

Economic Impact of Wine Industry
2025 Data
Wisconsin



Direct Economic Impact			
	Jobs	Wages	Output
Winery ¹	661	\$20,658,900	\$213,267,100
Wholesale	1,183	\$111,827,400	\$473,233,700
Retail	18,454	\$605,034,500	\$1,690,255,300
Associations	17	\$1,380,800	\$4,743,500
Research and Education	18	\$1,451,600	\$4,453,100
Tourism	1,001	\$30,349,000	\$100,497,200
Total	21,334	\$770,702,200	\$2,486,449,900

Supplier Impact			
	Jobs	Wages	Output
Agriculture	554	\$21,519,300	\$79,450,000
Mining	4	\$348,400	\$1,330,200
Construction	84	\$6,425,000	\$17,816,900
Manufacturing	924	\$80,184,700	\$514,647,400
Transportation & Communication	1,287	\$90,314,300	\$296,356,100
Wholesale	465	\$48,704,300	\$150,278,900
Retail	118	\$4,978,500	\$13,791,100
Finance, Insurance & Real Estate	1,097	\$63,346,900	\$324,162,000
Travel & Entertainment	462	\$17,808,400	\$48,043,300
Business & Personal	2,412	\$206,911,600	\$421,016,200
Government	185	\$19,088,400	\$37,088,200
Other	0	\$0	\$0
Total	7,592	\$559,629,800	\$1,903,980,300

Induced Economic Impact			
	Jobs	Wages	Output
Agriculture	227	\$8,680,300	\$43,586,500
Mining	3	\$283,900	\$947,800
Construction	85	\$6,171,800	\$15,585,300
Manufacturing	572	\$48,973,600	\$328,983,800
Transportation & Communication	654	\$58,882,500	\$209,648,300
Wholesale	270	\$29,924,500	\$107,643,000
Retail	1,230	\$50,760,800	\$135,454,700
Finance, Insurance & Real Estate	899	\$60,055,400	\$398,981,000
Travel & Entertainment	1,330	\$46,448,300	\$139,502,300
Business & Personal	3,595	\$266,391,400	\$509,086,100
Government	90	\$9,203,100	\$27,432,500
Other	181	\$9,688,400	\$10,484,800
Total	9,136	\$595,464,000	\$1,927,336,100

	Jobs	Wages	Output
Total Economic Impact	38,062	\$1,925,796,000	\$6,317,766,300

	Federal	State and Local	Total
Business Taxes	\$414,281,500	\$325,488,200	\$739,769,800
Consumption Taxes	\$15,806,500	\$90,492,000	\$106,298,500
Total Taxes	\$430,088,000	\$415,980,200	\$846,068,300

¹ "Winery" includes all facilities including estate vineyards.