



NATIONAL
RESTAURANT
ASSOCIATION

ECONOMIC CONTRIBUTIONS

OF THE RESTAURANT
& FOODSERVICE
INDUSTRY



IOWA

SUMMER
2025

In 2025, Iowa's eating and drinking places are projected to contribute **\$11.74B in direct economic output** to the state's economy, support **128,180 jobs**, and deliver **\$3.37B in total labor income**, including wages, salaries, and proprietors' income, and benefits.

These contributions spur additional spending in the U.S. economy. When including indirect and induced impacts from employees, suppliers, and others in the surrounding area, the industry's total economic impact rises to **\$19.09B in output**, supporting **161,431 jobs**, and **\$5.55B in total labor income**.

The industry will also be a major source of public revenue. Direct contributions will total **\$1.55B in taxes** to all levels of government, including \$88.16M in county taxes, \$421.74M in state taxes and \$741.2M in federal taxes. With induced and indirect effects included, total contributions will reach **\$2.40B in taxes**, with \$123.99M in county taxes, \$622.54M in state taxes and \$1.24B in federal taxes.

IOWA – ECONOMIC CONTRIBUTIONS

BY TYPE OF EATING AND DRINKING PLACES, 2025

		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
FULL SERVICE RESTAURANTS	Direct	\$4.11B	47,123	\$1.23B	\$531.97M
	Total	\$6.64B	59,584	\$2.01B	\$829.75M
LIMITED-SERVICE RESTAURANTS	Direct	\$5.65B	53,224	\$1.34B	\$722.71M
	Total	\$9.15B	70,431	\$2.36B	\$1.12B
ALL OTHER EATING AND DRINKING PLACES	Direct	\$1.98B	27,834	\$793.48M	\$290.77M
	Total	\$3.28B	34,781	\$1.23B	\$448.38M

Source: National Restaurant Association calculations using 2023 IMPLAN data



For more information: Restaurant.org | RestaurantIowa.com

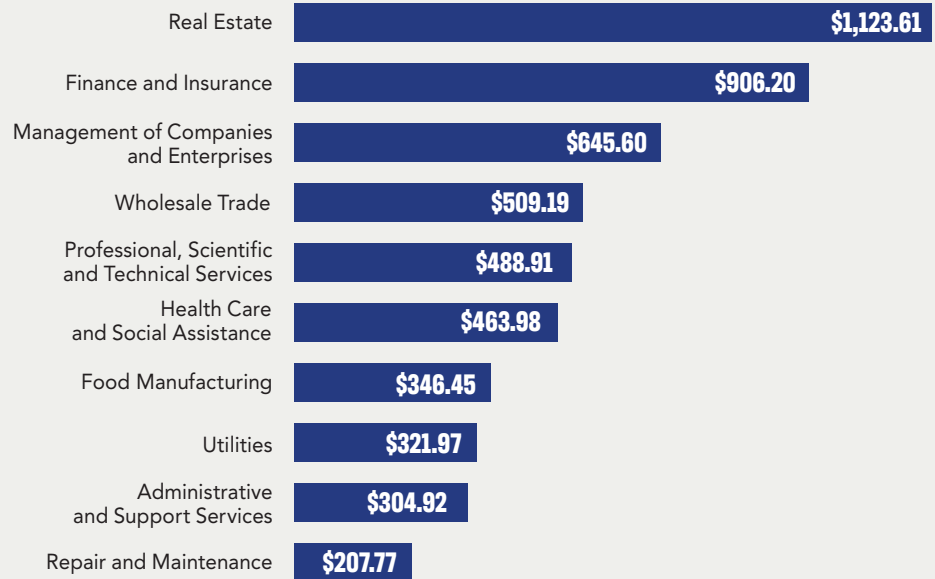
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IOWA

IOWA LARGEST INDIRECT AND INDUCED OUTPUT IMPACTS

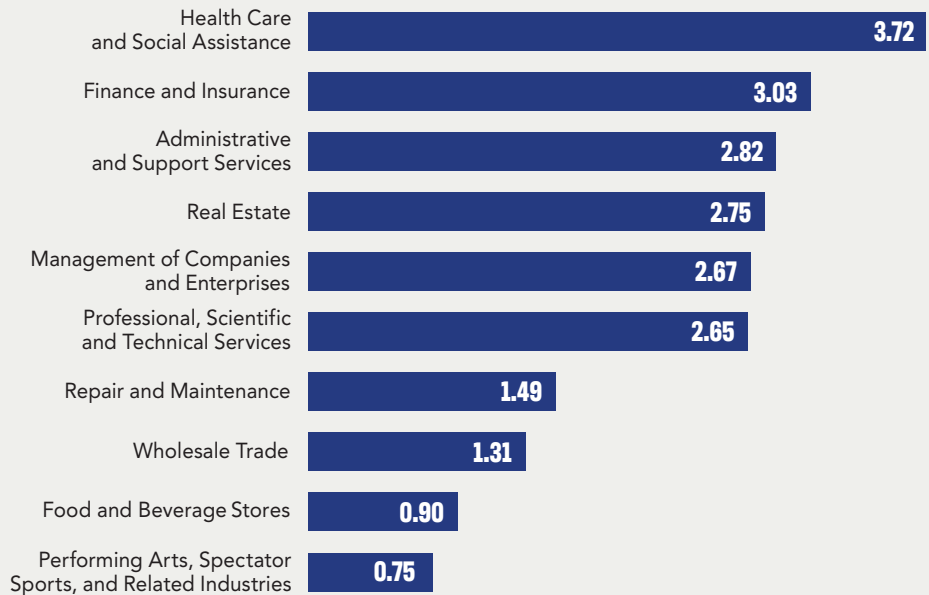
FROM EATING AND DRINKING PLACES, 2025 (IN MILLIONS OF DOLLARS)



Source: National Restaurant Association calculations using 2023 IMPLAN data

IOWA LARGEST INDIRECT AND INDUCED EMPLOYMENT IMPACTS

FROM EATING AND DRINKING PLACES, 2025 (IN THOUSANDS OF WORKERS)



Source: National Restaurant Association calculations using 2023 IMPLAN data

ECONOMIC CONTRIBUTIONS OF THE RESTAURANT & FOODSERVICE INDUSTRY



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IOWA CONGRESSIONAL DISTRICTS

ECONOMIC CONTRIBUTIONS FROM EATING AND DRINKING PLACES, 2025

CONGRESSIONAL DISTRICT		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
IA-01	Direct	\$3.32B	36,409	\$949.44M	\$419.82M
	Total	\$4.47B	41,966	\$1.29B	\$554.09M
IA-02	Direct	\$2.68B	30,246	\$732.29M	\$347.32M
	Total	\$3.93B	36,051	\$1.08B	\$490.91M
IA-03	Direct	\$3.04B	31,331	\$936.22M	\$386.68M
	Total	\$4.74B	38,802	\$1.50B	\$576.61M
IA-04	Direct	\$2.70B	30,195	\$751.53	\$349.65M
	Total	\$3.86B	35,487	\$1.06B	\$482.15M

Source: National Restaurant Association calculations using 2023 IMPLAN data

IOWA METROPOLITAN STATISTICAL AREAS

ECONOMIC CONTRIBUTIONS FROM EATING AND DRINKING PLACES, 2025

MSAs		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
AMES	Direct	\$508.12M	5,695	\$146.72M	\$62.08M
	Total	\$744.78M	6,731	\$216.52M	\$88.89M
CEDAR RAPIDS	Direct	\$1.06B	11,769	\$296.74M	\$135.94M
	Total	\$1.67B	14,567	\$479.11M	\$204.15M
DAVENPORT-MOLINE-ROCK ISLAND, IA-IL	Direct	\$1.61B	17,450	\$440.27M	\$241.68M
	Total	\$2.52B	21,652	\$733.44M	\$362.51M
DES MOINES-WEST DES MOINES	Direct	\$3.04B	31,015	\$948.43M	\$394.74M
	Total	\$5.17B	40,555	\$1.66B	\$637.38M
DUBUQUE	Direct	\$394.88M	4,311	\$108.93M	\$49.37M
	Total	\$591.38M	5,277	\$172.27M	\$73.84M
IOWA CITY	Direct	\$898.24M	9,419	\$298.20M	\$112.33M
	Total	\$1.25B	11,185	\$401.05M	\$152.16M
OMAHA, NE-IA	Direct	\$4.65B	46,922	\$1.38B	\$712.99M
	Total	\$8.07B	61,237	\$2.49B	\$1.10B
SIOUX CITY, IA-NE-SD	Direct	\$605.19M	6,687	\$166.72M	\$79.83M
	Total	\$897.89M	8,030	\$256.20M	\$110.76M
WATERLOO-CEDAR FALLS	Direct	\$663.50M	7,511	\$178.09M	\$85.64M
	Total	\$982.58M	9,119	\$270.90M	\$122.35M

Source: National Restaurant Association calculations using 2023 IMPLAN data

For an overview of the modeling of the Economic Contributions of the Restaurant and Foodservice Industry fact sheets and official definitions for the North American Industry Classification System (NAICS) go to restaurant.org/statestatistics.