



FOREST PRODUCTS *BY THE NUMBERS*



Nearly
50,000
industry jobs

Lightcast 2025 Q4 Dataset



\$7.8 BILLION
industry contribution to
Wisconsin's GDP

Lightcast 2025 Q4 Dataset



\$20 BILLION
in annual sales

U.S. Census Bureau data as reported by WISERTrade



Wisconsin has
16.9 MILLION
acres of forest land (49% of the
state's total land area)

U.S. Forest Service, 2024



\$1.2 BILLION
in annual forest
products exports

U.S. Census Bureau data as reported by WISERTrade



200+ COMPANIES
in pulp and paper
converting alone

Lightcast 2025 Q4 Dataset



Wisconsin is the
#1 U.S. STATE
for paper production, with
employment concentration nearly
4X THE NATIONAL AVERAGE

Lightcast 2025 Q4 Dataset



The scope of the industry
IN WISCONSIN:

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



\$763 MILLION
in paper products
exports in 2025

U.S. Census Bureau data as reported by 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 7,000 jobs)
- **Sanitary paper** (more than 3,000 jobs)
- **Wood building materials** (nearly 14,000 jobs)
 - Hardwood (nearly 6,000 jobs)
 - Softwood (nearly 8,000 jobs)

Lightcast 2025 Q4 Dataset

Visit wedc.org to learn more.

LOOK FORWARD ➤

WISCONSIN
ECONOMIC DEVELOPMENT