

# Macro Overview of Domestic Trade Market Profile

## Findings

Based on the data examined on domestic trade, emerging industry opportunities nationally, and an understanding of Maine's existing industry assets and strengths, the following is policy guidance for furthering Maine's domestic trade work.

- ◆ Support existing industry-driven efforts and initiatives already in place for additional market research and analytics to grow domestic sales. There are multiple efforts and initiatives covering multiple sectors underway in Maine such as Forest Industry Roadmap Maine (FOR/Maine), Focus Maine, SEAMaine, CEI's Seafood Marketing Initiative, Maine Center for Entrepreneurs' Cultivator and MarketShare Accelerator programs for the food and beverage industries, Manufacturers Association of Maine's Business Services Division, and work in the life sciences industry by the Bioscience Association of Maine. Each are utilizing market research and data driven approaches currently but will likely need varying degrees of additional assistance to continue their efforts.
- ◆ Identify opportunities for and support industry-driven efforts for domestic trade/market opportunities that have yet to advance to an organized initiative. Organized efforts are occurring in forest products (FOR/Maine), around food production (MCE MarketShare), outdoor recreation (Maine Outdoor Brands) in bioscience (BioME), and others. As a start, conduct additional market profiles for industry sectors, subsectors, and cross sectors that exhibit existing or emerging strength in Maine and have high demand in other states and regions in the US. Based on the analysis completed as part of this initial domestic trade study, sectors to consider for additional analyses include:
  - Textiles and related materials
  - Healthcare related tech and manufacturing
  - Finance and insurance tech

- Professional and technical services
- ◆ Work with appropriate partners to initiate a program to provide and enhance direct support of underserved populations with market research and analytics for business startup and growth including women, persons of color, and indigenous persons. An example of a state government effort to specifically increase the ability of minority owned businesses to compete for and access contracts are the Rhode Island Office of Diversity, Equity and Opportunity <http://odeo.ri.gov/>

## Sales (Revenues)

In 2019 total sales (revenues) in all industry sectors in Maine totaled \$135.6 billion. Of these total sales, 43.2% (\$58.5 billion) were sales to entities within Maine (in region) and 56.8% (\$77.1 billion) were sales made to entities outside of Maine (exported sales). These exported sales include domestic sales as well as foreign sales made to entities outside of Maine.

In terms of major industry sectors, Manufacturing with \$14.1 billion in exported sales, dominates in terms of dollar volume. Export sales in Manufacturing account for 81% of its industry sales. Other industries with high export sales include Management of Companies (which can be a mix of industry products and services) with 80%; and agriculture, forestry, and fishing with 76% of sales.

Export sales (domestic and foreign) are important to the economy because they correlate with value-added production bringing in wealth to the State and connectedness of the economy to national and global supply chains creating opportunities across multiple sectors and subsectors.

Maine Sales, 2019							
NAICS	Description	2019 In-Region Sales	2019 % In-Region Sales	2019 Exported Sales	2019 % Exported Sales	2019 Total Sales	2019 GRP
11	Agriculture, Forestry, Fishing and Hunting	\$715,370,516	24%	\$2,211,301,598	76%	\$2,926,672,115	\$1,374,170,159
21	Mining, Quarrying, and Oil and Gas Extraction	\$133,192,989	48%	\$144,312,724	52%	\$277,505,713	\$160,202,786
22	Utilities	\$872,283,988	66%	\$442,912,670	34%	\$1,315,196,658	\$851,915,642
23	Construction	\$4,744,425,892	74%	\$1,667,592,071	26%	\$6,412,017,961	\$3,385,215,149
31	Manufacturing	\$3,238,817,240	19%	\$14,133,647,277	81%	\$17,372,464,521	\$7,086,801,643
42	Wholesale Trade	\$2,654,526,881	42%	\$3,718,042,060	58%	\$6,372,568,934	\$3,933,247,802
44	Retail Trade	\$4,259,105,424	47%	\$4,792,879,087	53%	\$9,051,984,509	\$5,492,845,052
48	Transportation and Warehousing	\$1,761,114,043	63%	\$1,025,306,384	37%	\$2,786,420,428	\$1,380,708,235
51	Information	\$2,148,514,252	84%	\$403,089,973	16%	\$2,551,604,222	\$1,486,699,119
52	Finance and Insurance	\$5,339,607,943	61%	\$3,449,175,778	39%	\$8,788,783,722	\$4,873,572,764
53	Real Estate and Rental and Leasing	\$3,873,745,131	91%	\$369,328,364	9%	\$4,243,073,497	\$1,720,848,152
54	Professional, Scientific, and Technical Services	\$4,489,125,883	80%	\$1,096,314,412	20%	\$5,585,440,297	\$3,694,236,184
55	Management of Companies and Enterprises	\$436,351,059	20%	\$1,738,191,486	80%	\$2,174,542,544	\$1,342,074,721
56	Administrative and Support and Waste Management and Remediation Services	\$2,312,907,922	70%	\$968,196,041	30%	\$3,281,103,963	\$1,916,453,296
61	Educational Services	\$1,056,230,403	68%	\$498,384,222	32%	\$1,554,614,627	\$1,089,684,415
62	Health Care and Social Assistance	\$8,332,209,445	63%	\$4,852,822,226	37%	\$13,185,031,671	\$7,858,891,563
71	Arts, Entertainment, and Recreation	\$648,240,995	58%	\$467,285,533	42%	\$1,115,526,527	\$671,461,432
72	Accommodation and Food Services	\$3,477,899,750	71%	\$1,432,478,658	29%	\$4,910,378,410	\$2,711,137,330
81	Other Services (except Public Administration)	\$1,865,361,245	76%	\$589,039,399	24%	\$2,454,400,646	\$1,414,901,948
90	Government	\$6,200,021,009	16%	\$33,081,158,626	84%	\$39,281,179,635	\$8,517,384,905
	<b>Total</b>	<b>\$58,559,052,010</b>	<b>43.2%</b>	<b>\$77,081,458,589</b>	<b>56.8%</b>	<b>\$135,640,510,601</b>	<b>\$60,962,452,298</b>

Source: EMSI

## Demand (Purchases)

In 2019 Maine entities purchased \$138.6 billion in inputs, products, and services. Of this demand, \$67.8 billion (48.9%) was met within the State of Maine (purchased from Maine entities) and \$70.1 billion (51.1%) was met through imports (purchases from entities outside of Maine both foreign and domestics).

In terms of major industry sectors, Government had the largest amount of demand in 2019 with \$37.4 billion in purchases followed by Manufacturing (\$18.1 billion), Finance and Insurance (\$10.4 billion), Healthcare and Social Services (\$9.7 billion), and Professional, Scientific, and Technical Services (\$8.0 billion). The industries with the highest percent of demand met by purchases from out of state entities include Mining, Quarrying, Oil, and Gas (88.6%), Manufacturing (82.1%), and Management of Companies (79.4% which is a mix of industry products and services).

Demand met by imports signifies opportunities to increase sales for Maine companies by assisting other Maine companies with in-state B2B sales and entering supply chains for other Maine companies. In comparison to other states, Maine ranks 17<sup>th</sup> highest in terms of demand met by imports.

Maine Demand Met In Region vs Out of Region, 2019						
NAICS	Demand for	Demand met In-region	% Demand met In-region	Demand met by Imports	% Demand met by Imports	Total Demand
11	Agriculture, Forestry, Fishing and Hunting	\$695,749,361	49.8%	\$700,647,130	50.2%	\$1,396,396,491
21	Mining, Quarrying, and Oil and Gas Extraction	\$133,192,989	11.4%	\$1,034,058,634	88.6%	\$1,167,251,624
22	Utilities	\$872,283,988	48.4%	\$928,885,357	51.6%	\$1,801,169,345
23	Construction	\$4,744,425,890	74.2%	\$1,651,540,699	25.8%	\$6,395,966,588
31	Manufacturing	\$3,236,535,606	17.9%	\$14,853,148,920	82.1%	\$18,089,684,526
42	Wholesale Trade	\$2,654,526,874	40.1%	\$3,960,227,366	59.9%	\$6,614,754,240
44	Retail Trade	\$4,259,105,422	60.7%	\$2,761,484,899	39.3%	\$7,020,590,322
48	Transportation and Warehousing	\$1,752,596,287	43.8%	\$2,245,184,156	56.2%	\$3,997,780,443
51	Information	\$2,148,513,943	35.9%	\$3,833,257,104	64.1%	\$5,981,771,047
52	Finance and Insurance	\$5,337,883,654	51.1%	\$5,102,991,152	48.9%	\$10,440,874,806
53	Real Estate and Rental and Leasing	\$3,823,669,747	64.4%	\$2,109,898,090	35.6%	\$5,933,567,836
54	Professional, Scientific, and Technical Services	\$4,489,125,885	56.1%	\$3,519,079,805	43.9%	\$8,008,205,691
55	Management of Companies and Enterprises	\$436,351,059	20.6%	\$1,677,061,144	79.4%	\$2,113,412,202
56	Administrative and Support and Waste Management and Remediation Services	\$2,312,907,922	66.4%	\$1,170,747,301	33.6%	\$3,483,655,222
61	Educational Services	\$1,056,230,406	75.9%	\$335,100,425	24.1%	\$1,391,330,831
62	Health Care and Social Assistance	\$8,330,690,044	85.8%	\$1,382,834,677	14.2%	\$9,713,524,721
71	Arts, Entertainment, and Recreation	\$648,240,994	53.9%	\$553,469,097	46.1%	\$1,201,710,091
72	Accommodation and Food Services	\$3,477,899,752	85.4%	\$592,226,850	14.6%	\$4,070,126,602
81	Other Services (except Public Administration)	\$1,865,361,247	72.3%	\$715,795,088	27.7%	\$2,581,156,335
90	Government	\$15,520,034,655	41.5%	\$21,858,862,791	58.5%	\$37,378,897,446
	<b>Total</b>	<b>\$67,795,325,723</b>	<b>48.9%</b>	<b>\$70,986,500,684</b>	<b>51.1%</b>	<b>\$138,781,826,408</b>

Source: EMSI

Demand Met In-region vs Out of Region by State, 2019						
Rank	State	Demand met In-region	% Demand met In-region	Demand met by Imports	% Demand met by Imports	Total Demand
1	West Virginia	\$64,007,338,250	39.0%	\$100,264,425,494	61.0%	\$164,271,763,744
2	Wyoming	\$32,203,487,888	41.2%	\$45,943,207,336	58.8%	\$78,146,695,224
3	Mississippi	\$109,471,804,079	41.8%	\$152,180,028,788	58.2%	\$261,651,832,867
4	Vermont	\$33,103,223,645	44.9%	\$40,548,339,279	55.1%	\$73,651,562,924
5	South Dakota	\$49,292,589,636	45.2%	\$59,734,689,113	54.8%	\$109,027,278,750
6	Kentucky	\$208,277,953,819	45.3%	\$251,946,244,921	54.7%	\$460,224,198,740
7	Arkansas	\$126,756,076,527	45.3%	\$152,823,894,698	54.7%	\$279,579,971,225
8	North Dakota	\$49,306,853,284	45.6%	\$58,927,336,001	54.4%	\$108,234,189,285
9	Alaska	\$48,259,763,125	46.3%	\$56,028,171,221	53.7%	\$104,287,934,346
10	Virginia	\$510,288,386,455	47.1%	\$572,667,147,883	52.9%	\$1,082,955,534,338
11	Montana	\$53,466,147,560	47.5%	\$59,041,652,681	52.5%	\$112,507,800,241
12	Iowa	\$182,125,251,968	48.0%	\$196,920,502,205	52.0%	\$379,045,754,173
13	New Mexico	\$98,428,812,479	48.4%	\$105,121,543,197	51.6%	\$203,550,355,676
14	Indiana	\$358,879,301,676	48.4%	\$383,104,717,272	51.6%	\$741,984,018,948
15	Alabama	\$231,571,033,443	48.5%	\$245,573,637,727	51.5%	\$477,144,671,170
16	Delaware	\$62,489,486,935	48.8%	\$65,508,092,543	51.2%	\$127,997,579,477
17	Maine	\$68,494,035,516	48.9%	\$71,696,524,030	51.1%	\$140,190,559,546
18	Maryland	\$425,730,440,441	49.2%	\$439,691,129,887	50.8%	\$865,421,570,328
19	South Carolina	\$242,000,398,700	49.9%	\$243,208,805,030	50.1%	\$485,209,203,730
20	Idaho	\$84,694,377,735	50.4%	\$83,485,641,709	49.6%	\$168,180,019,445
21	Oklahoma	\$203,119,211,998	50.4%	\$200,136,821,918	49.6%	\$403,256,033,916
22	Rhode Island	\$62,838,258,318	50.5%	\$61,620,252,537	49.5%	\$124,458,510,855
23	Kansas	\$170,072,999,377	50.7%	\$165,355,599,598	49.3%	\$335,428,598,975
24	Louisiana	\$253,713,307,804	51.0%	\$243,469,241,372	49.0%	\$497,182,549,176
25	New Hampshire	\$85,484,511,306	51.1%	\$81,788,082,255	48.9%	\$167,272,593,560
26	Nebraska	\$125,394,367,308	51.4%	\$118,382,641,239	48.6%	\$243,777,008,547
27	Hawaii	\$98,818,899,791	51.6%	\$92,852,496,937	48.4%	\$191,671,396,728
28	Missouri	\$346,999,997,071	52.8%	\$309,818,210,139	47.2%	\$656,818,207,210
29	Nevada	\$177,618,617,704	53.8%	\$152,257,559,503	46.2%	\$329,876,177,207
30	Wisconsin	\$361,731,592,129	53.9%	\$308,874,830,760	46.1%	\$670,606,422,889
31	Connecticut	\$280,262,060,624	53.9%	\$239,230,238,728	46.1%	\$519,492,299,352
32	Tennessee	\$389,529,071,706	54.2%	\$329,003,046,852	45.8%	\$718,532,118,558
33	Pennsylvania	\$849,790,253,897	56.8%	\$646,319,773,647	43.2%	\$1,496,110,027,544
34	New Jersey	\$702,638,112,353	56.8%	\$533,743,769,712	43.2%	\$1,236,381,882,065
35	Michigan	\$625,799,477,949	57.2%	\$468,025,825,643	42.8%	\$1,093,825,303,592

Demand Met In-region vs Out of Region by State, 2019						
Rank	State	Demand met In-region	% Demand met In-region	Demand met by Imports	% Demand met by Imports	Total Demand
36	Ohio	\$749,333,691,635	57.3%	\$557,811,027,234	42.7%	\$1,307,144,718,869
37	Oregon	\$266,465,329,027	57.4%	\$197,873,190,321	42.6%	\$464,338,519,348
38	North Carolina	\$614,311,956,000	57.4%	\$455,816,288,789	42.6%	\$1,070,128,244,789
39	Georgia	\$649,743,561,160	58.7%	\$458,063,192,541	41.3%	\$1,107,806,753,701
40	Utah	\$208,667,707,122	59.9%	\$139,917,480,046	40.1%	\$348,585,187,168
41	Washington	\$624,799,199,747	60.6%	\$405,786,752,805	39.4%	\$1,030,585,952,552
42	Minnesota	\$428,792,459,995	61.1%	\$272,809,823,622	38.9%	\$701,602,283,617
43	Arizona	\$420,250,137,339	62.0%	\$257,563,688,743	38.0%	\$677,813,826,082
44	Illinois	\$980,967,778,460	62.2%	\$596,318,144,504	37.8%	\$1,577,285,922,964
45	Massachusetts	\$636,227,057,271	62.2%	\$386,491,161,183	37.8%	\$1,022,718,218,454
46	New York	\$1,805,484,602,060	62.7%	\$1,075,017,931,180	37.3%	\$2,880,502,533,240
47	Colorado	\$449,707,800,067	62.8%	\$266,248,575,695	37.2%	\$715,956,375,762
48	Florida	\$1,342,440,816,780	64.3%	\$746,398,672,811	35.7%	\$2,088,839,489,591
49	Texas	\$2,202,476,429,680	65.8%	\$1,145,403,257,580	34.2%	\$3,347,879,687,260
50	California	\$3,738,834,090,230	71.2%	\$1,515,714,544,820	28.8%	\$5,254,548,635,050

Source: EMSI

## Sales and Exports

Total sales and exports (domestic and foreign) are displayed in the table to the right for Maine and the United States using EMSI and US Census data for 2019. Of Maine's total \$136.6 billion in total sales, \$77.1 billion is exported out of the state representing 56.8% of total sales. Foreign export value is estimated at \$5.4 billion for the State of Maine accounting for 4.0% of total sales. Nationally, foreign export value is higher at nearly 8.4%. Together, the sales and trade data indicate that domestic trade is a significant portion of all sales and trade in Maine.

The table to the right displays the top 25 exports by commodity by value for Maine's manufacturing sector according to US Census Data. In Maine, Pulp, Paper, & Paperboard Mill Products is the largest foreign export with over \$302.3 million in exports, accounting for nearly 18% of all exports in manufacturing. Maine's manufacturing sector represents 31% of the total exports in the state. Other significant commodity exports include aerospace, bioproducts, food, semiconductors, and navigational equipment.

Total Sales and Exports, 2019					
	Total Sales	Sales Exported Out of State	Percent of Sales Exported out of State	Foreign Export Value	Export Value Percent of Total Sales
Maine	\$ 135,640,510,601	\$ 77,081,458,589	56.8%	\$ 5,447,322,402	4.0%
United States	\$ 39,026,725,452,777	NA	NA	\$ 3,286,321,705,874	8.4%

Source: EMSI, US Census

Top 25 Exports by Value for Maine Manufacturing, 2019			
	Foreign Export	Foreign Export Percent of Total Manufacturing Exports	Foreign Export Percent of Total Exports in All Sectors
3221 Pulp, Paper & Paperboard Mill Products	\$ 302,324,343	17.7%	5.5%
3364 Aerospace Products & Parts	\$ 298,709,427	17.5%	5.5%
3344 Semiconductors & Other Electronic Components	\$ 230,427,852	13.5%	4.2%
3254 Pharmaceuticals & Medicines	\$ 84,401,788	4.9%	1.5%
3345 Navigational/measuring/medical/control Instrument	\$ 72,129,973	4.2%	1.3%
3119 Foods, Nesoi	\$ 55,270,572	3.2%	1.0%
3114 Fruits & Veg Preserves & Specialty Foods	\$ 51,492,819	3.0%	0.9%
3332 Industrial Machinery	\$ 43,278,567	2.5%	0.8%
3336 Engines, Turbines & Power Transmsn Equip	\$ 41,057,824	2.4%	0.8%
3211 Sawmill & Wood Products	\$ 40,904,574	2.4%	0.8%
3261 Plastics Products	\$ 34,893,242	2.0%	0.6%
3339 Other General Purpose Machinery	\$ 32,703,091	1.9%	0.6%
3331 Ag & Construction & Machinery	\$ 28,679,373	1.7%	0.5%
3132 Fabrics	\$ 27,950,788	1.6%	0.5%
3329 Other Fabricated Metal Products	\$ 25,237,519	1.5%	0.5%
3353 Electrical Equipment	\$ 23,565,455	1.4%	0.4%
3362 Motor Vehicle Bodies & Trailers	\$ 23,102,685	1.4%	0.4%
3399 Miscellaneous Manufactured Commodities	\$ 20,957,301	1.2%	0.4%
3116 Meat Products & Meat Packaging Products	\$ 19,140,583	1.1%	0.4%
3222 Converted Paper Products	\$ 17,682,182	1.0%	0.3%
3219 Other Wood Products	\$ 16,784,136	1.0%	0.3%
3359 Electrical Equipment & Components, Nesoi	\$ 15,537,010	0.9%	0.3%
3251 Basic Chemicals	\$ 13,729,577	0.8%	0.3%
3352 Household Appliances And Misc Machines, Nesoi	\$ 13,141,278	0.8%	0.2%
3149 Other Textile Products	\$ 11,159,277	0.7%	0.2%
Total	\$ 1,706,983,420	100.0%	31.3%

Source: US Census

## Demand and Imports

Total demand (purchases) in Maine amount to nearly \$138.8 billion. Of this total demand, \$71.0 billion or 51% is met out of state. Foreign import value is estimated at \$9.2 billion for the state, of 6.7% of total demand.

The top 25 imports for Maine’s manufacturing sector are displayed in the table to the right. Petroleum & Coal Products is the largest import with \$1.2 billion. This industry alone accounts for nearly 32% of all manufacturing imports. Manufacturing in Maine represented 40% of the total foreign imports across all sectors in the state. This represents an opportunity to have more products produced and sold within the State.

Top 25 Imports by Value for Maine Manufacturing, 2019			
	Foreign Import	Foreign Import Percent of Total Manufacturing Imports	Foreign Import Percent of Total Imports in All Sectors
3241 Petroleum & Coal Products	\$ 1,167,186,869	31.8%	12.6%
3221 Pulp, Paper & Paperboard Mill Products	\$ 267,941,551	7.3%	2.9%
3152 Apparel	\$ 257,949,071	7.0%	2.8%
3162 Footwear	\$ 165,586,174	4.5%	1.8%
3364 Aerospace Products & Parts	\$ 155,596,318	4.2%	1.7%
3251 Basic Chemicals	\$ 99,054,563	2.7%	1.1%
3211 Sawmill & Wood Products	\$ 94,284,135	2.6%	1.0%
3331 Ag & Construction & Machinery	\$ 92,760,058	2.5%	1.0%
3261 Plastics Products	\$ 84,371,936	2.3%	0.9%
3345 Navigational/measuring/medical/control Instrument	\$ 70,661,930	1.9%	0.8%
3339 Other General Purpose Machinery	\$ 64,414,015	1.8%	0.7%
3114 Fruits & Veg Preserves & Specialty Foods	\$ 61,010,000	1.7%	0.7%
3222 Converted Paper Products	\$ 52,009,643	1.4%	0.6%
3323 Architectural & Structural Metals	\$ 51,889,864	1.4%	0.6%
3121 Beverages	\$ 51,363,524	1.4%	0.6%
3219 Other Wood Products	\$ 51,271,607	1.4%	0.6%
3252 Resin, Syn Rubber, Artf & Syn Fibers/fil	\$ 47,099,163	1.3%	0.5%
3141 Textile Furnishings	\$ 45,977,938	1.3%	0.5%
3332 Industrial Machinery	\$ 38,345,214	1.0%	0.4%
3329 Other Fabricated Metal Products	\$ 30,375,856	0.8%	0.3%
3344 Semiconductors & Other Electronic Components	\$ 30,099,742	0.8%	0.3%
3111 Animal Foods	\$ 29,928,808	0.8%	0.3%
3336 Engines, Turbines & Power Transmsn Equip	\$ 29,219,680	0.8%	0.3%
3262 Rubber Products	\$ 29,165,929	0.8%	0.3%
3112 Grain & Oilseed Milling Products	\$ 25,818,016	0.7%	0.3%
Total	\$ 3,667,122,733	100.0%	39.6%

Source: US Census

Total Demand and Imports, 2019					
	Total Demand	Demand Met out of State	Percent of Demand Met out of State	Foreign Import Value	Foreign Import Value Percent of Total Demand
Maine	\$ 138,781,826,408	\$ 70,986,500,684	51.1%	\$ 9,270,016,674	6.7%
United States	NA	NA	NA	\$ 4,995,062,968,210	NA

Source: EMSI, US Census

# Data Sources

## **Economic Modeling Specialists International (EMSI)**

To analyze the industrial makeup of a study area, industry data organized by the North American Industrial Classification System (NAICS) is assessed. Camoin Associates subscribes to Economic Modeling Specialists Intl. (EMSI), a proprietary data provider that aggregates economic data from approximately 90 sources. EMSI industry data, in our experience, is more complete than most or perhaps all local data sources (for more information on EMSI, please see [www.economicmodeling.com](http://www.economicmodeling.com)). This is because local data sources typically miss significant employment counts by industry because data on sole proprietorships and contractual employment (i.e. 1099 contractor positions) is not included and because certain employment counts are suppressed from BLS/BEA figures for confidentiality reasons when too few establishments exist within a single NAICS code.