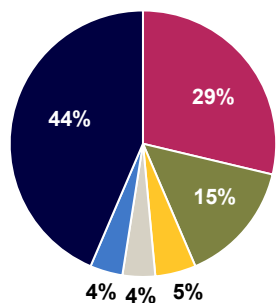


HIGHLIGHTS: JANUARY-MARCH 2026

With total exports on a downward trend throughout 2025, Wisconsin's exports continued their mild decline during the first quarter of 2026. Total exports during the first quarter amounted to \$6,774,304,004, a decrease of \$346.9 million, or 4.9%, versus the same period in 2025, while total U.S. exports increased by 15.4% during the same period. Wisconsin currently ranks 21st among the 50 states in the value of goods exported through March 2026, the same position held at the end of 2025.

- **Exports by product category.** Exports of industrial machinery fell \$324.6 million, or 14.1%, through March compared to the same period last year. This accounted for the majority of Wisconsin's overall decrease in exports to start the year. Coming off a decline for the whole of 2025, electrical machinery exports further decreased by \$38.5 million, or 5.2%, through March 2026. Shipments of vehicles and parts saw the largest increase year over year of any category, climbing 24.1% to \$426.7 million (up \$82.9 million). Of the top 20 categories, exports of iron or steel fell by the largest percentage (down \$33.8 million, or 23.2%).
- **Exports by market.** Canada and Mexico continue as Wisconsin's top two export destinations, collectively representing 44.1% of the state's total exports, although decreases to both markets were recorded in the amounts of \$75.1 million (3.7%) and \$10.4 million (1.0%), respectively. Significant increases were realized in exports to South Korea, (up \$165.7 million, or 108.4%), the Czech Republic (up \$106.8 million, or 224.1%), and Chile (up \$47.0 million, or 34.8%).
- **Imports.** Wisconsin's imports increased by \$426.0 million, or 4.0%, totaling \$10,969,445,245 through March 2026. The top category, industrial machinery, grew by \$1.8 billion, or 79.9%. Imports of pharmaceuticals decreased by the greatest amount, falling \$831.9 million, or 40.9%. Total imports from Mexico reached \$3.2 billion (an increase of \$2.0 billion, or 173.5%), followed by Canada, which supplied \$1.4 billion (a decrease of \$315.5 million, or 18.8%). Purchases from Ireland fell by the largest amount, down \$1.1 billion or 94.1%.

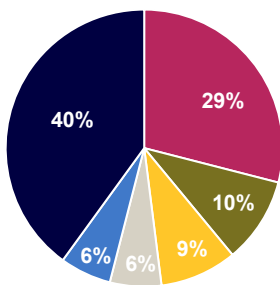
TOP EXPORT DESTINATIONS: JANUARY-MARCH 2026



Percentage 2026 WI Exports

COUNTRY	Q1 2025	Q1 2026	%Δ '25-'26	Q1 2016	%Δ '16-'26
Canada	\$2,020,636,079	\$1,945,539,782	-3.72%	\$1,626,073,594	19.65%
Mexico	\$1,055,237,888	\$1,044,809,234	-0.99%	\$682,550,794	53.07%
Korea, Republic of	\$152,865,979	\$318,529,932	108.37%	\$111,382,670	185.98%
China	\$313,968,057	\$246,324,533	-21.54%	\$319,787,046	-22.97%
Germany	\$277,540,132	\$243,941,096	-12.11%	\$151,088,384	61.46%
Other Countries	\$3,300,958,193	\$2,975,159,427	-9.87%	\$2,191,304,840	35.77%
TOTAL	\$7,121,206,328	\$6,774,304,004	-4.87%	\$5,082,187,328	33.30%

TOP EXPORT PRODUCTS: JANUARY-MARCH 2026



Percentage 2026 WI Exports

PRODUCT	Q1 2025	Q1 2026	%Δ '25-'26	Q1 2016	%Δ '16-'26
Industrial Machinery	\$2,305,204,342	\$1,980,621,625	-14.08%	\$1,290,790,604	53.44%
Electrical Machinery	\$734,981,296	\$696,457,438	-5.24%	\$472,784,147	47.31%
Med./Sci. Instruments	\$558,026,800	\$581,797,584	4.26%	\$539,464,872	7.85%
Vehicles and Parts	\$343,726,422	\$426,656,645	24.13%	\$399,698,381	6.74%
Plastic Products	\$404,457,627	\$401,817,241	-0.65%	\$248,834,300	61.48%
Other Products	\$2,774,809,841	\$2,686,953,471	-3.17%	\$2,130,615,024	26.11%
TOTAL	\$7,121,206,328	\$6,774,304,004	-4.87%	\$5,082,187,328	33.30%

DATA SOURCE

The U.S. Census Bureau is the official source for U.S. export and import data, including data by individual state. 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.wisertrade.org/>.

LOOK FORWARD ➤

COUNTRY SUMMARY

- **Canada** continues to be Wisconsin's top trading partner, reflecting the highly integrated economies and supply chains within the manufacturing sector as well as bilateral trade in paper, machinery, and energy products.
 - Exports of five of the top 10 product categories decreased during the first quarter of 2026, including vehicles and parts (down \$20.3 million, or 13.4%) and paper products (down \$8.2 million, or 5.9%). The greatest increases occurred in shipments of miscellaneous manufactured articles (up \$9.9 million, or 18.3%) and medical and scientific instruments (up \$2.7 million, or 5.6%).
 - Overall imports from Canada fell during the first three months of the year, with nine of the top 10 product categories recording decreases, including mineral fuel/oil (down \$101.6 million, or 48.6%), vehicles and parts (down \$44.0 million, or 47.5%), and wood products (down \$33.7 million, or 31.0%). Increases were seen in imports of wood products, up \$16.0 million, or 30.4%.
- The 27 countries of the **European Union (EU)** purchased \$1.1 billion in Wisconsin exports, or 16.9% of the state's total, during the first quarter of 2026 versus the same period in 2025. Wisconsin's exports to the EU (treated as a single market) were less than what was shipped to Canada but more than what was shipped to Mexico. The EU was also the source of \$2.6 billion in imports, or 23.4%, of the total value of goods imported into the state.
 - Shipments to **Germany**, Wisconsin's top trading partner in the EU and fifth overall, decreased by \$33.6 million, or 12.1%, during the first quarter. The decrease was primarily due to a \$24.3 million, or 36.8%, decline in shipments of industrial machinery, which, even after this decrease, represented the top category of exports to this market. The largest increases occurred in exports of pharmaceuticals as well as starch, glue, and enzymes (up \$14.9 million, or 102.2%, and \$14.4 million, or 167.6%, respectively).
 - With the fifth-largest economy in the EU, the **Netherlands** is also a major logistical hub for shipments bound for many parts of Europe. Total exports decreased by \$102.0 million, or 39.4%, as the market fell three spots to the ninth position among Wisconsin's export destinations. Industrial machinery exports decreased by \$116.1 million, or 66.1%, while shipments of vehicles and parts as well as dairy products increased by \$9.7 million, or 204.4%, and \$5.0 million, or 2,937.1%, respectively.
 - Shipments to the **Czech Republic** rose \$106.8 million, or 224.1%, as this market rose five spots to become Wisconsin's third-largest export destination within the EU through March 2026. Eight of the top 10 product categories recorded growth, led by industrial machinery (up \$103.1 million, or 395.8%) and electrical machinery (up \$4.3 million, or 63.3%).
- Purchasing \$1.0 billion in Wisconsin goods, **Mexico** remains the second-largest export destination, even as exports to this market decreased by \$10.4 million (1.0%) through March 2026 versus the same period the year prior.
 - The greatest declines in exports occurred in shipments of electrical machinery (down \$53.5 million, or 22.8%), followed by industrial machinery (down \$12.5 million, or 5.0%). Exports of vehicles and parts and cereals increased by \$21.5 million (42.6%) and \$13.3 million (46.6%), respectively.
 - Imports from Mexico increased significantly (up \$2.0 billion, or 173.5%) with shipments of industrial machinery (up \$1.9 billion, or 1,025.6%), medical and scientific instruments (up \$42.5 million, or 74.8%), and electrical machinery (up \$33.7 million, or 13.6%) experiencing the greatest growth.
- Shipments to **South Korea**, Wisconsin's third-largest export destination, increased by \$165.7 million, or 108.4%, during the first quarter of 2026. Much of this increase was due to growth in deliveries of medical and scientific instruments (up \$56.8 million, or 182.6%) and aircraft and parts (up \$81.1 million, or 2,572.0%). Of the top 10 product categories exported to this market, only dairy products declined (down about \$74,000, or 1.2%). Imported goods from the United Kingdom totaled \$182.3 million through March 2026, as the resulting trade surplus with this market amounted to \$136.2 million.
- **China** was the destination for \$246.3 million worth of Wisconsin exports (down \$67.6 million, or 21.5%). Originally the top source of Wisconsin imports through March in 2025, this market fell two spots through the same period in 2026 (down \$765.9 million, or 43.0%).
 - The largest declines in exports to China occurred in medical and scientific instruments and industrial machinery (down \$24.8 million, or 35.6%, and \$7.6 million, or 13.7%, respectively). Increases occurred in industrial machinery (up \$20.8 million, or 109.3%) and pharmaceuticals (up \$1.3 million, or 10.3%).
 - In a reversal from the same period the year prior, eight of the top 10 product categories imported from China recorded a decline, including industrial machinery (down \$269.9 million, or 53.4%), electrical machinery (down \$185.3 million, or 52.3%), and pharmaceuticals (down \$103.7 million, or 82.1%).

LOOK FORWARD ➤

PRODUCT SUMMARY

- **Industrial machinery** is a very broad product category that includes metal forming and fabricating machinery, heating and cooling equipment, construction equipment, computers, food processing equipment, packaging machinery, and related parts. In 2025, exports of industrial machinery reached a new record of \$8.2 billion. During the first quarter of 2026, this product category fell by \$324.6 million, or 14.1%, versus the same period in 2025.
 - Automatic data processing machines, the top subcategory within industrial machinery, holds the top position, with exports of \$317.6 million through March 2026 (a decrease of \$405.3 million, or 56.1%). Singapore and Thailand received 45.5% of this volume, followed by the Netherlands and Canada.
 - Parts for typewriters and other office machines, the second-leading subcategory through March 2026, totaled \$158.4 million, an increase of \$146.4 million, or 1,214.8%, versus the same period in 2025. The Czech Republic purchased \$107.2 million, or 67.7%, of the total, an increase of \$103.2 million, or 2,565.1%, followed by Singapore, Hong Kong, and Taiwan, with increases of 1,735.1%, 4,806.6%, and 347.1%, respectively.
 - Imports of industrial machinery into Wisconsin totaled \$4.1 billion through March (up \$1.8 billion, or 79.9%, versus the year prior). The automatic data processing machines subcategory accounted for \$2.1 billion, or 51.4%, of this category, with Mexico as the source of 92.8% of these imports.
- Wisconsin exports of **agricultural and food products** appear in multiple categories. Added together into a single supercategory, the value of goods exported totaled \$989.6 million during the first three months of 2026, a decrease of \$21.7 million, or 2.2%, compared to the first quarter of 2025.
 - Dairy products, eggs, and honey replaced miscellaneous edible preparations as the top subcategory (\$128.6 million - up \$9.6 million, or 8.1%, and \$124.0 million - down \$19.2 million, or 13.4%, respectively), followed by prepared vegetables, fruits, and nuts at \$83.4 million (down \$9.6 million, or 10.3%).
 - A full 35.7% of Wisconsin's agricultural exports were shipped to Canada during the first three months of the year (down \$15.6 million, or 4.2%, from the 2025 figure). Mexico's purchases of Wisconsin agricultural products were up \$35.2 million, or 30.3%, while China's were down \$41.2 million, or 45.7%.
 - The Wisconsin Department of Agriculture, Trade, and Consumer Protection provides a deeper look at agricultural exports at https://datcp.wi.gov/Pages/Growing_WI/ExportStatistics.aspx.
- Exports of the **electrical machinery** product category totaled \$696.5 million through March 2026, a decline of \$38.5 million, or 5.2%, compared to the same period in 2025.
 - Electrical transmission, static conversion, and adaptive power supplies, the top subcategory, recorded exports of \$98.3 million through March 2026, a decrease of \$14.5 million, or 12.9%. Exports of insulated wire/cable totaled \$72.5 million (up \$2.9 million, or 4.2%), while electrical generating sets declined significantly (down \$20.2 million, or 28.9%) during the first quarter of 2026 versus the year prior.
 - Canada and Mexico purchased \$375.8 million, or 54.0%, of this product category while exports to China, the third-largest export market, increased by \$20.8 million, or 103.1%.
- Wisconsin's exports of **medical and scientific instruments** totaled \$581.8 million during the first quarter of 2026. This represented an increase of \$23.8 million, or 4.3%, compared to the same period in the year prior.
 - Medical, surgical, dental, and veterinary instruments, the top subcategory, increased by \$63.9 million (42.0%), while X-ray apparatuses, the second-largest subcategory, grew by \$2.4 million (1.7%).
 - South Korea moved up to become the largest export market for this category, receiving \$87.9 million of goods (up \$56.8 million, or 182.3%). Mexico was second, purchasing \$83.6 million of goods (up \$11.1, or 10.8%).
- **Vehicle and parts** exports increased by 24.1% through March 2026 compared to the same period during the year prior (up \$82.9 million). The top three subcategories were parts and accessories for vehicles (up \$29.6 million, or 27.4%), special purpose vehicles (down \$1.2 million, or 1.7%), and vehicles for transportation (up \$34.5 million, or 120.9%). Canada purchased 30.8% of this category despite a decline of \$20.3 million (13.4%). Morocco was the third-largest recipient, purchasing \$30.5 million (up \$30.4 million, or 19,658.5%).
- Exports of **plastic products** decreased slightly, falling \$2.6 million, or 0.7%, during the first three months of 2026. Canada and Mexico together accounted for \$260.5 million, or 64.8%, of the export volume, followed by Ireland, China, and Costa Rica, ranking third, fourth, and fifth, respectively.

LOOK FORWARD ➤

WISCONSIN EXPORT DESTINATIONS

Sorted by January-March 2026

Country	Full Year 2025	Q1 2025	Q1 2026	%Δ '25-'26	Q1 2016	%Δ '16-'26
Canada	\$7,520,287,099	\$2,020,636,079	\$1,945,539,782	-3.72%	\$1,626,073,594	19.65%
Mexico	\$4,040,740,810	\$1,055,237,888	\$1,044,809,234	-0.99%	\$682,550,794	53.07%
Korea, Republic Of	\$723,657,401	\$152,865,979	\$318,529,932	108.37%	\$111,382,670	185.98%
China	\$1,018,247,129	\$313,968,057	\$246,324,533	-21.54%	\$319,787,046	-22.97%
Germany	\$942,074,479	\$277,540,132	\$243,941,096	-12.11%	\$151,088,384	61.46%
Singapore	\$684,603,382	\$219,261,171	\$216,489,888	-1.26%	\$51,500,634	320.36%
United Kingdom	\$871,712,054	\$287,210,273	\$200,623,530	-30.15%	\$242,083,467	-17.13%
Chile	\$578,953,700	\$135,224,052	\$182,262,109	34.79%	\$49,705,644	266.68%
Netherlands	\$1,043,622,102	\$258,861,073	\$156,869,576	-39.40%	\$117,713,139	33.26%
Czech Republic	\$234,678,590	\$47,666,476	\$154,495,876	224.12%	\$24,941,270	519.44%
Japan	\$735,796,635	\$159,062,697	\$153,298,740	-3.62%	\$226,596,742	-32.35%
Belgium	\$759,512,988	\$221,988,408	\$149,490,808	-32.66%	\$127,645,000	17.11%
Australia	\$670,528,417	\$187,966,143	\$148,330,069	-21.09%	\$133,016,482	11.51%
Thailand	\$321,544,152	\$74,800,783	\$120,840,238	61.55%	\$57,758,198	109.22%
Brazil	\$598,104,925	\$113,366,199	\$110,143,456	-2.84%	\$61,870,407	78.02%
France	\$383,660,725	\$111,448,491	\$92,762,751	-16.77%	\$132,512,580	-30.00%
India	\$445,741,946	\$102,332,559	\$91,479,142	-10.61%	\$61,025,137	49.90%
Taiwan	\$605,765,048	\$195,257,495	\$76,890,872	-60.62%	\$43,939,721	74.99%
Other Countries	\$4,944,405,841	\$1,186,512,373	\$1,121,182,372	-5.51%	\$860,996,419	30.22%
TOTAL	\$27,123,637,423	\$7,121,206,328	\$6,774,304,004	-4.87%	\$5,082,187,328	33.30%

TOP WISCONSIN EXPORT PRODUCTS

Sorted by January-March 2026

Product Category	Full Year 2025	Q1 2025	Q1 2026	%Δ '25-'26	Q1 2016	%Δ '16-'26
Industrial Machinery	\$8,204,949,369	\$2,305,204,342	\$1,980,621,625	-14.08%	\$1,290,790,604	53.44%
Electrical Machinery	\$2,845,342,555	\$734,981,296	\$696,457,438	-5.24%	\$472,784,147	47.31%
Medical and Scientific Inst.	\$2,204,526,585	\$558,026,800	\$581,797,584	4.26%	\$539,464,872	7.85%
Vehicles and Parts	\$1,508,515,266	\$343,726,422	\$426,656,645	24.13%	\$399,698,381	6.74%
Plastic Products	\$1,552,665,878	\$404,457,627	\$401,817,241	-0.65%	\$248,834,300	61.48%
Aircraft & Parts	\$872,995,190	\$244,540,787	\$223,196,595	-8.73%	\$134,817,823	65.55%
Paper Products	\$762,955,971	\$204,996,201	\$189,268,362	-7.67%	\$207,067,151	-8.60%
Pharmaceuticals	\$565,815,032	\$136,112,411	\$169,475,445	24.51%	\$63,380,332	167.39%
Dairy Products, Eggs, Honey	\$468,233,973	\$118,990,306	\$128,619,784	8.09%	\$62,529,595	105.69%
Misc. Edible Preparations	\$534,388,169	\$143,201,246	\$124,019,304	-13.40%	\$73,637,587	68.42%
Misc. Chemical Products	\$550,530,813	\$128,499,447	\$117,076,041	-8.89%	\$93,612,157	25.06%
Iron and Steel	\$545,220,163	\$144,062,996	\$110,683,248	-23.17%	\$95,406,904	16.01%
Albumin Products	\$418,115,802	\$103,808,471	\$107,538,714	3.59%	\$41,779,949	157.39%
Prep. Veg., Fruit, Nuts, etc.	\$368,385,485	\$92,918,750	\$83,365,240	-10.28%	\$75,613,308	10.25%
Organic Chemicals	\$312,226,216	\$69,540,745	\$73,557,544	5.78%	\$96,515,250	-23.79%
Misc. Manufactured Articles	\$268,281,688	\$60,678,465	\$69,639,579	14.77%	\$40,194,328	73.26%
Wood Products	\$225,882,600	\$58,866,585	\$69,222,085	17.59%	\$52,115,189	32.83%
Beverages	\$241,182,676	\$58,892,398	\$59,271,872	0.64%	\$48,816,282	21.42%
Other Products	\$4,673,423,992	\$1,209,701,033	\$1,162,019,658	-3.94%	\$1,045,129,169	11.18%
TOTAL	\$27,123,637,423	\$7,121,206,328	\$6,774,304,004	-4.87%	\$5,082,187,328	33.30%

TOP WISCONSIN IMPORT SOURCES

Sorted by January-March 2026

Country	Full Year 2025	Q1 2025	Q1 2026	%Δ '25-'26	Q1 2016	%Δ '16-'26
Mexico	\$5,188,733,129	\$1,159,526,488	\$3,171,819,008	173.54%	\$643,992,187	392.52%
Canada	\$5,708,050,069	\$1,680,390,539	\$1,364,873,978	-18.78%	\$963,747,436	41.62%
China	\$5,246,670,853	\$1,780,092,994	\$1,014,179,672	-43.03%	\$1,294,641,158	-21.66%
Belgium	\$736,182,476	\$311,249,878	\$811,723,165	160.79%	\$20,800,205	3802.48%
Vietnam	\$3,208,430,837	\$799,765,816	\$754,871,057	-5.61%	\$184,525,499	309.09%
Germany	\$2,599,491,467	\$668,890,403	\$623,959,770	-6.72%	\$322,777,351	93.31%
Taiwan	\$1,284,318,268	\$309,355,299	\$410,501,805	32.70%	\$123,127,240	233.40%
India	\$1,530,514,463	\$421,875,423	\$338,602,654	-19.74%	\$159,884,442	111.78%
Italy	\$997,009,401	\$231,630,722	\$205,462,473	-11.30%	\$134,033,833	53.29%
Korea, Republic Of	\$471,804,303	\$120,980,914	\$182,337,774	50.72%	\$70,821,946	157.46%
France	\$900,003,106	\$127,127,336	\$173,573,401	36.54%	\$111,770,278	55.29%
Thailand	\$568,005,344	\$129,905,697	\$144,829,499	11.49%	\$21,166,726	584.23%
Malaysia	\$617,373,146	\$169,917,356	\$135,848,023	-20.05%	\$38,084,648	256.70%
Spain	\$457,342,408	\$139,205,403	\$132,420,195	-4.87%	\$22,936,958	477.32%
Japan	\$507,639,437	\$132,150,676	\$129,677,444	-1.87%	\$193,097,718	-32.84%
Hungary	\$85,125,143	\$16,160,578	\$121,363,610	650.99%	\$5,819,511	1985.46%
Switzerland	\$506,037,978	\$134,614,068	\$110,614,418	-17.83%	\$37,856,454	192.19%
United Kingdom	\$412,706,296	\$111,981,475	\$100,523,887	-10.23%	\$67,734,087	48.41%
Other Countries	\$5,368,729,539	\$2,098,632,901	\$1,042,263,412	-50.34%	\$776,663,994	34.20%
TOTAL	\$36,394,167,663	\$10,543,453,966	\$10,969,445,245	4.04%	\$5,193,481,671	111.22%

TOP WISCONSIN IMPORT PRODUCTS

Sorted by January-March 2026

Product Category	Full Year 2025	Q1 2025	Q1 2026	%Δ '25-'26	Q1 2016	%Δ '16-'26
Industrial Machinery	\$8,315,767,004	\$2,261,362,980	\$4,068,066,969	79.89%	\$976,916,694	316.42%
Electrical Machinery	\$5,113,623,586	\$1,333,652,945	\$1,276,279,498	-4.30%	\$578,579,265	120.59%
Pharmaceuticals	\$3,744,075,730	\$2,032,979,461	\$1,201,033,127	-40.92%	\$84,583,334	1319.94%
Medical and Scientific Inst.	\$2,027,484,483	\$492,784,914	\$541,719,191	9.93%	\$458,083,061	18.26%
Vehicles and Parts	\$2,574,205,413	\$538,876,749	\$474,086,560	-12.02%	\$233,450,361	103.08%
Plastic Products	\$1,439,327,645	\$372,841,153	\$349,111,530	-6.36%	\$246,965,338	41.36%
Special Classifications	\$1,387,449,009	\$304,986,246	\$336,107,167	10.20%	\$126,100,180	166.54%
Furniture, Bedding, Mattresses	\$829,159,860	\$229,411,647	\$207,421,529	-9.59%	\$212,118,447	-2.21%
Tools and Cutlery	\$701,729,620	\$184,543,605	\$186,508,526	1.06%	\$36,112,391	416.47%
Paper Products	\$726,890,443	\$192,699,298	\$163,859,018	-14.97%	\$112,267,299	45.95%
Apparel Articles, Knit	\$734,556,977	\$170,163,917	\$127,952,071	-24.81%	\$303,559,776	-57.85%
Iron and Steel	\$585,722,642	\$163,997,666	\$122,845,492	-25.09%	\$92,942,118	32.17%
Mineral Fuel	\$396,625,728	\$210,137,108	\$111,588,661	-46.90%	\$36,592,606	204.95%
Apparel Articles, Non-Knit	\$497,333,126	\$145,551,117	\$102,031,661	-29.90%	\$226,809,450	-55.01%
Aluminum	\$370,961,485	\$98,348,421	\$97,658,808	-0.70%	\$36,930,573	164.44%
Wood Products	\$441,941,910	\$121,194,248	\$91,012,859	-24.90%	\$92,130,719	-1.21%
Organic Chemicals	\$283,764,810	\$58,361,373	\$85,419,340	46.36%	\$46,033,148	85.56%
Wood Pulp	\$366,405,399	\$99,256,901	\$82,943,965	-16.44%	\$96,565,106	-14.11%
Other Products	\$5,857,142,793	\$1,532,304,217	\$1,343,799,273	-12.30%	\$1,196,741,805	12.29%
TOTAL	\$36,394,167,663	\$10,543,453,966	\$10,969,445,245	4.04%	\$5,193,481,671	111.22%

LOOK FORWARD ➤