

Economic Impact of Wine Industry
2025 Data
New Mexico



Direct Economic Impact			
	Jobs	Wages	Output
Winery ¹	615	\$29,964,400	\$236,847,800
Wholesale	192	\$11,623,300	\$62,687,200
Retail	3,618	\$133,819,800	\$354,503,700
Associations	6	\$466,700	\$1,557,400
Research and Education	13	\$1,317,100	\$3,386,400
Tourism	818	\$24,357,200	\$73,827,500
Total	5,262	\$201,548,500	\$732,810,000

Supplier Impact			
	Jobs	Wages	Output
Agriculture	112	\$4,007,600	\$13,354,600
Mining	18	\$4,344,800	\$12,343,600
Construction	18	\$1,165,200	\$3,564,800
Manufacturing	57	\$4,998,000	\$31,833,000
Transportation & Communication	341	\$20,927,000	\$70,481,200
Wholesale	153	\$12,470,100	\$42,828,400
Retail	29	\$1,194,400	\$3,060,200
Finance, Insurance & Real Estate	255	\$14,098,100	\$72,514,400
Travel & Entertainment	128	\$4,879,700	\$13,584,000
Business & Personal	473	\$34,513,500	\$73,829,400
Government	50	\$4,758,300	\$11,401,300
Other	0	\$0	\$0
Total	1,634	\$107,356,700	\$348,794,900

Induced Economic Impact			
	Jobs	Wages	Output
Agriculture	63	\$2,164,700	\$8,784,000
Mining	15	\$4,198,400	\$8,970,000
Construction	18	\$1,196,500	\$3,184,800
Manufacturing	43	\$4,091,000	\$28,176,600
Transportation & Communication	142	\$12,054,900	\$44,772,400
Wholesale	56	\$5,617,200	\$21,564,300
Retail	285	\$11,805,600	\$29,842,100
Finance, Insurance & Real Estate	171	\$10,016,400	\$111,554,100
Travel & Entertainment	318	\$11,604,700	\$34,523,200
Business & Personal	782	\$54,113,500	\$104,389,900
Government	24	\$2,202,500	\$7,422,100
Other	45	\$2,392,700	\$2,496,700
Total	1,962	\$121,458,100	\$405,680,200

	Jobs	Wages	Output
Total Economic Impact	8,858	\$430,363,300	\$1,487,285,100

	Federal	State and Local	Total
Business Taxes	\$87,727,500	\$85,685,500	\$173,413,000
Consumption Taxes	\$4,340,800	\$29,124,300	\$33,465,100
Total Taxes	\$92,068,300	\$114,809,800	\$206,878,100

¹ "Winery" includes all facilities including estate vineyards.