The Wine Industry Boosts the Michigan Economy by $8.96 Billion in 2025

The production, distribution, sales, and consumption of wine in Michigan benefits many sectors state's economy and generates close to $8.96 billion in total economic activity. This ultimate value-added product preserves agricultural land, provides American jobs, attracts tourists, generates taxes, and enhances the quality of life.

Economic Impact of the Wine Industry in Michigan

	Direct	Supplier	Induced	Total
Jobs	28,113	11,687	13,139	52,939
Wages	$1,072,126,000	$848,813,600	$847,242,800	$2,768,182,400
Output	$3,660,814,600	$2,583,193,500	$2,711,654,000	$8,955,662,100
Business Taxes				$1,125,979,300
Consumption Taxes				$193,634,800

Total Output: The wine industry generates close to $8.96 billion in total economic activity in the State of Michigan, dramatically illustrating that wine is the ultimate value-added beverage. The broader economic impact flows throughout the state, generating business for firms seemingly unrelated to the wine industry. Real people, with real jobs, working in industries as varied as farming, banking, accounting, manufacturing, packaging, transportation, printing, and advertising depend on the wine industry for their livelihoods.

State Reach: The Michigan wine industry includes a total of 279 wine producers[1] as well as 13,346 acres of vineyards.[2]

Job Creation: The Michigan wine industry directly employs as many as 28,113 people, and generates an additional 11,687 jobs in supplier and ancillary industries which supply goods and services to the industry, and whose sales depend on the wine industry's economic activity. Ultimately, 52,939 jobs are created and supported by the wine industry.

Wage Generation: The Michigan wine industry provides good jobs, paying an average of $52,300 in annual wages and benefits. The total wages generated by direct, indirect, and induced economic activity driven by the wine industry are $2.77 billion.

Tourist Activity: The Michigan wine industry is a major magnet for tourists and tourism-driven expenses. Michigan's "wine country" regions generates 1.73 million tourist visits and $330.55 million in annual tourism expenditures, benefiting local economies and tax bases.

Tax Revenues: The Michigan wine industry generates sizeable tax revenues on the local, state, and national levels. In 2025, the industry will pay nearly $475.55 million in state and local taxes, and $650.43 million in federal taxes for a total of $1.13 billion. In addition, the industry generates approximately $26.55 million federal consumption taxes and $167.08 million in state consumption taxes which include excise and sales taxes.

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[1] Throughout this study, the winery count refers to the number of winery facilities. A single winery may have multiple facilities throughout the state or country. Each of these facilities is included in the winery count.

[2] Vineyard acres refer to farmland being used to grow winegrapes statewide.