**2020 Highlights**

**February 10, 2021**

* As the COVID-19 virus spread around the world in 2020, it impacted Wisconsin’s international trade in different ways. Some products like lab reagents were in greater demand while orders of hotel/restaurant equipment and supplies dried up. Traditional methods of finding new customers via major tradeshows and international travel were in most cases unavailable and exporters began experimenting with virtual events. Uncertainty affected buying decisions. Production costs rose as manufacturers put new safety measures in place and shipping costs soared due to reduced availability of commercial air flights and increased numbers of empty shipping containers being shuttled around the world to balance supply and demand.

* Wisconsin firms exported $20.5 billion worth of products to 209 countries and customs territories around the world in 2020. That was 5.37% less than in 2019 and 9.75% less than in 2018. Exports from the U.S. as a whole declined by 12.89% and 14.07% during that same time frame. Wisconsin is ranked 20th among the 50 states in exports, up from 22 in 2019.
* Wisconsin’s exports for the month of March were the highest monthly total for the year at $2.04 billion. There was a precipitous drop of 30.39% between March and April when COVID-19 lockdowns significantly affected production and shipping capacity. May saw the lowest monthly total ($1.41 billion) since January 2010 ($1.37 billion). Exports in the second half of the year have been relatively flat.
* Almost half, 42.82%, of Wisconsin’s total exports stayed within North America—30.36% went to Canada and 12.46% went to Mexico in 2020. The 27 members of the European Union accounted for 15.59% of Wisconsin’s exports in and China accounted for 7.58% in 2020.
* Wisconsin’s imports in 2020 totaled $26.85 billion, 5.60% below the total for 2019 and 13.08% below the total for 2018. Wisconsin ranks 21st among the 50 states for imports. Total U.S. imports decline 6.44% in 2020.

**WISCONSIN’S IMPORTS AND EXPORTS: 2018-2020**

In billions $

**WISCONSIN’S TOP EXPORT PRODUCTS: 2020**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Percentage 2020 WI Trade** | **COUNTRY** | **2020** | **2019** | **%Δ ’ 19-‘20** | **2010** | **%Δ ’ 10-‘20** |
| **Ind. Machinery** | $5,249,491,508 | $5,619,251,208 | -6.58% | $6,357,029,613 | -17.42% |
| **Medical/Sci. Instr.** | $2,038,832,069 | $2,048,390,562 | -0.47% | $2,175,244,105 | -6.27% |
| **Elec. Machinery** | $2,018,140,761 | $2,398,429,556 | -15.86% | $2,263,352,081 | -10.83% |
| **Vehicles** | $1,337,406,080 | $1,458,356,918 | -8.29% | $1,090,914,548 | 22.59% |
| **Plastics** | $1,165,771,423 | $1,147,666,680 | 1.58% | $749,588,590 | 55.52% |
| **Other Products** | **$8,694,691,781** | **$8,996,359,728** | **-3.35%** | **$7,164,118,758** | **21.36%** |
| **TOTAL** | **$20,504,333,622** | **$21,668,454,652** | **-5.37%** | **$19,800,247,695** | **3.56%** |

**WISCONSIN’S TOP EXPORT DESTINATIONS: 2020**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Percentage 2020 WI Trade** | **COUNTRY** | **2020** | **2019** | **%Δ ’19-‘20** | **2010** | **%Δ ’10-‘20** |
| **Canada** | $6,226,129,684 | $6,753,895,715 | -7.81% | $6,053,497,321 | 2.85% |
| **Mexico** | $2,554,048,330 | $3,281,841,285 | -22.18% | $2,011,582,051 | 26.97% |
| **China** | $1,553,607,532 | $1,373,152,401 | 13.14% | $1,333,419,496 | 16.51% |
| **Germany** | $726,290,215 | $760,020,045 | -4.44% | $747,306,180 | -2.81% |
| **Japan** | $686,149,352 | $704,443,379 | -2.60% | $730,814,199 | -6.11% |
| **Other Countries** | $8,758,108,509 | $8,795,101,827 | -0.42% | $8,923,628,448 | -1.85% |
| **TOTAL** | **$20,504,333,622** | **$21,668,454,652** | **-5.37%** | **$19,800,247,695** | **3.56%** |

**WISCONSIN’S TOP IMPORT PRODUCTS: 2020**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Percentage 2020 WI Trade** | **COUNTRY** | **2020** | **2019** | **%Δ ’19-‘20** | **2010** | **%Δ ’10-‘20** |
| **Ind. Machinery** | $5,368,955,567 | $5,515,488,170 | -2.66% | 3,148,035,295 | 70.55% |
| **Elec. Machinery** | $3,303,174,969 | $3,275,468,109 | 0.85% | 2,670,149,125 | 23.71% |
| **Pharmaceuticals** | $3,067,230,862 | $3,204,605,025 | -4.29% | 384,213,002 | 698.32% |
| **Medical/Sci. Instr.** | $2,066,233,330 | $2,331,356,347 | -11.37% | 1,289,178,743 | 60.28% |
| **Plastics** | $1,225,288,526 | $1,144,359,935 | 7.07% | 867,322,885 | 41.27% |
| **Other Products** | $11,815,325,797 | $12,968,905,982 | -8.89% | $11,329,701,378 | 4.29% |
| **TOTAL** | **$26,846,209,051** | **$28,440,183,568** | **-5.60%** | **19,688,600,428** | **36.35%** |

**WISCONSIN’S TOP IMPORT SOURCES: 2020**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Percentage 2020 WI Trade** | **COUNTRY** | **2020** | **2019** | **%Δ ’19-‘20** | **2010** | **%Δ ’10-‘20** |
| **China** | $5,554,107,165 | $6,386,100,735 | -13.03% | $4,776,742,946 | 16.27% |
| **Canada** | $4,209,783,395 | $4,338,033,584 | -2.96% | $3,850,503,300 | 9.33% |
| **Mexico** | $2,707,687,498 | $2,837,804,711 | -4.59% | $2,909,757,886 | -6.94% |
| **Belgium** | $2,376,760,923 | $385,743,811 | 516.15% | $84,701,858 | 2706.03% |
| **Germany** | $1,873,538,467 | $1,931,721,002 | -3.01% | $924,533,372 | 102.65% |
| **Other Countries** | $10,124,331,603 | $12,560,779,725 | -19.40% | $7,142,361,066 | 41.75% |
| **TOTAL** | $26,846,209,051 | $28,440,183,568 | **-5.60%** | **$19,688,600,428** | **36.35%** |

**Wisconsin Exports By Country**

* While **Canada**’s purchases from Wisconsin were down two years in a row, the country continues to be the top export destination for Wisconsin exports. Exports of industrial machinery were down by 5.01% after a flat year in 2019. Electrical machinery exports were down by 18.62%. Plastics products posted a 2.76% increase. Wisconsin ranks 11th among the 50 states in total exports to Canada. The nine states ranking ahead of Wisconsin saw double digit decreases. Only New Jersey reported an increase, and that was 0.62%. Total U.S. exports to Canada were down by 12.81%.
* U.S. exports to **Mexico** dropped by 17.11% after a 3.53% decrease in 2019. Even with a 22.18% decrease in Wisconsin exports to Mexico, the state kept its #15 rank in total exports to Mexico. Exports of industrial machinery, electrical machinery, and vehicles and parts were all down, 27.74%, 40.00% and 21.07% respectively. Wisconsin shipments of medical and scientific instruments and iron and steel products grew by 19.95% and 37.26%.
* **China** accounted for the largest increase in Wisconsin’s exports last year, buying just over $180 million worth of goods more from Wisconsin in 2020 than in 2019, an increase of 13.14%. China still ranks third as an export destination behind Canada and Mexico.
* **Germany** is Wisconsin’s largest customer within the European Union, but it’s purchases from Wisconsin were down for a second year by 4.4% in 2020 after a 6.58% decrease in 2019. Industrial machinery declined by 21.94% and medical and scientific instruments slipped 31.21%. Essential oils and cosmetics grew by 137.74% and was the #4 product category exported to Germany in 2020.
* The **United Kingdom** slipped from Wisconsin’s #4 destination to #6. Industrial and electrical machinery dropped by 12.16% and 18.35%. Medical and scientific instruments declined by 4.53%. Aviation and aircraft equipment which had grown substantially in 2019 saw a decline of 82.01% last year.
* The **Netherlands** and **Belgium** are two relatively small markets, but they rank #9 and #10 respectively as destinations for Wisconsin exports. Because of major ports they are important logistical hubs for products that are likely shipped to other destinations within the European Union.
* **Hong Kong** posted the second largest increase, $149 million in additional purchases. That was an increase of 69.96% over the previous year. Aviation and aircraft equipment accounted for a large portion of that growth. Hong Kong ranked as the #1 destination in that category ahead of China. Just over half of Wisconsin’s exports to Hong Kong were part of that sector while 8.25% of Chinese purchases were aviation related.
* **Chile** saw a 55.03% increase with a near doubling of purchases of industrial machinery from Wisconsin. Chilean purchases of construction equipment (specifically earth moving equipment) rose from just $41,200 in 2019 to over $87 million in 2020. Organic chemicals and sugar and confectionery products also increased substantially.
* While Wisconsin’s exports to **Saudi Arabia** in 2020 were very close to what they were in 2010, exports of industrial machinery nearly doubled between 2019 and 2020. There was a substantial increase of almost $100 million in purchases of automated data processing equipment within the industrial machinery category.
* Wisconsin exports to **Japan** in the traditionally strong categories of medical and scientific instruments and industrial machinery declined, but electrical machinery exports were up by 17.90% and vehicles, especially special purpose vehicles, grew by 161.39%.

**Top DESTINATIONS for Wisconsin Exports**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2020**  **RANK** | **COUNTRY** | **EXPORT VALUE** | | | **% CHANGE** | | **2010 RANK** |
| **2020** | **2019** | **2010** | **2019-2020** | **2010-2019** |
| 1 | Canada | $6,226,129,684 | $6,753,895,715 | $6,053,497,321 | -7.81% | 2.85% | 1 |
| 2 | Mexico | $2,554,048,330 | $3,281,841,285 | $2,011,582,051 | -22.18% | 26.97% | 2 |
| 3 | China | $1,553,607,532 | $1,373,152,401 | $1,333,419,496 | 13.14% | 16.51% | 3 |
| 4 | Germany | $726,290,215 | $760,020,045 | $747,306,180 | -4.44% | -2.81% | 4 |
| 5 | Japan | $686,149,352 | $704,443,379 | $730,814,199 | -2.60% | -6.11% | 5 |
| 6 | United Kingdom | $625,725,263 | $804,558,514 | $615,650,263 | -22.23% | 1.64% | 6 |
| 7 | Australia | $567,959,214 | $576,226,918 | $583,243,560 | -1.43% | -2.62% | 7 |
| 8 | South Korea | $508,523,807 | $544,563,808 | $360,055,795 | -6.62% | 41.23% | 14 |
| 9 | Netherlands | $429,415,910 | $451,766,322 | $357,095,650 | -4.95% | 20.25% | 9 |
| 10 | Belgium | $381,308,907 | $418,578,259 | $377,476,595 | -8.90% | 1.02% | 16 |
| 11 | France | $372,997,946 | $434,922,682 | $557,193,151 | -14.24% | -33.06% | 8 |
| 12 | Hong Kong | $360,968,971 | $212,380,944 | $285,622,369 | 69.96% | 26.38% | 13 |
| 13 | Chile | $355,013,729 | $228,996,217 | $422,391,821 | 55.03% | -15.95% | 17 |
| 14 | Brazil | $302,490,868 | $299,407,959 | $558,764,034 | 1.03% | -45.86% | 10 |
| 15 | Thailand | $290,398,706 | $328,220,359 | $228,908,512 | -11.52% | 26.86% | 11 |
| 16 | Italy | $262,126,863 | $312,328,059 | $305,141,760 | -16.07% | -14.10% | 20 |
| 17 | Singapore | $253,629,967 | $235,197,062 | $251,636,028 | 7.84% | 0.79% | 12 |
| 18 | Saudi Arabia | $234,237,738 | $156,263,506 | $237,760,431 | 49.90% | -1.48% | 18 |
| 19 | India | $206,772,606 | $289,097,397 | $235,714,843 | -28.48% | -12.28% | 19 |
| 20 | Taiwan | $201,347,075 | $226,637,889 | $191,403,773 | -11.16% | 5.19% | 15 |
| 21 | Czech Republic | $181,735,250 | $144,358,168 | $64,272,232 | 25.89% | 182.76% | 28 |
| 22 | United Arab Emirates | $170,348,662 | $136,609,971 | $106,260,114 | 24.70% | 60.31% | 38 |
| 23 | Malaysia | $146,888,026 | $153,861,351 | $130,744,044 | -4.53% | 12.35% | 26 |
| 24 | Peru | $145,262,996 | $136,823,692 | $130,849,484 | 6.17% | 11.02% | 30 |
| 25 | Spain | $143,966,106 | $137,563,374 | $130,756,316 | 4.65% | 10.10% | 25 |
| 26 | Russia | $121,203,697 | $111,866,858 | $99,149,450 | 8.35% | 22.24% | 23 |
| 27 | Costa Rica | $110,575,076 | $75,200,516 | $38,248,836 | 47.04% | 189.09% | 44 |
| 28 | Colombia | $108,568,764 | $111,337,564 | $181,635,941 | -2.49% | -40.23% | 36 |
| 29 | Switzerland | $105,119,594 | $60,604,957 | $53,387,263 | 73.45% | 96.90% | 233 |
| 30 | Sweden | $102,255,193 | $119,229,809 | $115,471,080 | -14.24% | -11.45% | 37 |
| 31 | Indonesia | $102,063,898 | $94,905,303 | $73,928,559 | 7.54% | 38.06% | 39 |
| 32 | South Africa | $100,112,019 | $109,461,813 | $157,279,418 | -8.54% | -36.35% | 41 |
| 33 | Vietnam | $96,788,699 | $96,303,769 | $50,821,184 | 0.50% | 90.45% | 24 |
| 34 | Ireland | $95,118,025 | $90,455,253 | $71,203,076 | 5.15% | 33.59% | 59 |
| 35 | Israel | $93,119,814 | $100,494,702 | $62,295,691 | -7.34% | 49.48% | 21 |
|  | Other | $1,582,065,120 | $1,596,878,832 | $1,889,267,175 | -0.93% | -16.26% |  |
|  | TOTAL | $20,504,333,622 | $21,668,454,652 | $19,800,247,695 | -5.37% | 3.56% |  |

**Wisconsin Exports By PRODUCT Category**

* Wisconsin ranks 8th among U.S. states in **industrial machinery** exports. While total U.S. exports in the category declined by 11.41% in 2020, Wisconsin’s exports declined by only 6.58% or $370 million. 10 states saw increases compared to 40 with declines.
  + Spark ignition reciprocating or rotary internal combustion piston engines grew by 4.4% in 2020 and moved ahead of transmission shafts, bearings and gears to be the state’s largest subcategory with the industrial machinery category. Belgium was the destination for 32.0% of those products.
  + Thanks in a large part to purchases from Saudi Arabia, plus growing demand in the Czech Republic, Australia and the United Kingdom, automated data processing equipment saw the greatest growth in dollar terms, an increase of $156 million between 2019 and 2020 or 61.27%.
  + The construction equipment subcategory grew by $102 million or 62.02%.
* Even though **medical and scientific instruments** exports were relatively flat, down by just 0.47%, the category moved up one spot to become the state’s #2 export category.
  + Medical/surgical/dental/veterinary equipment exports were down by 12.80% and X-ray apparatus were down by 8.93%.
  + Instruments for physical or chemical analysis, heat, sound or light grew by 9.61%.
  + All of Wisconsin’s top three export destinations bought more medical and scientific instruments in 2020 than in 2019. China bought the most at $347 million (up 14.12%) followed by Canada with $160 million (up 2.99%), and Mexico with $148 million (up 19.95%).
  + The subcategory that includes therapeutic respiration and artificial respiration devices grew by $85 million from $41 million in 2019 to $128 million in 2020.
  + Non-optical microscopes and diffraction apparatus had the greatest decline, dropping from $27 million in 2019 to just $1.5 million in 2020.
* **Electrical machinery** had been Wisconsin’s #2 export category since 2017, but due to a decline of over $380 million or 15.86%, the category fell to the #3 spot in 2020.
  + Several subcategories saw substantial growth. Telecommunication equipment grew by 57.79%. Integrated circuits and micro assemblies grew by 88.72%, parts of electrical motors and generators grew by 63.38%.
  + The category of battery waste and scrap, the vast majority of which goes to Mexico, dropped by 80.33%.
* Decreased exports in the **auto parts** subcategory to Canada and Mexico, down 22.08% and 24.71% respectively, were a major factor in Wisconsin’s decreased vehicle exports.
* **Organic chemicals** and **miscellaneous chemicals** were the two high-level product categories that posted the greatest increase by dollar value between 2019 and 2020, growing by $70.7 million and $70.4 million respectively. Canada and Germany are the top markets for chemicals products.
* **Plastics** saw modest growth of 1.58%. Miscellaneous plastic parts, about half of which go to Canada or Mexico, grew by 13.93%. Exports of plastic products to Costa Rica grew by 148.40% moving that country to the #4 position behind China.
* Shipments of **aircraft and aviation** parts grew by 3.79%.

**Top ProductS Exported from Wisconsin**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2020**  **RANK** | **PRODUCT** | **EXPORT VALUE** | | | **% CHANGE** | | **2010 RANK** |
| **2020** | **2019** | **2010** | **2019-2019** | **2010-2020** |
| 1 | Industrial Machinery | $5,249,491,508 | $5,619,251,208 | $6,357,029,613 | -6.58% | -17.42% | 1 |
| 2 | Medical and Scientific Instruments | $2,038,832,069 | $2,048,390,562 | $2,175,244,105 | -0.47% | -6.27% | 3 |
| 3 | Electric Machinery | $2,018,140,761 | $2,398,429,556 | $2,263,352,081 | -15.86% | -10.83% | 2 |
| 4 | Vehicles and Parts | $1,337,406,080 | $1,458,356,918 | $1,090,914,548 | -8.29% | 22.59% | 4 |
| 5 | Plastic Products | $1,165,771,423 | $1,147,666,680 | $749,588,590 | 1.58% | 55.52% | 6 |
| 6 | Paper Products | $723,253,657 | $814,009,946 | $835,795,774 | -11.15% | -13.47% | 5 |
| 7 | Aircraft, Spacecraft and Parts | $575,307,294 | $554,321,599 | $232,862,653 | 3.79% | 147.06% | 12 |
| 8 | Misc. Chemical Products | $530,599,814 | $460,232,033 | $242,987,525 | 15.29% | 118.37% | 11 |
| 9 | Articles of Iron or Steel | $385,336,888 | $392,616,652 | $308,830,676 | -1.85% | 24.77% | 9 |
| 10 | Misc. Edible Preparations | $343,226,756 | $344,706,157 | $200,488,306 | -0.43% | 71.20% | 15 |
| 11 | Pharmaceuticals | $315,746,453 | $351,225,945 | $220,281,846 | -10.10% | 43.34% | 13 |
| 12 | Prepared Vegetables, Fruit, Nuts | $315,594,818 | $361,834,342 | $130,543,042 | -12.78% | 141.76% | 19 |
| 13 | Organic Chemicals | $277,993,152 | $207,288,244 | $102,358,658 | 34.11% | 171.59% | 24 |
| 14 | Dairy Products/Eggs/Honey | $263,402,176 | $237,868,818 | $212,887,921 | 10.73% | 23.73% | 14 |
| 15 | Starch/Glue/Enzymes | $256,952,786 | $201,983,394 | $95,165,077 | 27.21% | 170.01% | 27 |
| 16 | Printed Matter | $245,724,766 | $241,083,339 | $340,725,210 | 1.93% | -27.88% | 8 |
| 17 | Wood Products | $244,272,277 | $237,260,122 | $184,203,645 | 2.96% | 32.61% | 16 |
| 18 | Essential Oils, Perfumes | $231,801,950 | $217,820,493 | $126,817,209 | 6.42% | 82.78% | 20 |
| 19 | Prepared Meat and Seafood | $224,240,399 | $223,257,364 | $99,363,562 | 0.44% | 125.68% | 26 |
| 20 | Prepared Cereal/Flour/Starch | $220,748,138 | $151,192,327 | $176,620,335 | 46.00% | 24.98% | 17 |
| 21 | Furniture/Bedding/Lamp | $213,328,851 | $255,231,895 | $257,229,611 | -16.42% | -17.07% | 10 |
| 22 | Oil Seeds | $188,526,842 | $161,866,707 | $157,828,798 | 16.47% | 19.45% | 18 |
| 23 | Beverages/Spirits/Vinegar | $185,971,971 | $212,780,904 | $101,585,446 | -12.60% | 83.07% | 25 |
| 24 | Misc. Base Metal Products | $182,995,249 | $190,888,746 | $114,492,194 | -4.14% | 59.83% | 23 |
| 25 | Other Products of Animal Origin | $178,823,242 | $141,112,615 | $46,962,791 | 26.72% | 280.78% | 33 |
| 26 | Salt/Stone/Cement/Plaster | $159,855,442 | $224,763,054 | $51,271,956 | -28.88% | 211.78% | 32 |
| 27 | Food Industry Waste/Animal Feed | $147,099,372 | $152,065,263 | $88,329,140 | -3.27% | 66.54% | 29 |
| 28 | Meat Products | $146,620,730 | $144,293,350 | $91,339,339 | 1.61% | 60.52% | 28 |
| 29 | Tanning and Dyes/Paint/Ink | $138,141,981 | $152,867,255 | $116,341,620 | -9.63% | 18.74% | 22 |
| 30 | Miscellaneous Manufactured Articles | $132,829,934 | $139,600,820 | $37,885,675 | -4.85% | 250.61% | 34 |
| 31 | Wadding/Felt/Yarn/Rope | $126,882,671 | $105,810,912 | $88,124,882 | 19.91% | 43.98% | 30 |
| 32 | Soap/Waxes/Polishes/Candles | $125,935,720 | $126,034,002 | $126,711,803 | -0.08% | -0.61% | 21 |
| 33 | Rubber Products | $120,965,956 | $127,739,251 | $69,757,959 | -5.30% | 73.41% | 31 |
| 34 | Cereals | $114,291,972 | $152,358,321 | $522,982,390 | -24.98% | -78.15% | 7 |
| 35 | Sugars/Confectionary | $99,177,367 | $92,780,607 | $34,869,970 | 6.89% | 184.42% | 35 |
|  | Other | $1,279,043,157 | $1,619,465,251 | $10,608,976 | -21.02% | 11956.24% |  |
|  | **TOTAL** | **$20,504,333,622** | **$21,668,454,652** | **$18,062,382,926** | **-5.37%** | **13.52%** |  |

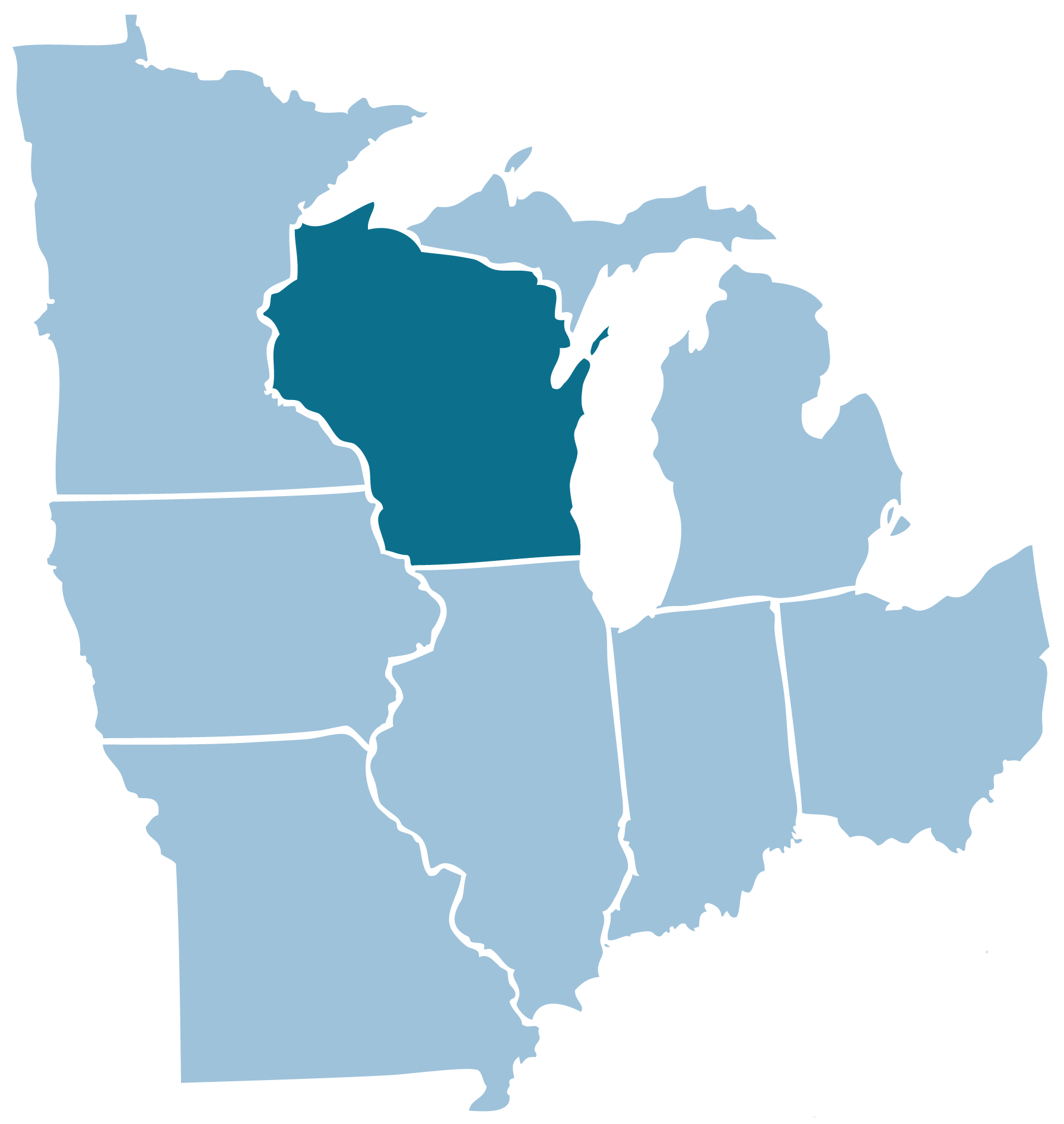
**“Super-Categories” ExportED FROM WISCONSIN**

**(**Super-categories combine multiple two-, four- and six-digit HS code categories. Some products may be included in more than one super-category.)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2019**  **RANK** | **COUNTRY** | **EXPORT VALUE** | | | **% CHANGE** | | **2010**  **RANK** |
| **2020** | **2019** | **2010** | **2019-2020** | **2010-2020** |
| **1** | Water Technology | $4,242,573,009 | $4,362,512,956 | $3,697,087,421 | -2.75% | 14.75% | 2 |
| **2** | Energy, Power & Control | $3,795,200,559 | $4,166,094,816 | $4,260,153,349 | -8.90% | -10.91% | 1 |
| **3** | Agricultural Products | $3,368,728,096 | $3,323,274,867 | $2,584,688,633 | 1.37% | 30.33% | 3 |
| **4** | Biotech and Life Sciences | $2,765,485,385 | $2,828,004,873 | $2,399,977,966 | -2.21% | 15.23% | 4 |
| **5** | Aviation/Aerospace | $640,710,665 | $686,774,659 | $279,492,464 | -21.01% | 129.24% | 5 |

* Several major sectors of Wisconsin’s economy produce goods that fall into multiple categories as defined by the Harmonized System (HS) of codes used to classify exports. When combined into “super-categories,” several of these could rank among Wisconsin’s top export categories, after industrial machinery.
* The **water technology** sector includes a wide variety of equipment used in the filtering, distribution, measuring and use of water. Top markets for Wisconsin exports within this category match the state’s overall export ranking—Canada (22.75% of the total), Mexico (19.98%), China (7.56%) and Germany (5.45%). Canada and Mexico saw declines, while China and Germany bought more in 2020 than in 2019.
* The **energy, power and control** sector is the only super-category that exported less in 2020 than in 2010. Outboard engines is the largest product subcategory posting exports of $351 million in 2020 or 9.26% of the sector total. Spark ignition reciprocating or rotary internal combustion piston engines is the #2 subcategory with $202 million or 5.32%. Canada accounts for 26.50% of purchases in the sector.
* The **agricultural products** super-category includes both bulk commodities and processed foods as well as some specialty products. Miscellaneous edible preparations is the largest subcategory, accounting for 10.19% of the “super-category”, 0.43% less than in 2019. Prepared vegetables and fruit is the second largest subcategory. It declined by 12.78%. Dairy products ranks third and grew by 10.73%. Canada is the dominant market for Wisconsin agricultural products, accounting for 37.05% of the 2020 total. China ranks #2 at 8.16%.
* The **biotech and life sciences products** super-category saw a slight decrease from 2019 to 2020. Composite diagnostic and non-pharmaceutical lab reagents saw growth of 33.26%. China is the leading market, followed by Canada and Japan.
* Aircraft and parts make up the vast majority of the **aviation/aerospace** super-category. That subcategory grew by 3.78%, but a number of smaller subcategories of instrumentation, navigation and communication systems saw significant decreases. As was mentioned earlier, purchases from Hong Kong and China had an oversized impact on the category. Exports to Luxembourg jumped from just under $10 thousand in 2019 to $14.5 million in 2020. In November 2020 the small European country announced its plans to develop a European Space Resources Innovation Centre (ESRIC) to oversee the exploration and exploitation of extra-terrestrial resources.

**WISCONSIN’S Exports Compared to other States**



**MN  
#21  
-9.52%**

**MI  
#8  
-21.15%**

**IA  
#29  
-4.43**

**%**

**IN  
#13  
-10.18%**

**IL  
#5  
-10.40%**

**OH  
#7  
-15.39%**

**MO  
#27  
-4.74%**

* Only six states saw an increase in their exports in 2020. Nevada’s exports grew by 15.29% thanks in a large part to a nearly $3 million increase in yacht exports. South Dakota, Utah, Colorado, Oregon and New Jersey experienced growth between 1.50% and 6.58%.
* Of the neighboring states, only Missouri and Iowa saw a smaller decrease in exports than Wisconsin.

**Wisconsin leads the U.S. in the export of:**

* Marine outboard engines (HS 840721) – 78.07% of the U.S. total
* Bovine semen (HS 051110) – 63.74% of the U.S. total
* Automatic laundry-type washing machinery (HS 845011) – 62.05% of the U.S. total
* Arc welding machinery (HS 851539) – 57.36% of the U.S. total
* Pulp and paper machinery (HS 844180) – 52.50% of the U.S. total
* Prepared cranberries (HS 200893) – 48.45% of the U.S. total
* Fresh or dried ginseng roots (HS 121120) – 48.17% of the U.S. total
* Vertical plane lawn mowers (HS 843319) – 46.58% of the U.S. total
* Newspapers appearing less than four times a week (HS 490290) – 42.48% of the U.S. total
* Prepared/preserved sweet corn (HS 200580) – 42.20% of the U.S. total
* Fire fighting vehicles (HS 870530) – 41.28% of the U.S. total
* Silica and quartz sands (HS 250510) – 40.00% of the U.S. total
* Blue-veined cheese (HS 040640) – 39.60% of the U.S. total
* Bicycles (HS 871200) – 39.29% of the U.S. total
* Mink furskins (HS 430110) – 35.35% of the U.S. total
* Parts of milking machines and dairy machinery (HS 843490) – 35.28% of the U.S. total
* Generating sets with spark-ignition internal combustion piston engines (HS 850220) – 34.81% of the U.S. total
* Parts of metal locks (HS 830160) – 32.25% of the U.S. total
* Parts of pulp and paper machinery (HS 844190) – 30.18% of the U.S. total
* Stainless steel kitchen and table articles (HS 732393) – 29.52% of the U.S. total
* Sausages (HS 160100) – 26.16% of the U.S. total
* Parts and accessories of motorcycles (HS 871410) – 21.80% of the U.S. total
* Horizontal plane lawn mowers (HS 843311) – 18.73% of the U.S. total
* X-ray generators, control panels, examination/treatment tables/chairs (HS 902290) – 18.20% of the U.S. total
* Paper, wadding and webs of cellulose fibers (HS 481190) – 14.04% of the U.S. total
* Parts of machinery for sorting/processing earth, stone, minerals (HS 847490) – 12.10% of the U.S. total
* Packing or wrapping machinery (HS 842240) – 10.26% of the U.S. total

**Wisconsin ranks second in these categories:**

* Computed tomography apparatus (HS 902212) – 35.20% of the U.S. total, after Illinois
* Durum wheat, other than seed (HS 100119) – 30.79% of the U.S. total, after Minnesota
* Lactose and lactose syrup (HS 170211) - 20.94% of the U.S. total, after California
* Paper facial tissues and towels (HS 481820) – 19.40% of the U.S. total, after Ohio
* Laundry-type drying machines (HS 845129) – 17.68% of the U.S. total, after Ohio
* Whey and modified whey (HS 040410) – 17.45% of the U.S. total, after California
* Heparin and its salts (HS 300190) – 14.99% of the U.S. total, after Ohio
* Sanitary pads, tampons and diapers for babies (HS 961900) – 13.55% of the U.S. total, after Ohio
* X-rays devices for medical, surgical or veterinary uses (HS 902214) – 9.48% of the U.S. total after California

**Wisconsin Imports**

* Wisconsin’s total imports decreased by 5.60% in 2020 after decreasing 7.92% in 2019. Total U.S. imports declined by 6.44% and 1.58% in those same years.
* The decline in Wisconsin’s imports from China was even greater, 13.03% in 2020 and 21.70% in 2019. China supplied 20.69% of Wisconsin’s imports in 2020 compared to 22.45% in 2019 and 26.40% in 2018. The product categories imported from China that saw the greatest decrease from 2019 to 2020 included:
  + Electrical machinery, down 19.42% or $ 263 million.
  + Footwear, down 49.31% or $185 million.
  + Knit apparel, down 62.2% or $105 million.
  + Non-knit apparel, down 53.24% or $83 million.
* Rather than importing less in these categories, it appears more likely that Wisconsin importers shifted to suppliers in other southeast Asian countries.
  + Imports of electrical machinery from Vietnam grew by $98 million.
  + Imports from Malaysia grew by $93 million.
  + Imports from Thailand grew by $27 million.
  + Imports from Taiwan grew by $24 million.
* Product categories that experienced increased imports from China included:
  + Industrial machinery, up $39 million or 2.76%.
  + Plastic products, up $25 million or 10.10%.
* Canada ranks #2 as a source for Wisconsin imports with $4.2 billion. Plastic products account for 10.72% of the total followed by industrial machinery at 10.69%, wood products at 9.12% and paper products at 7.60%.
* Mexico ranks #3 with $2.7 billion. Leading categories include electrical machinery at 20.51%, medical and scientific instruments at 18.97%, and industrial machinery at 16.36%.
* Industrial machinery accounts for 20.00% of Wisconsin’s imports. In both 2019 and 2020, hand tools were the largest subcategory representing 12.20% of the category. Transmission shaft, bearings and gears is the second largest subcategory, followed by taps, cocks and valves. China ranks #1 as a supplier of industrial machinery imported into Wisconsin followed by Germany and Canada.
* Electrical machinery is the #2 category. Electrical transformers and static converters is the leading subcategory. Prepared unrecorded media for sound ranked #2.
* Starting in 2015, Wisconsin imported large quantities of pharmaceutical products from Ireland. They peaked in 2017 at $3.3 billion but only amounted to $168 million in 2020. Belgium went from supplying $160 million in 2019 to $2.23 billion in 2020, an increase of 1,296.93%. Belgium went from being the #14 supplier of Wisconsin imports to #4 in just one year.

**Top SourceS OF Wisconsin IMports**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2020**  **RANK** | **COUNTRY** | **IMPORT VALUE** | | | **% CHANGE** | | **2010 RANK** |
| **2020** | **2019** | **2010** | **2019-2020** | **2010-2020** |
| 1 | China | $26,846,209,051 | $28,440,183,568 | $19,688,600,428 | -13.03% | 16.27% | 1 |
| 2 | Canada | $5,554,107,165 | $6,386,100,735 | $4,776,742,946 | -2.96% | 9.33% | 2 |
| 3 | Mexico | $4,209,783,395 | $4,338,033,584 | $3,850,503,300 | -4.59% | -6.94% | 3 |
| 4 | Ireland | $2,707,687,498 | $2,837,804,711 | $2,909,757,886 | 516.15% | 2706.03% | 30 |
| 5 | Germany | $2,376,760,923 | $385,743,811 | $84,701,858 | -3.01% | 102.65% | 4 |
| 6 | Vietnam | $1,873,538,467 | $1,931,721,002 | $924,533,372 | 21.87% | 214.25% | 10 |
| 7 | Italy | $1,260,874,949 | $1,034,573,701 | $401,230,673 | -1.34% | 20.56% | 5 |
| 8 | Japan | $798,803,616 | $809,689,557 | $662,553,317 | 7.68% | 76.37% | 8 |
| 9 | United Kingdom | $779,203,625 | $723,606,036 | $441,794,327 | -21.25% | 55.31% | 6 |
| 10 | India | $728,324,887 | $924,887,153 | $468,949,804 | -11.65% | 46.70% | 7 |
| 11 | Taiwan | $653,932,244 | $740,161,552 | $445,756,173 | 20.99% | 67.93% | 12 |
| 12 | France | $474,342,291 | $392,042,136 | $282,468,285 | 42.32% | 84.70% | 14 |
| 13 | South Korea | $454,356,143 | $319,244,591 | $245,999,246 | -8.26% | 0.15% | 9 |
| 14 | Belgium | $438,449,251 | $477,943,878 | $437,781,753 | -51.35% | 59.76% | 16 |
| 15 | Malaysia | $378,664,965 | $778,419,456 | $237,020,085 | -85.49% | 540.24% | 38 |
| 16 | Netherlands | $338,462,356 | $2,332,705,650 | $52,864,660 | 27.91% | 367.69% | 33 |
| 17 | Switzerland | $333,162,261 | $260,468,219 | $71,235,850 | -13.20% | 83.19% | 19 |
| 18 | Spain | $237,947,053 | $274,140,409 | $129,893,058 | 25.90% | 127.19% | 27 |
| 19 | Turkey | $225,398,200 | $179,024,419 | $99,212,636 | -19.57% | 79.56% | 23 |
| 20 | Indonesia | $216,131,209 | $268,722,953 | $120,364,341 | -18.32% | -37.27% | 11 |
| 21 | Philippines | $201,331,387 | $246,484,458 | $320,974,647 | 12.07% | 143.69% | 31 |
| 22 | Finland | $191,873,058 | $171,210,321 | $78,736,507 | -28.01% | 171.82% | 34 |
| 23 | Bangladesh | $184,308,351 | $256,022,990 | $67,805,509 | -9.18% | -26.27% | 15 |
| 24 | Thailand | $174,935,646 | $192,615,225 | $237,265,325 | 4.80% | 27.25% | 18 |
| 25 | Denmark | $167,077,614 | $159,424,142 | $131,297,913 | -6.57% | 29.35% | 20 |
| 26 | Austria | $166,830,080 | $178,569,845 | $128,977,406 | -27.73% | 75.16% | 29 |
| 27 | Israel | $154,906,011 | $214,345,440 | $88,437,026 | -18.45% | -44.91% | 17 |
| 28 | Guatemala | $119,001,901 | $145,920,543 | $216,020,662 | 9.14% | -2.35% | 25 |
| 29 | Sweden | $112,533,250 | $103,110,907 | $115,241,416 | 22.55% | 154.20% | 41 |
| 30 | Australia | $101,447,624 | $82,778,406 | $39,908,622 | 14.25% | 12.19% | 28 |
| 31 | Brazil | $99,840,303 | $87,389,288 | $88,992,240 | 51.49% | -8.20% | 26 |
| 32 | Poland | $98,499,424 | $65,021,318 | $107,294,985 | -21.41% | -70.79% | 13 |
| 33 | New Zealand | $80,411,105 | $102,317,713 | $275,307,382 | -41.53% | -45.06% | 21 |
| 34 | Czech Republic | $70,331,619 | $120,287,918 | $128,018,700 | 29.75% | 32.95% | 39 |
| 35 | Cambodia | $66,192,262 | $51,013,989 | $49,787,063 | -16.41% | 92.60% | 44 |
|  | Other | $751,425,959 | $790,474,735 | $937,249,639 | -4.94% | -19.83% |  |
|  | **TOTAL** | **$26,846,209,051** | **$28,440,183,568** | **$19,688,600,428** | **-5.60%** | **36.35%** |  |

**Top Products IMPORTED INTO Wisconsin**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2020**  **RANK** | **COUNTRY** | **IMPORT VALUE** | | | **% CHANGE** | | **2010**  **RANK** |
| **2020** | **2019** | **2010** | **2019-2020** | **2010-2020** |
| 1 | Industrial Machinery | $5,368,955,567 | $5,515,488,170 | $3,148,035,295 | -2.66% | 70.55% | 1 |
| 2 | Electrical Machinery | $3,303,174,969 | $3,275,468,109 | $2,670,149,125 | 0.85% | 23.71% | 2 |
| 3 | Pharmaceuticals | $3,067,230,862 | $3,204,605,025 | $384,213,002 | -4.29% | 698.32% | 14 |
| 4 | Medical/Scientific Instruments | $2,066,233,330 | $2,331,356,347 | $1,289,178,743 | -11.37% | 60.28% | 4 |
| 5 | Plastics Products | $1,225,288,526 | $1,144,359,935 | $867,322,885 | 7.07% | 41.27% | 6 |
| 6 | Vehicles and Parts | $1,150,163,449 | $1,350,573,465 | $978,943,081 | -14.84% | 17.49% | 5 |
| 7 | Knit or Crochet Apparel | $912,104,801 | $1,222,789,827 | $1,463,301,649 | -25.41% | -37.67% | 3 |
| 8 | Furniture/Bedding/Lamps | $840,291,900 | $903,764,924 | $718,753,752 | -7.02% | 16.91% | 8 |
| 9 | Special Classifications | $804,655,708 | $739,746,085 | $454,879,540 | 8.77% | 76.89% | 12 |
| 10 | Non-Knit Apparel | $540,526,874 | $750,530,448 | $724,256,721 | -27.98% | -25.37% | 7 |
| 11 | Paper Products | $472,902,129 | $488,974,655 | $518,635,499 | -3.29% | -8.82% | 9 |
| 12 | Iron or Steel Products | $466,204,582 | $435,049,394 | $342,509,963 | 7.16% | 36.11% | 15 |
| 13 | Wood Products | $462,012,001 | $406,514,049 | $307,217,688 | 13.65% | 50.39% | 17 |
| 14 | Textiles/Needlecraft Sets | $433,805,766 | $408,937,007 | $334,952,078 | 6.08% | 29.51% | 16 |
| 15 | Misc. Base Metal Products | $335,194,907 | $307,709,272 | $223,245,229 | 8.93% | 50.15% | 18 |
| 16 | Toys/Games/Sporting Goods | $302,376,240 | $386,687,231 | $453,812,013 | -21.80% | -33.37% | 13 |
| 17 | Iron/Steel Products | $276,903,150 | $289,183,674 | $219,739,879 | -4.25% | 26.01% | 19 |
| 18 | Metal Tools/Cutlery | $276,789,362 | $279,274,778 | $161,440,661 | -0.89% | 71.45% | 25 |
| 19 | Wood Pulp | $276,326,671 | $303,241,963 | $510,940,579 | -8.88% | -45.92% | 10 |
| 20 | Misc. Chemical Products | $272,142,973 | $224,429,774 | $183,375,382 | 21.26% | 48.41% | 22 |
| 21 | Footwear | $266,897,343 | $470,286,940 | $475,880,767 | -43.25% | -43.92% | 11 |
| 22 | Organic Chemicals | $249,155,436 | $277,853,050 | $193,252,004 | -10.33% | 28.93% | 20 |
| 23 | Mineral Fuel/Oil | $233,249,736 | $369,589,479 | $161,331,217 | -36.89% | 44.58% | 26 |
| 24 | Rubber Products | $222,005,525 | $184,005,730 | $188,617,577 | 20.65% | 17.70% | 21 |
| 25 | Aluminum Products | $192,802,267 | $183,338,825 | $171,515,902 | 5.16% | 12.41% | 24 |
| 26 | Misc. Edible Preparations | $186,203,320 | $154,445,485 | $141,684,081 | 20.56% | 31.42% | 28 |
| 27 | Albuminoidal Substances/Modified Starch/Glue/Enzymes | $159,159,655 | $145,153,457 | $135,485,250 | 9.65% | 17.47% | 29 |
| 28 | Meat Products | $119,481,142 | $143,238,246 | $75,098,970 | -16.59% | 59.10% | 36 |
| 29 | Soap/Wax/Polishes/Candles | $114,362,828 | $102,760,208 | $96,228,132 | 11.29% | 18.85% | 31 |
| 30 | Stone/Plaster/Cement Items | $109,687,554 | $116,099,600 | $80,322,006 | -5.52% | 36.56% | 34 |
| 31 | Glass Products | $104,665,276 | $124,019,413 | $73,328,158 | -15.61% | 42.74% | 38 |
| 32 | Edible Vegetables/Roots and Tubers | $100,296,080 | $119,084,761 | $30,796,651 | -15.78% | 225.67% | 33 |
| 33 | Fertilizers | $91,724,674 | $94,178,964 | $142,351,730 | -2.61% | -35.56% | 27 |
| 34 | Printed Matter | $88,433,504 | $103,277,094 | $61,589,264 | -14.37% | 43.59% | 35 |
| 35 | Copper Products | $88,023,394 | $85,044,803 | $54,334,948 | 3.50% | 62.00% | 42 |
|  | Other | $1,666,777,550 | $1,799,123,381 | $1,651,881,007 | -7.36% | 0.90% |  |
|  | **TOTAL** | **$26,846,209,051** | **$28,440,183,568** | **$19,688,600,428** | **-5.60%** | **36.35%** |  |

**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, MA, that converts the raw census data into a more user-friendly format, <http://www.wisertrade.org/>.