

# U.S. SERVICES EXPORTS BOOSTING THE ECONOMY

## WISCONSIN

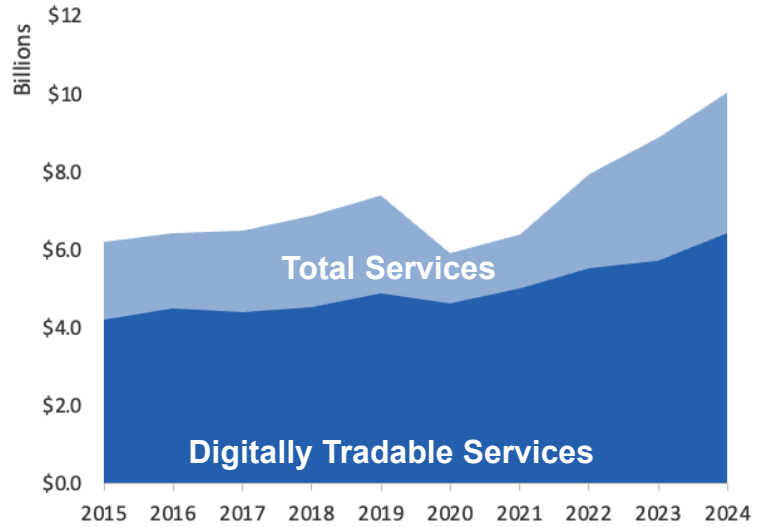
### U.S. Services Supply the World

Wisconsin has seen a rise in services exports, boosting state economic growth and jobs. In 2024, U.S. services exports neared \$1.2 trillion and the U.S. services trade surplus was \$293 billion.

U.S. services industries are the most competitive and innovative in the world. They provide new economic opportunities and contribute to the successful production of manufacturing and agriculture in the United States and abroad.

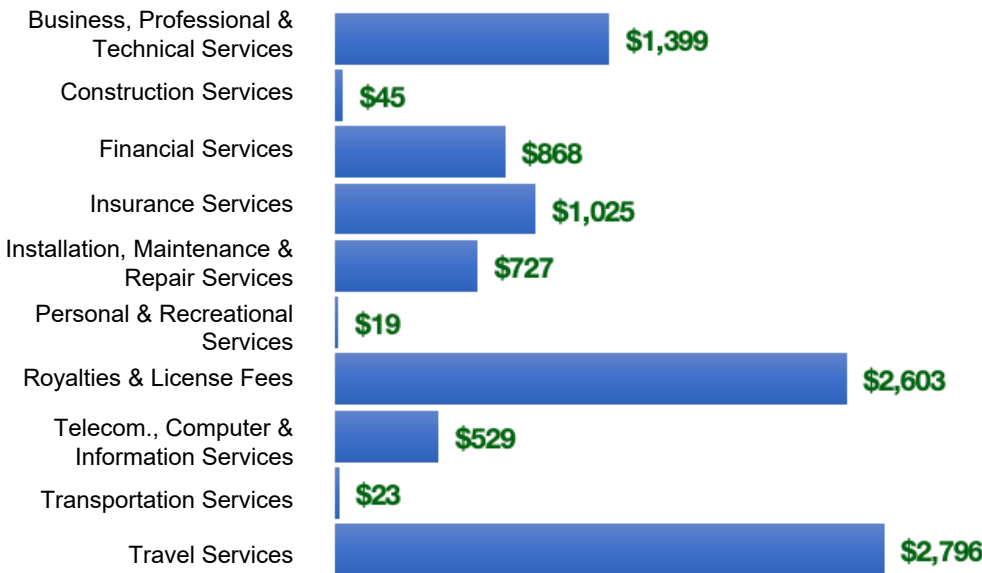
Type	2015	2019	2020	2024
Total Services	\$6.2B	\$7.4B	\$5.9B	\$10B
Digitally Tradable	\$4.2B	\$4.9B	\$4.6B	\$6.4B

### Wisconsin Services Exports



## Wisconsin Services Exports Support 57,200 Jobs, Including 23,700 from Digitally Tradable Services

### WI Services Exports by Sector, 2024 (\$ millions)



### WI Services Exports to Select Markets, 2024

- To China:** \$579 million in services exports supporting 4,180 jobs
- To Canada:** \$777 million in services exports supporting 5,210 jobs
- To Mexico:** \$514 million in services exports supporting 3,540 jobs

### WI Digital Services Exports to Select Markets, 2024

- To EU:** \$2.0 billion in services exports supporting 6,580 jobs
- To UK:** \$659 million in services exports supporting 2,730 jobs
- To Africa:** \$57 million in services exports supporting 240 jobs

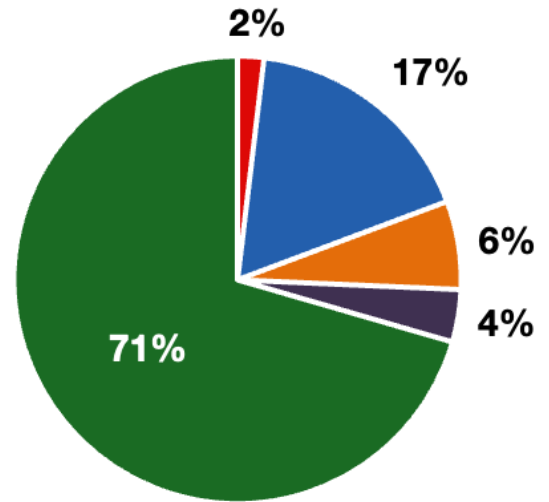
\*Sources: National data from the U.S. Bureau of Economic Analysis, state export and jobs data from Trade Partnership Worldwide. Copyright 2026. The Coalition of Services Industries. All rights reserved.

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### Services Fuel U.S. Jobs and Growth

Services fuel America's economic growth and jobs, generating more than 79 percent of employment in the United States and 75 percent of GDP. Services are a major component of the manufacturing and agricultural sectors, and they boost the competitiveness of those sectors.

In Wisconsin, services accounted 71% percent of all jobs in 2024. The top services sector for employment was education services, health care and social assistance, which alone employed 728,280 Wisconsin workers.



■ Services 
 ■ Agriculture 
 ■ Manufacturing 
 ■ Construction 
 ■ Public Administration

### Wisconsin Services Industries Employ 2.2 million Workers

### Wisconsin Jobs by Sector and Services Subsector, 2024

Agriculture, Forestry, & Mining	58,600
Construction	198,000
Manufacturing	538,000
Public Administration	116,970
<b>Total Services</b>	<b>2.2 million</b>
<i>Wholesale Trade</i>	60,800
<i>Retail Trade</i>	348,000
<i>Transportation, Warehousing, &amp; Utilities</i>	144,000
<i>Information</i>	35,600
<i>Finance, Insurance, &amp; Real Estate</i>	185,000
<i>Professional, Scientific, &amp; Management</i>	309,000
<i>Education, Health Care, &amp; Social Assistance</i>	728,000
<i>Arts, Entertainment, Accommodation, &amp; Food</i>	236,000
<i>Other Services</i>	132,000