands (up \$203.0 million, or 56.1%), Singapore (up \$200.2 million, or 136.8%), Taiwan (up \$125.7 million, or 82.5%), and Belgium (up \$96.2 million, or 94.0%).
  - o Transmission shafts, bearings, and gears exports totaled \$535.0 million in 2025, a decrease of \$32.6 million (5.7%). Canada purchased \$120.3 million, or 22.5% of this volume; however, this represents a decrease of \$22.7 million (15.9%). Chile was the second-leading market, increasing purchases by \$27.2 million (49.5%).
  - o Exports of spark-ignition engines, the third-leading subcategory in 2025, increased by \$26.7 million (5.8%). A full 43.1% of the total volume (\$209.7 million) was destined for Belgium, an increase of \$31.3 million (17.5%).
2. **Electrical machinery** exports from Wisconsin fell by \$276.1 million (8.9%). Total exports from the U.S. of this product category increased 5.1%, with Wisconsin ranking 19th among U.S. states in international shipments in 2025.
  - o Exports of electric transformers and converters, the top subcategory, totaled \$429.1 million after a decrease of \$52.0 million (10.8%). Canada purchased 36.1% (\$154.8 million) of this volume (up \$6.9 million, or 4.7%), while Mexico purchased 23.2% (\$99.6 million) of this subcategory (down \$43.9 million, or 30.6%).
  - o Exports of insulated wire and cable increased by \$47.9 million (18.4%) in 2025. Mexico received \$176.9 million (57.5%) of this volume, an increase of \$19.6 million (12.5%).
3. After setting a record high the year prior, exports of **medical and scientific instruments** totaled \$2.2 billion in 2025, a decrease of \$47.4 million (2.1%). Wisconsin ranked 14th in the U.S. for exports of this product category.
  - o Medical, surgical, and dental instruments was the top subcategory in 2025, with total exports of \$749.3 million, an increase of \$112.9 million (17.7%) from 2024. Top destinations were South Korea, Thailand, and Canada.
  - o Exports of X-ray, alpha and gamma equipment and parts totaled \$469.3 million, a decrease of \$94.2 million (16.7%) from 2024. The top destinations for this subcategory were China, France, and India.
4. Wisconsin's exports of **plastic products** totaled \$1.6 billion in 2025 (down \$87.7 million, or 5.4%). Canada purchased 36.8% of this volume, followed by Mexico at 26.2%. The top subcategories—plastic plates, sheets, etc. (down \$49.6 million, or 10.0%); articles of plastic (down \$1.8 million, or 0.7%); plastic containers (down \$22.7 million, or 7.9%); and self-adhesive plates, sheets, etc. (up \$10.9 million, or 9.6%)—accounted for 71.6% of the total volume.
5. Exports of **vehicles and parts** declined by \$233.9 million (13.4%), with multiple subcategories following suit, including parts and accessories for vehicles (down \$17.3 million, or 3.6%), tractors (down \$197.5 million, or 52.4%), and tanks and armored vehicles (down \$52.4 million, or 22.8%). Increases occurred in exports of special purpose motor vehicles (up \$42.6 million, or 15.4%) and cars and vehicles for transportation (up \$64.3 million, or 79.5%). Top export destinations for this product category included Canada, Mexico, Belgium, Slovakia, and Australia.
6. The **aircraft, spacecraft, and parts** category includes products of very high value, resulting in significant fluctuations in export totals month-over-month. Exports in this product category declined in 2025 to \$873.0 million (down \$155.5 million, or 15.1%). The top subcategory (civilian aircraft, engines, and parts) accounted for 90.8% of the total. The top destinations for this product category in 2025 included the United Kingdom, Brazil, Algeria, and Hungary.
7. The **paper products** subcategories include toilet paper, paperboard, coated paper, and similar products. Exports of this product category were down \$105.1 million (12.1%) in 2025 versus the year prior. Canada was the primary destination, receiving \$522.7 million (68.5%) of the \$763.0 million in total exports, followed by Mexico with \$77.1 million (10.1%).
8. Exports of **pharmaceuticals** moved up one spot from 2024, recording their highest level since 2022, increasing \$57.0 million (11.2%) over the year prior. The top categories—human blood, animal blood, and vaccines (up \$39.6 million, or 12.6%) and medicaments (up \$23.5 million, or 15.1%)—accounted for 94.4% of the total volume. The top destinations for this product category included Canada, Germany, China, and Brazil.

## WISCONSIN EXPORTS BY PRODUCT CATEGORY

2025 RANK	CATEGORY	EXPORT VALUE			% CHANGE		2015 RANK
		2024	2025	2015	2024-2024	2015-2015	
1	Industrial Machinery	\$7,830,436,880	\$8,204,949,369	\$5,843,966,221	4.78%	40.40%	1
2	Electrical Machinery	\$3,121,463,617	\$2,845,342,555	\$2,182,730,388	-8.85%	30.36%	3
3	Medical and Scientific Instruments	\$2,251,974,731	\$2,204,526,585	\$2,412,941,327	-2.11%	-8.64%	2
4	Plastics	\$1,640,403,335	\$1,552,665,878	\$1,029,713,233	-5.35%	50.79%	5
5	Vehicles and Parts	\$1,742,458,529	\$1,508,515,266	\$1,704,548,407	-13.43%	-11.50%	4
6	Aircraft and Parts	\$1,028,533,309	\$872,995,190	\$393,646,400	-15.12%	121.77%	9
7	Paper Products	\$868,086,910	\$762,955,971	\$903,750,648	-12.11%	-15.58%	6
8	Pharmaceuticals	\$508,826,393	\$565,815,032	\$297,960,284	11.20%	89.90%	15
9	Misc. Chemical Products	\$562,027,286	\$550,530,813	\$340,411,200	-2.05%	61.73%	12
10	Articles of Iron/Steel	\$565,699,160	\$545,220,163	\$439,295,043	-3.62%	24.11%	8
11	Misc. Food Products	\$497,308,664	\$534,388,169	\$327,979,668	7.46%	62.93%	13
12	Dairy Products	\$410,789,316	\$468,233,973	\$274,215,592	13.98%	70.75%	17
13	Starch/Glue/Enzymes	\$391,444,222	\$418,115,802	\$144,560,074	6.81%	189.23%	29
14	Prepared Foods (Produce)	\$375,784,512	\$368,385,485	\$286,315,844	-1.97%	28.66%	16
15	Organic Chemicals	\$326,430,846	\$312,226,216	\$538,532,015	-4.35%	-42.02%	7
16	Misc. Manufactured Articles	\$132,147,253	\$268,281,688	\$165,996,494	103.02%	61.62%	24
17	Beverages	\$209,782,296	\$241,182,676	\$323,364,271	14.97%	-25.41%	14
18	Oils, Perfumes, Cosmetics, etc.	\$250,565,686	\$239,021,483	\$177,447,823	-4.61%	34.70%	22
19	Printed Media	\$267,069,471	\$234,599,855	\$343,016,875	-12.16%	-31.61%	10
20	Wood Products	\$283,413,129	\$225,882,600	\$207,003,568	-20.30%	9.12%	19
21	Furniture	\$279,368,783	\$225,390,693	\$342,965,555	-19.32%	-34.28%	11
22	Soaps, Waxes, etc.	\$187,058,199	\$218,692,674	\$130,964,984	16.91%	66.99%	31
23	Meat Products	\$186,385,756	\$177,785,451	\$118,298,617	-4.61%	50.29%	33
24	Dyes, Pigments, etc.	\$179,102,359	\$168,822,206	\$146,613,773	-5.74%	15.15%	28
25	Food Industry Residue, Animal Feed	\$147,008,514	\$168,408,601	\$129,524,155	14.56%	30.02%	32
26	Sand, Salt, etc.	\$284,147,815	\$163,020,802	\$159,726,838	-42.63%	2.06%	27
27	Cereals	\$126,149,674	\$159,100,428	\$249,639,173	26.12%	-36.27%	18
28	Prepared Foods (meats)	\$207,802,319	\$157,609,020	\$206,145,762	-24.15%	-23.54%	20
29	Misc. Animal Products	\$167,530,906	\$157,392,403	\$111,922,481	-6.05%	40.63%	34
30	Misc. Articles of Metal	\$164,645,067	\$140,728,588	\$159,739,752	-14.53%	-11.90%	26
31	Articles of Copper	\$114,803,961	\$130,969,381	\$83,508,571	14.08%	56.83%	43
32	Iron and Steel	\$154,164,301	\$129,604,861	\$97,716,050	-15.93%	32.63%	37
33	Aluminum	\$140,037,166	\$127,815,741	\$95,633,018	-8.73%	33.65%	39
34	Sugar and Confections	\$116,037,712	\$126,535,546	\$80,514,495	9.05%	57.16%	44
35	Tools and Cutlery	\$133,712,263	\$126,239,378	\$87,202,912	-5.59%	44.77%	42
	Other	\$1,958,660,377	\$1,821,686,881	\$1,904,458,009	-6.99%	-4.35%	
	<b>Total</b>	<b>\$27,811,260,717</b>	<b>\$27,123,637,423</b>	<b>\$22,441,969,520</b>	<b>-2.47%</b>	<b>20.86%</b>	

## 'SUPER-CATEGORIES' EXPORTED FROM WISCONSIN

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

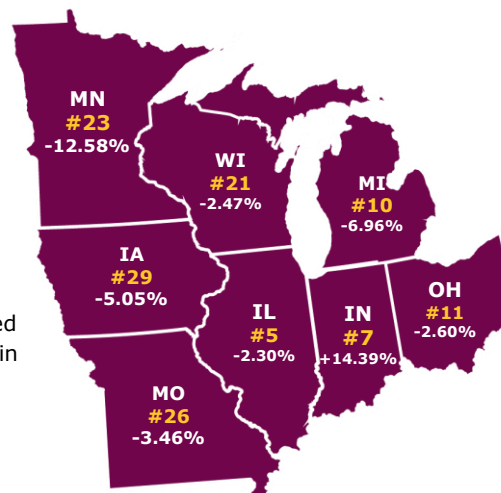
2025 RANK	CATEGORY	EXPORT VALUE			% CHANGE		2015 RANK
		2024	2025	2015	2024-2025	2015-2025	
1	Energy, Power, & Controls	\$5,243,896,088	\$4,989,074,162	\$4,461,981,466	-4.86%	11.81%	2
2	Water Technology	\$4,911,817,732	\$4,619,410,726	\$4,608,821,563	-5.95%	0.23%	1
3	Agricultural Products	\$4,025,090,627	\$3,989,487,435	\$3,432,841,300	-0.88%	16.22%	4
4	Biotech & Life Sciences	\$2,485,552,836	\$2,592,358,857	\$3,360,361,492	4.30	-22.85%	3
5	Aviation/Aerospace	\$1,091,970,371	\$952,364,445	\$474,860,941	-12.78%	100.56%	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 2025, notwithstanding a moderate decrease in exports in the amount of \$254.8 million (4.9%). Outboard engines, the largest product subcategory within the energy, power, and controls super-category, posted exports of \$382.9 million in 2025 (up \$31.1 million, or 8.9%, versus 2024). Sharp declines in exports of electrodiagnostic apparatus (down \$56.4 million, or 28.7%) and machines for the reception, conversion, and transmission of data (down \$54.2 million, or 29.4%) overcame increases in exports of ethyl alcohol (up \$28.3 million, or 25.4%) and spark-ignition internal combustion engines (up \$15.3 million, or 5.1%). A full 52.4% of this super-category was exported to Canada and Mexico in 2025.
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, 12 recorded declines in exports in 2025 versus the year prior. Top export destinations for this super-category included Canada, with purchases of \$1.2 billion, or 25.1% of the total (down \$109.5 million, or 8.7%); Mexico, with \$824.8 million in purchases, or 17.9% (down \$115.6 million, or 12.3%); and Germany, with a \$269.4 million, or 5.8% share (down \$2.1 million, or 0.8%).
3. The **agricultural products** super-category includes bulk commodities, processed foods, and some specialty products. Despite 10 of the top 20 subcategories realizing growth, this super-category recorded a decrease in exports in 2025. The top three subcategories included miscellaneous edible preparations (up \$37.1 million, or 7.5%); dairy products, eggs, and honey (up \$57.4 million, or 14.0%); and prepared vegetables, fruit, and nuts (down \$7.4 million, or 2.0%). Canada is the dominant market for Wisconsin agricultural products, accounting for \$1.4 billion, or 34.8%, of the total (down \$71.1 million, or 4.9%). Mexico received \$534.7 million, or 13.4% (up \$74.9 million, or 16.3%), while China purchased \$222.4 million, or 5.6%, of the total volume (down \$111.0 million, or 33.3%). 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 2025 for growing exports of medical/surgical instruments and appliances (up \$177.2 million, or 53.6%) and food preparations (up \$31.4 million, or 11.8%), while electrodiagnostic apparatuses (down \$56.4 million, or 28.7%) and computed tomography apparatuses (down \$44.4 million, or 21.0%) experienced declines. The top destinations for products within this super-category in 2025 included Canada with 19.8% of the total share, South Korea with 10.7%, and China with 8.7%.
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 electrical machines and apparatus recorded declines in 2025, contributing to the \$139.6 million (12.8%) decrease for this super-category overall. Exports of products within this super-category shipped to the United Kingdom (the top export destination in 2025) increased moderately (up \$94.2 million, or 72.2%). Brazil (down \$4.3 million, or 5.9%) and Canada (up \$12.7 million, or 23.0%) rounded out the top three export destinations for this super-category in 2025.

## WISCONSIN EXPORTS COMPARED TO OTHER STATES

- 22 U.S. states saw their exports decline in 2025, with Oregon dropping the most, experiencing a 17.34% reduction. New York saw the greatest growth in exports, experiencing a 62.79% increase.
- The graphic at right shows Midwestern states with their overall rank among the 50 states as well as their 2025 growth percentage.
- Among Midwestern states with negative year-over-year change, Wisconsin declined the second least. Indiana was the only Midwestern state to recognize an increase in exports (+14.39%).



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

- Cruise Ships, Excursion Boats and Similar Vessels (HS 890110) - 93.1% of the U.S. total
- Hoopwood; Split Poles; Pickets, etc., Coniferous (HS 440410) - 79.5% of the U.S. total
- Calcined Dolomite (HS 251820) - 75.9% of the U.S. total
- Outboard Engines for Marine Propulsion (HS 840721) - 73.7% of the U.S. total
- Rennet and Concentrates Thereof (HS 350710) - 70.8% of the U.S. total
- Electric Machines and Apparatus for Arc Welding of Metal (HS 851539) - 69% of the U.S. total
- Glassine and Other Glazed Transparent/Translucent Paper (HS 480640) - 66.7% of the U.S. total
- Machinery for Making Paper or Paperboard (HS 843920) - 66.3% of the U.S. total
- Inboard Engines for Marine Propulsion (HS 840729) - 61.5% of the U.S. total
- Passenger Motor Vehicles, Diesel Engine, Not Over 1500cc (HS 870331) - 59.1% of the U.S. total
- Bovine Semen (HS 051110) - 57% of the U.S. total
- Lactose In Solid Form and Lactose Syrup, Nesoi (HS 170219) - 56.3% of the U.S. total
- Ginseng Roots, Fresh or Dried (HS 121120) - 55.8% of the U.S. total
- Mowers For Lawns Except Powered with Cutting Device in Horizontal Plane (HS 843319) - 55.7% of the U.S. total
- Newspapers, etc., Appearing Less Than 4 Times Per Week (HS 490290) - 53.1% of the U.S. total
- Machinery for Paper Pulp, Paper, Paperboard (HS 844180) - 51.6% of the U.S. total
- Yeasts, Active (HS 210210) - 50.9% of the U.S. total
- Cranberries, Lingonberries, Prepared Preserved Nes (HS 200893) - 50% of the U.S. total
- Generating Sets with Spark-Ignition Internal Combustion Piston Engines (HS 850220) - 49.7% of the U.S. total
- Machinery for Molding Articles in Paper Pulp, Paper, Paperboard (HS 844140) - 49% of the U.S. total
- Washing Machines, Automatic, Not Over 10kg (HS 845011) - 48.3% of the U.S. total
- Drying Machines with Dry Linen Capacity, Not Over 10kg (HS 845121) - 48.3% of the U.S. total
- Mink Furskins, Raw, Whole (HS 430110) - 47.2% of the U.S. total
- Gummed/Adhesive Paper and Paperboard, Nesoi (HS 481149) - 45.2% of the U.S. total
- Paper and Paperboard, Uncoated, Over 10% Mechanical Fibers (HS 480262) - 44% of the U.S. total
- Pipes and Tubes of Iron or Steel (HS 730690) - 41.7% of the U.S. total
- Dredgers (HS 890510) - 40.8% of the U.S. total
- Cucumbers, Gherkins, Prepared/Preserved Vinegar/Acetic Acid (HS 200110) - 40.3% of the U.S. total
- Sweet Corn, Prepared/Preserved, Not Frozen (HS 200580) - 38.4% of the U.S. total
- Tablecloths and Table Napkins of Paper, Paper Pulp, etc. (HS 481830) - 38.2% of the U.S. total
- Machines for Making Paper Bags, etc., or Envelopes (HS 844120) - 38% of the U.S. total
- Textile Fabrics, etc., Papermaking, 650 G/M2 or More (HS 591132) - 37.2% of the U.S. total
- Railway or Tramway Cross-Ties of Nonconiferous Wood (HS 440692) - 36.9% of the U.S. total
- Albumin and Albumin Derivatives, Nesoi (HS 350290) - 35.5% of the U.S. total
- Preparations and Charges for Fire-extinguishers (HS 381300) - 35.4% of the U.S. total
- Frames and Forks, and Parts for Bicycles (HS 871491) - 34.6% of the U.S. total
- Parts and Accessories of Gas, Liquid, or Electricity Supply Meters (HS 902890) - 33.7% of the U.S. total
- Generating Sets, Excluding Diesel, > 75kva But (HS 850212) - 33.7% of the U.S. total
- Textile Fabrics, etc., Papermaking, Under 650 G/M2 (HS 591131) - 32.8% of the U.S. total
- Malt, Not Roasted (HS 110710) - 32.5% 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 \$2.4 billion (6.2%) in 2025 after falling by \$401.0 million (1.0%) in 2024. By comparison, total U.S. imports climbed 4.6% in 2025 after having increased 6.2% in 2024. Wisconsin maintained its rank as 22nd out of the 50 states for total imports in 2025.

- **Canada** returned as Wisconsin's top source of imported goods in 2025, a position it held in 2022 and 2023, with imports totaling \$5.7 billion (a decrease of \$518.8 million, or 8.3%). Canadian imports represented 15.7% of all goods imported to Wisconsin in 2025.
  - Industrial machinery maintained the top position, even after decreasing by \$35.7 million (5.6%). The second, third, and fifth product categories (plastic products, paper products, and mineral fuel) saw imports decrease by \$61.0 million (10.2%), \$73.3 million (13.1%), and \$188.6 million (32.8%), respectively.
  - The greatest increases were observed in imports of special classification products, up \$41.5 million (11.7%); aluminum, up \$31.5 million (25.4%); and copper, up \$33.2 million (119.4%).
- **China** dropped to the second spot, with import shipments totaling \$5.2 billion (14.4% of total imports), a decrease of \$1.1 billion (17.9%).
  - The top product categories imported from China in 2025 included industrial machinery in the amount of \$1.4 billion (a decrease of \$310.4 million, or 18.1%), constituting 26.8% of total imports; electrical machinery, accounting for 20.0% of all imports from China (a decrease of \$305.9 million, or 22.6%); and medical and scientific instruments (down \$21.3 million, or 5.1%).
  - Of the top 10 product categories sourced from China (which together account for 80.4% of the total), only two increased in 2025: special classification products (up \$96.0 million, or 61.5%) and pharmaceuticals (up \$88.3 million, or 79.0%).
- **Mexico** remained the third-largest source of Wisconsin imports even after this fellow member of the United States-Mexico-Canada Agreement (USMCA) decreased by \$737.7 million (12.5%) in 2025. Despite falling by \$318.0 million (15.7%), vehicles and parts remained the top product category, making up \$1.7 billion (32.8%) of total imports from the market. Electrical machinery remained the second-highest imported product category after also decreasing by \$9.6 million (0.9%). Medical and scientific instruments continued the significant drop in 2024 by falling \$237.4 million (50.6%) in 2025. Of the top 20 categories, ceramic products saw the largest increase (up \$18.7 million, or 7.8%).
- Imports from **Vietnam** grew by \$525.9 million (19.6%), increasing this country's ranking by one position versus 2024. Growth was recorded among multiple product categories, including industrial machinery (up \$232.1 million, or 21.0%); electrical machinery (up \$294.1 million, or 68.1%); furniture, bedding, and lamps (up \$19.2 million, or 8.0%); and tools and cutlery (up \$21.1 million, or 47.3%). Of the top 10 product categories, only imports of apparel articles (knit or crochet), apparel articles (not knit), and medical and scientific instruments saw decreases in exports (by \$70.5 million, or 9.5%; \$40.7 million, or 3.6%; and \$10.7 million, or 3.5%, respectively).
- **Germany**, Wisconsin's sixth-leading import source in 2024, jumped one position in 2025 after shipments increased by \$12.1 million (0.5%). In addition to industrial machinery (up \$104.5 million, or 10.4%), increases were also recorded in pharmaceuticals (up \$62.6 million, or 30.1%) and electrical machinery (up \$29.3 million, or 11.7%). Imports of medical and scientific instruments and iron and steel decreased by \$167.9 million (37.6%) and \$20.9 million (28.5%), respectively.
- **India** rose one spot in the rankings as imports from this country increased by \$312.0 million (25.6%). Just over half (55.4%) of the value of goods imported was in the top two product categories: pharmaceuticals (up \$279.6 million, or 76.3%) and industrial machinery (up \$28.1 million, or 16.3%). The largest declines occurred in imports of apparel articles (not knit), which were down \$18.8 million, or 15.5%; chemicals, compounds, and rare metals (down \$8.8 million, or 60.0%); and textiles (down \$6.4 million, or 7.8%).
- Starting in 2015, Wisconsin began importing large quantities of pharmaceuticals from **Ireland**. Of the \$1.3 billion in goods imported from this market in 2024, a full \$1.2 billion, or 88.5%, was within pharmaceuticals, including vaccines and immunological products. Total imports from Ireland decreased drastically by \$2.0 billion (60.2%) versus 2024.

## WISCONSIN IMPORTS BY COUNTRY

2025 RANK	COUNTRY	IMPORT VALUE			% CHANGE		2015 RANK
		2024	2025	2015	2024-2025	2015-2025	
1	Canada	\$6,226,861,331	\$5,708,050,069	\$4,210,473,054	-8.33%	35.57%	2
2	China	\$6,388,748,465	\$5,246,670,853	\$6,221,274,826	-17.88%	-15.67%	1
3	Mexico	\$5,926,395,467	\$5,188,733,129	\$2,692,219,935	-12.45%	92.73%	3
4	Vietnam	\$2,682,523,371	\$3,208,430,837	\$961,679,344	19.60%	233.63%	6
5	Germany	\$2,587,434,985	\$2,599,491,467	\$1,285,944,395	0.47%	102.15%	4
6	India	\$1,218,477,252	\$1,530,514,463	\$674,198,885	25.61%	127.01%	7
7	Ireland	\$3,392,624,253	\$1,349,384,767	\$86,778,107	-60.23%	1454.98%	32
8	Taiwan	\$1,213,461,973	\$1,284,318,268	\$581,386,062	5.84%	120.91%	10
9	Italy	\$978,695,954	\$997,009,401	\$606,111,544	1.87%	64.49%	9
10	France	\$451,581,022	\$900,003,106	\$460,478,693	99.30%	95.45%	11
11	Belgium	\$682,292,839	\$736,182,476	\$78,867,184	7.90%	833.45%	34
12	Malaysia	\$586,506,882	\$617,373,146	\$142,013,958	5.26%	334.73%	21
13	Thailand	\$351,364,072	\$568,005,344	\$127,765,563	61.66%	344.57%	24
14	Japan	\$515,713,428	\$507,639,437	\$661,427,916	-1.57%	-23.25%	8
15	Switzerland	\$390,749,426	\$506,037,978	\$177,024,349	29.50%	185.86%	18
16	Korea, Republic Of	\$435,159,980	\$471,804,303	\$332,218,891	8.42%	42.02%	14
17	Spain	\$448,966,920	\$457,342,408	\$111,923,912	1.87%	308.62%	28
18	United Kingdom	\$419,145,780	\$412,706,296	\$346,693,300	-1.54%	19.04%	13
19	Netherlands	\$267,367,127	\$295,411,701	\$133,283,457	10.49%	121.64%	23
20	Philippines	\$180,241,748	\$264,667,724	\$176,060,132	46.84%	50.33%	19
21	Finland	\$227,467,686	\$261,597,400	\$249,287,902	15.00%	4.94%	15
22	Bangladesh	\$263,324,023	\$240,811,385	\$169,019,722	-8.55%	42.48%	20
23	Sweden	\$197,654,505	\$240,384,543	\$123,468,459	21.62%	94.69%	25
24	Cambodia	\$203,035,545	\$222,873,260	\$121,134,365	9.77%	83.99%	26
25	Israel	\$224,605,730	\$219,346,439	\$213,831,437	-2.34%	2.58%	16
26	Denmark	\$181,435,769	\$188,293,002	\$139,709,280	3.78%	34.77%	22
27	Poland	\$157,476,578	\$175,989,365	\$52,845,554	11.76%	233.03%	38
28	Austria	\$183,326,392	\$156,997,349	\$178,692,879	-14.36%	-12.14%	17
29	Turkey	\$156,950,047	\$153,746,725	\$50,625,183	-2.04%	203.70%	39
30	Czech Republic	\$193,244,653	\$152,423,069	\$66,946,758	-21.12%	127.68%	36
31	Dominican Republic	\$160,893,284	\$140,927,832	\$30,706,387	-12.41%	358.95%	46
32	Indonesia	\$119,387,738	\$129,121,310	\$372,197,690	8.15%	-65.31%	12
33	Brazil	\$113,165,491	\$108,584,462	\$80,763,853	-4.05%	34.45%	33
34	Norway	\$63,139,181	\$90,242,404	\$55,691,136	42.93%	62.04%	37
35	Hungary	\$60,870,153	\$85,125,143	\$42,090,680	39.85%	102.24%	40
	Others	\$933,542,334	\$977,926,802	\$1,034,556,253	72.92%	-5.47%	
	<b>Total</b>	<b>\$38,783,831,384</b>	<b>\$36,394,167,663</b>	<b>\$23,049,391,045</b>	<b>-6.16%</b>	<b>57.90%</b>	

## WISCONSIN IMPORTS BY PRODUCT CATEGORY

2025 RANK	CATEGORY	IMPORT VALUE			% CHANGE		2015 RANK
		2024	2025	2015	2024-2025	2015-2025	
1	Industrial Machinery	\$8,206,210,638	\$8,315,767,004	\$4,093,161,853	1.34%	103.16%	1
2	Electrical Machinery	\$4,847,757,534	\$5,113,623,586	\$2,450,080,628	5.48%	108.71%	2
3	Pharmaceuticals	\$4,690,681,294	\$3,744,075,730	\$333,052,809	-20.18%	1024.17%	17
4	Vehicles and Parts	\$3,090,791,301	\$2,574,205,413	\$1,155,188,059	-16.71%	122.84%	5
5	Medical and Scientific Instruments	\$2,407,600,009	\$2,027,484,483	\$1,783,852,186	-15.79%	13.66%	3
6	Plastics	\$1,551,329,821	\$1,439,327,645	\$1,071,674,064	-7.22%	34.31%	6
7	Special Classification	\$1,333,072,934	\$1,387,449,009	\$557,174,750	4.08%	149.02%	10
8	Furniture	\$901,357,508	\$829,159,860	\$825,186,188	-8.01%	0.48%	8
9	Apparel (Knit)	\$833,314,195	\$734,556,977	\$1,771,170,299	-11.85%	-58.53%	4
10	Paper Products	\$778,482,991	\$726,890,443	\$492,739,667	-6.63%	47.52%	12
11	Tools & Cutlery	\$642,561,356	\$701,729,620	\$173,992,182	9.21%	303.31%	25
12	Articles of Iron/Steel	\$625,419,087	\$585,722,642	\$454,681,971	-6.35%	28.82%	14
13	Apparel (Not-Knit)	\$625,059,241	\$497,333,126	\$962,228,277	-20.43%	-48.31%	7
14	Wood Products	\$495,725,638	\$441,941,910	\$407,029,642	-10.85%	8.58%	15
15	Mineral Fuel	\$584,643,199	\$396,625,728	\$206,475,535	-32.16%	92.09%	20
16	Aluminum	\$357,412,420	\$370,961,485	\$183,093,211	3.79%	102.61%	24
17	Wood Pulp	\$323,417,232	\$366,405,399	\$375,546,788	13.29%	-2.43%	16
18	Iron and Steel	\$450,946,860	\$366,349,230	\$193,949,628	-18.76%	88.89%	22
19	Textiles	\$409,252,314	\$326,279,575	\$471,021,293	-20.27%	-30.73%	13
20	Misc. Articles of Metal	\$391,479,547	\$324,508,044	\$286,493,502	-17.11%	13.27%	18
21	Ceramic Products	\$287,724,509	\$307,387,020	\$74,859,184	6.83%	310.62%	40
22	Organic Chemicals	\$238,135,054	\$283,764,810	\$191,860,497	19.16%	47.90%	23
23	Toys & Games	\$305,635,956	\$252,179,886	\$496,083,353	-17.49%	-49.17%	11
24	Rubber	\$223,989,994	\$241,830,514	\$197,813,127	7.96%	22.25%	21
25	Misc. Chemical Products	\$232,828,117	\$233,373,218	\$233,791,368	0.23%	-0.18%	19
26	Misc. Food Products	\$226,385,793	\$216,663,031	\$94,235,147	-4.29%	129.92%	33
27	Starch/Glue/Enzymes	\$194,326,499	\$215,417,303	\$121,523,211	10.85%	77.26%	30
28	Footwear	\$278,945,760	\$193,826,801	\$676,444,796	-30.51%	-71.35%	9
29	Prepared Foods (Produce)	\$212,615,498	\$176,415,127	\$31,484,257	-17.03%	460.33%	61
30	Articles of Copper	\$129,260,040	\$142,851,609	\$78,433,030	10.51%	82.13%	38
31	Vegetables	\$121,222,507	\$133,404,754	\$68,951,517	10.05%	93.48%	41
32	Prepared Cereals, Flour, etc.	\$142,182,511	\$130,762,216	\$39,230,764	-8.03%	233.32%	57
33	Coffee, Tea, Mate & Spices	\$73,660,756	\$121,797,406	\$54,543,332	65.35%	123.30%	51
34	Articles of Stone, Etc.	\$112,286,199	\$116,763,724	\$81,677,694	3.99%	42.96%	37
35	Misc. Manufactured Articles	\$139,294,004	\$116,534,539	\$31,896,398	-16.34%	265.35%	60
	Other	\$2,318,823,068	\$2,240,798,796	\$2,328,770,838	-3.36%	-3.78%	
	<b>Total</b>	<b>\$38,783,831,384</b>	<b>\$36,394,167,663</b>	<b>\$23,049,391,045</b>	<b>-6.16%</b>	<b>57.90%</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, Massachusetts, that converts the raw census data into a more user-friendly format. <http://www.wisetrade.org/>