



NATIONAL
RESTAURANT
ASSOCIATION

ECONOMIC CONTRIBUTIONS

OF THE RESTAURANT
& FOODSERVICE
INDUSTRY



WISCONSIN

SUMMER
2025

In 2025, Wisconsin's eating and drinking places are projected to contribute **\$24.47B in direct economic output** to the state's economy, support **253,346 jobs**, and deliver **\$7.58B 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 **\$42.83B in output**, supporting **334,906 jobs**, and **\$13.37B in total labor income**.

The industry will also be a major source of public revenue. Direct contributions will total **\$3.24B in taxes** to all levels of government, including \$159.80M in county taxes, \$842.55M in state taxes and \$1.73B in federal taxes. With induced and indirect effects included, total contributions will reach **\$5.54B in taxes**, with \$249.28M in county taxes, \$1.39B in state taxes and \$3.11B in federal taxes.

WISCONSIN – ECONOMIC CONTRIBUTIONS

BY TYPE OF EATING AND DRINKING PLACES, 2025

		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
FULL SERVICE RESTAURANTS	Direct	\$9.14B	95,918	\$2.87B	\$1.21B
	Total	\$15.81B	127,529	\$5.01B	\$2.04B
LIMITED-SERVICE RESTAURANTS	Direct	\$10.49B	92,559	\$2.65B	\$1.32B
	Total	\$18.36B	129,412	\$5.07B	\$2.27B
ALL OTHER EATING AND DRINKING PLACES	Direct	\$4.84B	64,868	\$2.06B	\$714.39M
	Total	\$8.74B	84,628	\$3.43B	\$1.22B

Source: National Restaurant Association calculations using 2023 IMPLAN data



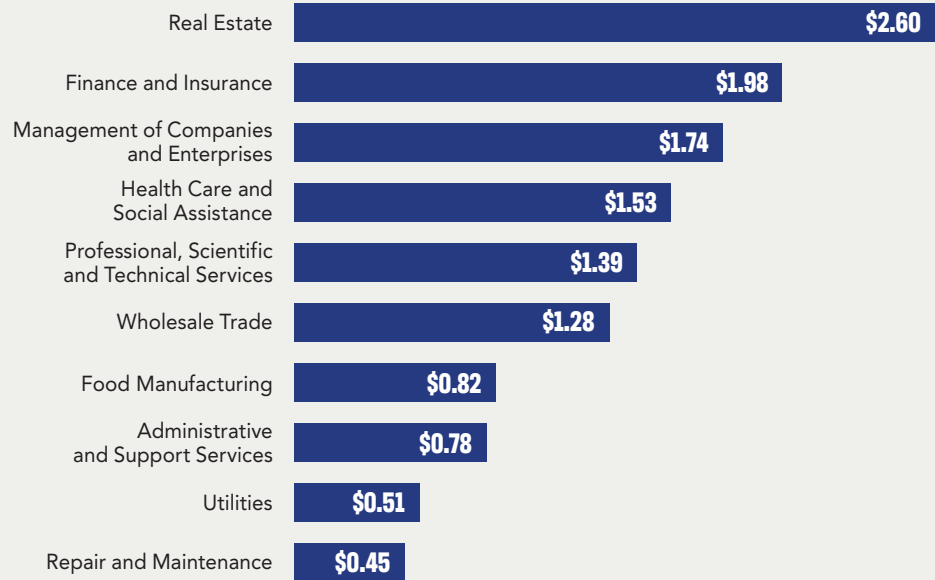
For more information: Restaurant.org | WIRestaurant.org

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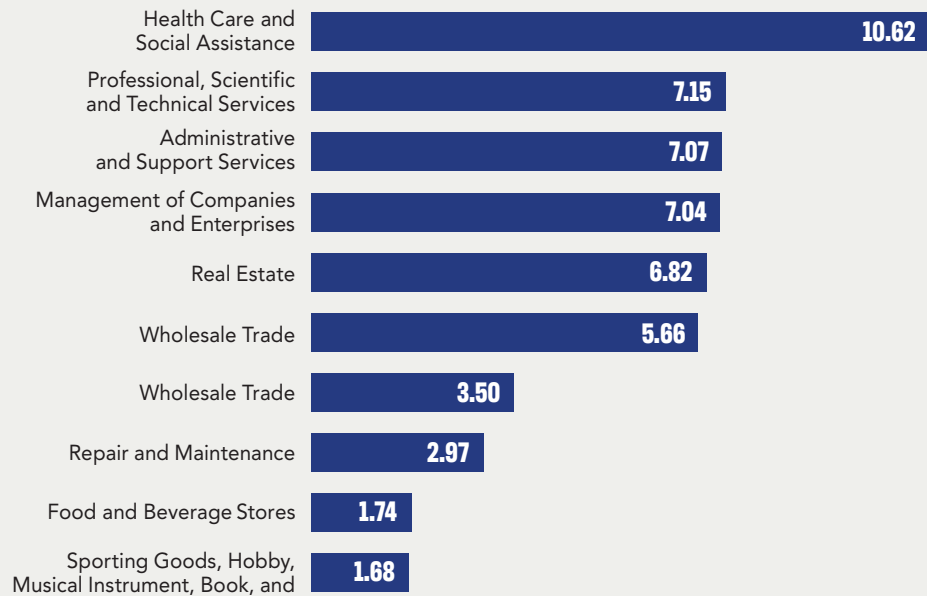
WISCONSIN

WISCONSIN LARGEST INDIRECT AND INDUCED OUTPUT IMPACTS FROM EATING AND DRINKING PLACES, 2025 (IN BILLIONS OF DOLLARS)



Source: National Restaurant Association calculations using 2023 IMPLAN data

WISCONSIN 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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WISCONSIN CONGRESSIONAL DISTRICTS

ECONOMIC CONTRIBUTIONS FROM EATING AND DRINKING PLACES, 2025

CONGRESSIONAL DISTRICT		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
WI-01	Direct	\$2.72B	28,337	\$784.43M	\$329.49M
	Total	\$3.31B	31,074	\$967.90M	\$403.35M
WI-02	Direct	\$4.20B	39,994	\$1.50B	\$534.33M
	Total	\$6.46B	49,439	\$2.22B	\$801.51M
WI-03	Direct	\$2.66B	29,538	\$759.89M	\$335.17M
	Total	\$3.78B	34,677	\$1.08B	\$470.36M
WI-04	Direct	\$2.97B	29,452	\$962.22M	\$338.88M
	Total	\$3.59B	32,239	\$1.17B	\$409.29M
WI-05	Direct	\$3.26B	33,437	\$976.28M	\$392.83M
	Total	\$4.12B	37,245	\$1.25B	\$494.18M
WI-06	Direct	\$3.04B	31,204	\$965.98M	\$381.76M
	Total	\$3.88B	35,082	\$1.22B	\$482.40M
WI-07	Direct	\$2.60B	29,164	\$732.03M	\$333.39M
	Total	\$3.55B	33,711	\$993.58M	\$448.49M
WI-08	Direct	\$3.02B	32,219	\$901.42M	\$385.76M
	Total	\$4.47B	38,877	\$1.36B	\$565.44M

Source: National Restaurant Association calculations using 2023 IMPLAN data

ECONOMIC CONTRIBUTIONS OF THE RESTAURANT & FOODSERVICE INDUSTRY



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WISCONSIN METROPOLITAN STATISTICAL AREAS

ECONOMIC CONTRIBUTIONS FROM EATING AND DRINKING PLACES, 2025

MSAs		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
APPLETON	Direct	\$1.03B	11,187	\$295.01M	\$126.55M
	Total	\$1.45B	13,216	\$428.70M	\$177.12M
CHICAGO-NAPERVILLE, ELGIN, IL-IN	Direct	\$46.99B	424,662	\$16.35B	\$8.13B
	Total	\$86.32B	588,064	\$30.13B	\$13.53B
DULUTH, MN-WI	Direct	\$1.18B	12,703	\$374.88M	\$177.86M
	Total	\$1.72B	15,283	\$523.96M	\$254.29M
EAU CLAIRE	Direct	\$741.52M	8,032	\$213.51M	\$94.15M
	Total	\$1.16B	10,168	\$347.51M	\$146.96M
FOND DU LAC	Direct	\$394.93M	4,154	\$112.93M	\$49.52M
	Total	\$519.56M	4,772	\$149.95M	\$66.33M
GREEN BAY	Direct	\$1.38B	14,534	\$418.99M	\$176.05M
	Total	\$2.19B	18,256	\$682.57M	\$278.58M
JANESVILLE-BELOIT	Direct	\$645.51M	6,800	\$180.22M	\$81.46M
	Total	\$952.16M	8,205	\$277.09M	\$121.45M
KENOSHA	Direct				
LA CROSSE-ONALASKA, WI-MN	Direct	\$718.17M	8,027	\$199.52M	\$92.60M
	Total	\$1.12B	9,893	\$318.89M	\$145.42M
MADISON	Direct	\$3.57B	34,032	\$1.25B	\$454.67M
	Total	\$5.80B	43,342	\$1.96B	\$720.27M
MILWAUKEE-WAUKESHA	Direct	\$6.99B	70,291	\$2.18B	\$911.66M
	Total	\$12.09B	93,215	\$3.98B	\$1.57B
MINNEAPOLIS-ST. PAUL-BLOOMINGTON, MN-WI	Direct	\$16.10B	158,445	\$5.46B	\$2.40B
	Total	\$29.92B	216,006	\$10.39B	\$4.23B
OSHKOSH-NEENAH	Direct	\$705.80M	7,405	\$218.72M	\$87.12M
	Total	\$988.63M	8,761	\$311.42M	\$120.52M
RACINE-MOUNT PLEASANT	Direct	\$644.10M	6,864	\$175.88M	\$79.34M
	Total	\$782.62M	7,627	\$215.98M	\$97.76M
SHEBOYGAN	Direct	\$413.14M	4,481	\$111.94M	\$52.05M
	Total	\$554.06M	5,184	\$153.29M	\$69.83M
WAUSAU	Direct	\$473.17M	5,136	\$133.71M	\$60.24M
	Total	\$707.61M	6,279	\$209.20M	\$90.70M

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/statistics.