



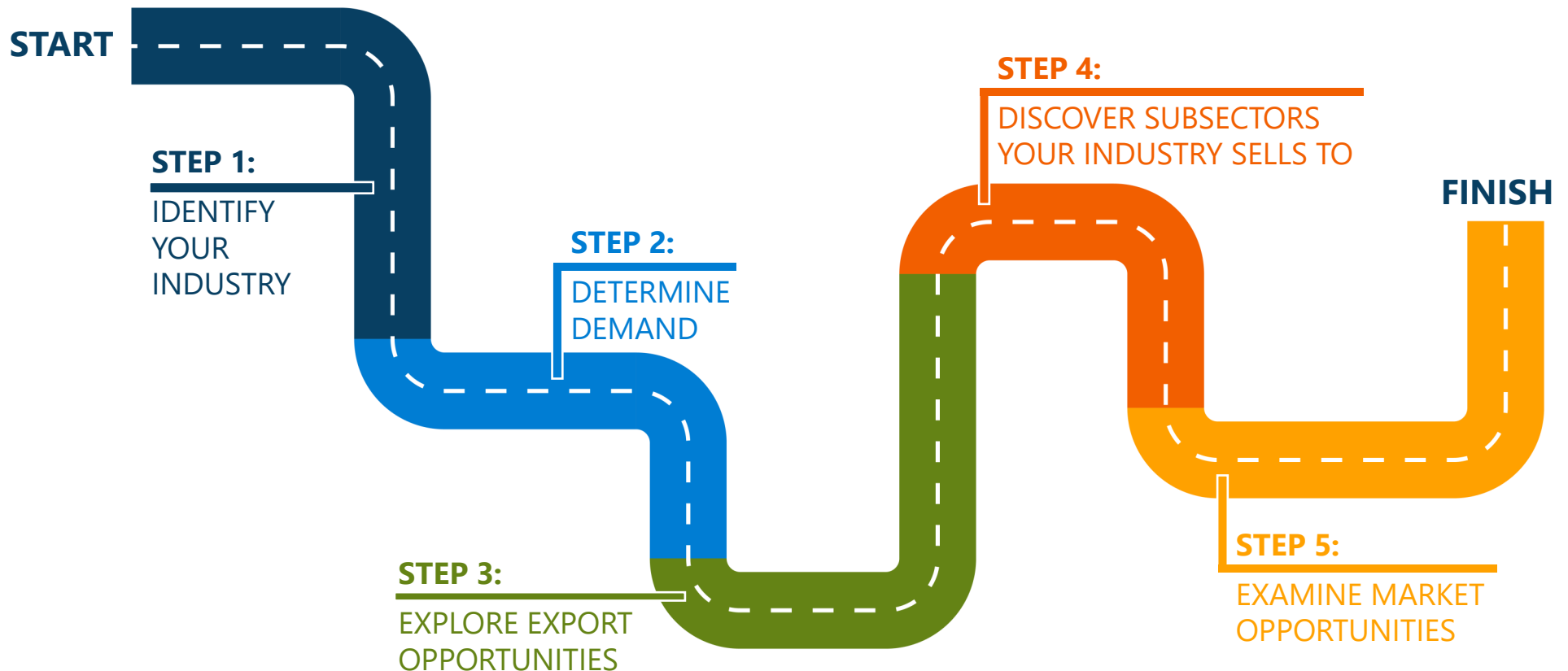
MAINE INDUSTRY DATA SNAPSHOT TOOL

The Maine Department of Economic and Community Development (Maine DECD) has a wealth of industry information, and this tool was developed to help businesses access and employ this data.

Industry data can be used by Maine business leaders to better understand markets and inform business decisions regarding new opportunities.

Identify which industry your business most closely aligns with, and then review your industry's market data snapshot. Get more details in the full industry reports and contact Maine DECD for additional support [here](#).

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STEP 1

IDENTIFY YOUR INDUSTRY

Industry classifications are based on the North American Industry Classification System (NAICS), a code-based system that assigns businesses detailed industry categories.

Click on the name of your primary industry on the next two pages to see a brief overview of its performance and potential opportunities to expand your market in steps 2-5.



Overview of Manufacturing

- Food Manufacturing
- Beverage and Tobacco Product Manufacturing
- Textile Mills
- Apparel Manufacturing
- Leather and Allied Product Manufacturing
- Wood Product Manufacturing
- Paper Manufacturing
- Petroleum and Coal Products Manufacturing
- Pharmaceutical, Medical, and Other Chemical Manufacturing
- Plastics and Rubber Products Manufacturing
- Nonmetallic Mineral Product Manufacturing
- Primary Metal Manufacturing
- Fabricated Metal Product Manufacturing
- Machinery Manufacturing
- Computer and Electronic Product Manufacturing
- Electrical Equipment, Appliance, and Component Manufacturing
- Transportation Equipment Manufacturing
- Furniture and Related Product Manufacturing



Advanced Manufacturing: Machinery and Metals Manufacturing

- Fabricated Metal Product Manufacturing
- Machinery Manufacturing
- Transportation Equipment Manufacturing



Agriculture, Seafood, and Food Manufacturing

- Agriculture: Crop Production and Animal Production
- Seafood: Fishing and Aquaculture
- [Food and Beverage Manufacturing](#)



Biomedical Manufacturing

- Pharmaceutical Manufacturing
- Medical Devices Manufacturing
- Medical Equipment Manufacturing
- Biomedical Manufacturing Wholesalers



Clean Energy

- Renewable Power Generation
- Clean Infrastructure
- Clean Energy Manufacturing
- Clean Energy Wholesalers



Construction

- Residential Construction
- Commercial Construction
- Infrastructure Construction
- Contractors
- Construction Wholesalers



Forestry and Forest Products

- Forestry and Logging
- Wood Product Manufacturing
- Paper Manufacturing
- Wood Kitchen Cabinet and Countertop Manufacturing
- Non-upholstered Wood Household Furniture Manufacturing
- Wood Office Furniture Manufacturing
- Custom Architectural Woodwork and Millwork Manufacturing
- Lumber, Plywood, Millwork, and Wood Panel Merchants
- Paper and Paper Product Wholesalers



Information Technology

- Telecommunications
- Software and Internet Publishing
- Information Services
- Information Wholesalers



Logistics, Transportation, and Warehousing

- Transportation
- Warehousing & Storage
- Process, Physical Distribution, and Logistics Consulting Services
- Packaging and Labeling Services



Retail Trade

- Motor Vehicle and Parts Dealers
- Furniture and Home Furnishings Stores
- Electronics and Appliance Stores
- Building Material and Garden Equipment and Supplies Dealers
- Food and Beverage Stores
- Health and Personal Care Stores
- Gasoline Stations
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Musical Instrument, and Book Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Non-store Retailers



Textiles

- 313: Textile Mills
- 314: Textile Product Mills
- 315: Apparel Manufacturing
- 316: Leather and Allied Product Manufacturing



KEY METRICS FOR **OVERVIEW OF MANUFACTURING**

INDUSTRY DESCRIPTION: The Manufacturing sector encompasses a vast array of industries that transform raw materials and components into finished products.

This diverse sector includes food and beverage production, textile and apparel manufacturing, wood and paper processing, chemical and pharmaceutical production, metalworking, machinery and equipment manufacturing, and much more.

It serves as a cornerstone of economic growth, providing employment opportunities, technological advancements, and the goods that underpin modern society.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent on Imports for Overview of Manufacturing Products (2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Overview of Manufacturing products, such as food, chemicals, and general manufacturing products, to support their own economies.

District of Columbia

West Virginia

Wyoming

Nevada

North Dakota

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's
Overview of Manufacturing
Products and Services
(2021 Sales)

Massachusetts
\$1.9 billion

New York
\$1.8 billion

California
\$1.6 billion

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the
Overview of Manufacturing
Industry Sells to in Maine
(2022 Sales)

Sawmills
\$90.5 million

Paper (except
newsprint) Mills
\$81.4 million

General Medical
and Surgical Hospitals
\$80.6 million

Pulp Mills
\$75.7 million

Aircraft Engine
and Engine Parts
Manufacturing
\$69.4 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Overview of Manufacturing

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

East North Central
(Midwest: Indiana, Wisconsin, Michigan)



West North Central
(Midwest: North Dakota, South Dakota, Nebraska, Kansas)



New England
(Northeast: Vermont, New Hampshire, Connecticut, Massachusetts)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

Metrics are a starting point to dig deeper, and if you are looking for new opportunities, connect with partners and resources and collaborate with other businesses to explore markets together.

- ▶ **Trade Show Recommendations, Technical Assistance Support, and Partner Resources** are included in the [full industry report](#).
- ▶ **Market Opportunities** are included in the [Macro-Overview of Domestic Trade Activities Report](#).

[Back to Step 1](#)



KEY METRICS FOR **ADVANCED MANUFACTURING:** **MACHINERY AND METALS MANUFACTURING**

INDUSTRY DESCRIPTION: Industries in the fabricated metal product manufacturing sector transform metal into intermediate and end products through processes like forging, stamping, and welding. Machinery manufacturing industries create products that use mechanical force, including both general-purpose and special-purpose machinery for various applications.

Transportation equipment manufacturing industries produce equipment for transporting people and goods, covering areas such as motor vehicles, ships, and aerospace products.

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STEP 2

DETERMINE DEMAND

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If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent on
Imports for Advanced
Manufacturing Products
(2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import advanced manufacturing products, such as machines, transportation parts, and general manufacturing products, to support their own economies.

District of Columbia

Wyoming

West Virginia

Alaska

Hawaii

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's
Advanced Manufacturing
Products and Services
(2021 Sales)

Massachusetts
\$520 million

California
\$515 million

New York
\$353 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the
Advanced Manufacturing
Industry Sells to in Maine
(2022 Sales)

Aircraft Engine
and Engine Parts
Manufacturing
\$70.1 million

Federal
Government,
Military
\$49.7 million

Ship Building
and Repairing
\$29.7 million

Public, Heating,
and Air Conditioning
Contractors
\$23.4 million

Site Preparation
Contractors
\$21.7 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Advanced Manufacturing

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

New England



West North Central (Midwest: North Dakota, South Dakota, Nebraska, Kansas)



East South Central (South: Kentucky, Mississippi)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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[Back to Step 1](#)



KEY METRICS FOR AGRICULTURE: CROP PRODUCTION AND ANIMAL PRODUCTION

INDUSTRY DESCRIPTION: The agriculture industry comprises crop and animal production. Crop production focuses on cultivating plants for food or fiber. Animal production raises livestock for meat, dairy, or other products. Supporting services exist for both crop and animal production, providing essential assistance to farmers and ranchers.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent
on Imports for Agriculture:
Crop Production and Animal
Production Products
(2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import crop production and animal production products, such as plants, fibers, and animal products to support their own economies.

District of Columbia

New Jersey

Delaware

Rhode Island

New Hampshire

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's Agriculture: Crop Production and Animal Production Products (2021 Sales)

Massachusetts
\$166.5 million

New York
\$84.2 million

New Hampshire
\$78.1 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the Agriculture: Crop Production and Animal Production Products Industry Sells to in Maine (2022 Sales)

Crop Production
\$60.3 million

Logging
\$30.5 million

Animal Production
\$25.7 million

Breweries
\$18.2 million

Frozen Fruit,
Juice, and Vegetable
Manufacturing
\$21.7 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top Market Opportunities for Agriculture: Crop Production and Animal Production Products

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

West North Central US
(Midwest: North Dakota, South Dakota, Nebraska, Kansas)



East North Central
(Indiana, Wisconsin, Michigan)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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[Back to Step 1](#)



KEY METRICS FOR **FOOD AND BEVERAGE** MANUFACTURING

INDUSTRY DESCRIPTION: The Food and Beverage Manufacturing industry transforms raw agricultural products and livestock into consumable goods.

Food manufacturers produce a wide range of products for both intermediate and final consumption.

Beverage manufacturers specialize in creating soft drinks, bottled water, and alcoholic beverages like beer, wine, and spirits.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent
on Imports for Food and
Beverage Manufacturing
(2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Food Manufacturing products, such as fruit, dairy, and soda products, to support their own economies.

West Virginia

District of Columbia

Wyoming

New Hampshire

Montana

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's Food and Beverage Manufacturing Products and Services (2021 Sales)

New York
\$541.9 million

Massachusetts
\$504.9 million

Florida
\$247.8 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the Food and Beverage Manufacturing Industry Sells to in Maine (2022 Sales)

Full-Service Restaurants
\$31.5 million

Limited-Service Restaurants
\$25 million

Distilleries
\$21.6 million

Poultry Processing
\$12.9 million

State Government, Excluding Education and Hospitals
\$11.2 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Food and Beverage Manufacturing

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

New England
(Northeast: Vermont, New Hampshire, Connecticut, Massachusetts)



Mid-Atlantic
(Northeast: New York, New Jersey)



South Atlantic
(South: Delaware, Virginia, Maryland, West Virginia)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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[Back to Step 1](#)



KEY METRICS FOR **BIOMEDICAL MANUFACTURING**

INDUSTRY DESCRIPTION: The pharmaceutical industry produces medications, including chemical-based and plant-derived drugs, as well as diagnostic substances.

Medical device manufacturers create equipment such as electromedical instruments and controls, while medical equipment manufacturers produce a wide range of tools for medical, surgical, and veterinary use.

Biomedical manufacturing wholesalers distribute these products, including pharmaceuticals, medical devices, and equipment.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent
on Imports for Biomedical
Manufacturing Products
(2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Biomedical Manufacturing products, such as medical devices, medical equipment, and pharmaceuticals to support their own economies.

Wyoming

North Dakota

Mississippi

West Virginia

Alaska

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's
Biomedical Manufacturing
Products and Services
(2021 Sales)

California
\$197.9 million

New York
\$189.9 million

Texas
\$163.9 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Industries the
Biomedical Manufacturing
Industry Sells to in Maine
(2022 Sales)

General Medical
and Surgical Hospitals
\$62.1 million

In-Vitro Diagnostic
Substance
Manufacturing
\$58.7 million

Pharmaceutical
Preparation
Manufacturing
\$47.2 million

Offices of Physicians
(except Mental Health
Specialist)
\$15.2 million

Drugs and
Druggists' Sundries
Merchant Wholesalers
\$11.7 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

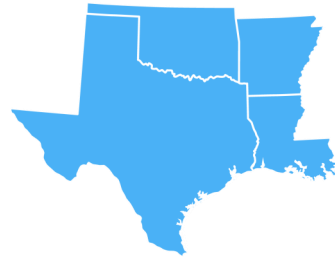
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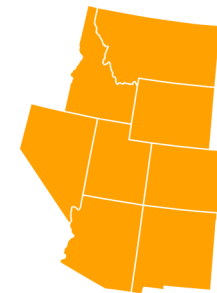
Top 3 Market Opportunities for Biomedical Manufacturing

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

West South Central
(South: Texas, Arkansas)



Mountain
(West: Idaho, Nevada, Wyoming)



South Atlantic
(South: Delaware, Virginia, Maryland, West Virginia)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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KEY METRICS FOR **CLEAN ENERGY**

INDUSTRY DESCRIPTION: Renewable power generation focuses on producing electricity from sustainable sources. Clean infrastructure involves building the necessary infrastructure, such as power lines and plants, to support renewable energy.

Clean energy manufacturing produces equipment essential for renewable energy systems, including HVAC, batteries, turbines, and power transmission components. Lastly, clean energy wholesalers distribute hardware, plumbing, and heating equipment necessary for the installation and maintenance of clean energy systems.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent on Imports for Clean Energy Products (2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Clean Energy products, such as powerplants, batteries, and power transmission components to support their own economies.

District of Columbia

Mississippi

West Virginia

Wyoming

Kentucky

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's Clean Energy Products and Services (2021 Sales)

California
\$12.2 million

Texas
\$11.5 million

New York
\$10.7 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the Clean Energy Industry Sells to in Maine (2022 Sales)

State Government,
Excluding Education
and Hospitals
\$55.8 million

Local Government,
Excluding Education
and Hospitals
\$51.6 million

Elementary and
Secondary Schools
(Local Government)
\$40.8 million

Lessors of
Residential
Buildings and
Dwellings
\$15.7 million

Lessors of
Nonresidential
Buildings (Except
Mini-warehouses)
\$13.8 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Clean Energy

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

East South Central
(South: Kentucky, Mississippi)



West North Central
(Midwest: North Dakota, South Dakota, Nebraska, Kansas)



East North Central
(Midwest: Indiana, Wisconsin, Michigan)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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[Back to Step 1](#)



KEY METRICS FOR CONSTRUCTION

INDUSTRY DESCRIPTION: The Construction industry encompasses residential, commercial, and infrastructure sectors. Residential construction focuses on building homes, while commercial construction builds non-residential buildings.

Infrastructure development includes utilities and essential structures. Contractors specialize in specific construction tasks, such as plumbing or electrical work. Construction wholesalers supply necessary building materials to support these construction activities.

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STEP 2

DETERMINE DEMAND

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If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent on Imports for Construction Products (2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Construction products and services, to support their own economies.

District of Columbia

West Virginia

Mississippi

Wyoming

Kentucky

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's Construction Products and Services (2021 Sales)

New York
\$107.8 million

Massachusetts
\$15.9 million

New Hampshire
\$15.3 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the Construction Industry Sells to in Maine (2022 Sales)

State Government,
Excluding Education
and Hospitals
\$301.2 million

Local Government,
Excluding Education
and Hospitals
\$282.5 million

Elementary and
Secondary Schools
(Local Government)
\$226.3 million

Federal Government,
Civilian, Excluding
Postal Service
\$65.2 million

Lessors of
Residential Buildings
and Dwellings
\$64.5 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Construction

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

East South Central
(South: Kentucky, Mississippi)



East North Central
(Midwest: Indiana, Wisconsin, Michigan)



Mid-Atlantic
(Northeast: New York, New Jersey)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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[Back to Step 1](#)



KEY METRICS FOR **FORESTRY AND FOREST PRODUCTS**

INDUSTRY DESCRIPTION: Industries in forestry and logging cultivate and harvest timber. Supporting industries manage forest resources, conduct research, and market timber products.

Wood product manufacturers transform timber into lumber, plywood, flooring, and other wood-based materials, including prefabricated homes.

Paper manufacturing involves converting wood pulp into paper and paper products. Paper and paper product wholesalers distribute paper, stationery, and other paper-based goods.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent
on Imports for Forestry
and Forest Products
(2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Forestry and Forest Products, such as timber, flooring, and paper to support their own economies.

District of Columbia

Wyoming

Alaska

North Dakota

Delaware

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's
Forestry and Forest
Products and Services
(2021 Sales)

Massachusetts
\$578.5 million

New York
\$530.9 million

California
\$278.9 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the
Forestry and Forest
Products Industry Sells to
in Maine (2022 Sales)

Sawmills
\$212.1 million

Paper (except
newsprint) Mills
\$126.5 million

Pulp Mills
\$108.1 million

All Other Misc.
Wood Product
Manufacturing
\$22.6 million

Reconstituted
Wood Product
Manufacturing
\$20.9 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

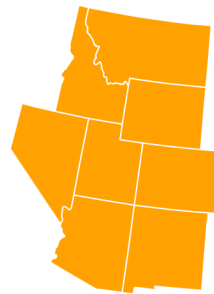
Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Forest and Forestry Products

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

Mountain
(West: Idaho, Wyoming, Nevada)



East South Central
(South: Kentucky, Mississippi)



West North Central US
(Midwest: North Dakota, South Dakota, Nebraska, Kansas)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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KEY METRICS FOR INFORMATION TECHNOLOGY

INDUSTRY DESCRIPTION: The Information Technology (IT) industry involves several key areas.

Telecommunications involves the transmission of information, including phone services, cable and satellite TV, internet access, and related services.

The software industry develops and distributes computer software, providing support and services to users. Information services focus on custom software development, IT consulting, and system management.

While not directly related to information technology, information wholesalers distribute electrical components and equipment, which support the broader IT infrastructure.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent
on Imports for Information
Technology Products
(2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Information Technology products, such as software, support services, and the transmission of information to support their own economies.

Alaska

Mississippi

Wyoming

West Virginia

Louisiana

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's
Information Technology
Products and Services
(2021 Sales)

New Hampshire
\$15.5 million

Massachusetts
\$4.4 million

Florida
\$3 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the
Information Technology
Industry Sells to in Maine
(2022 Sales)

Federal Government,
Civilian, Excluding
Postal Service
\$141.5 million

Corporate,
Subsidiary, and
Regional Managing
Offices
\$83.7 million

Wired
Telecommunication
Carriers
\$76.3 million

State Government,
Excluding Education
and Hospitals
\$76.3 million

General Medical and
Surgical Hospitals
\$64.8 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

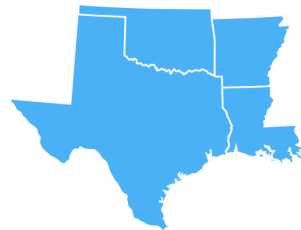
Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Information Technology

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

West South Central
(South: Texas, Arkansas)



East South Central
(South: Kentucky, Mississippi)



West North Central
(Midwest: North Dakota, South Dakota, Nebraska, Kansas)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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KEY METRICS FOR LOGISTICS, TRANSPORTATION, AND WAREHOUSING

INDUSTRY DESCRIPTION: The transportation sector encompasses the movement of people and goods, including passenger travel and sightseeing.

Warehousing and storage facilities provide essential storage for various products, from general merchandise to refrigerated items.

Logistics, on the other hand, is the strategic management of resources to efficiently move products from origin to consumption. This includes manufacturing, production, inventory management, warehousing, transportation, and distribution.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent on Imports for Logistics, Transportation, and Warehousing Products (2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Logistics, Transportation, and Warehousing, to support their own economies.

District of Columbia

Vermont

West Virginia

New Hampshire

Rhode Island

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's Logistics, Transportation, and Warehousing Products (2021 Sales)

Massachusetts
\$5.4 million

New Hampshire
\$4.8 million

Rhode Island
\$122,736

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the Logistics, Transportation, and Warehousing Industry Sells to in Maine (2022 Sales)

General Freight Trucking, Long-Distance, Truckload
\$42.3 million

Gasoline Stations with Convenience Stores
\$31.8 million

Supermarkets and Other Grocery (except convenience) Stores
\$31.3 million

Paper (except newsprint) Mills
\$29.3 million

Electric Power Distribution
\$28.9 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Logistics, Transportation, and Warehousing

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

East South Central
(South: Kentucky, Mississippi)



West North Central
(Midwest: North Dakota, South Dakota, Nebraska, Kansas)



New England
(Northeast: Vermont, New Hampshire, Connecticut, Massachusetts)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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KEY METRICS FOR **RETAIL TRADE**

INDUSTRY DESCRIPTION: Retail trade involves the sale of goods and services directly to consumers. This vast sector includes a diverse range of businesses, from automotive dealerships and furniture stores to grocery outlets and clothing boutiques. Consumers interact with these establishments to purchase products for personal or household use.

The industry has evolved to include both brick-and-mortar stores and online platforms, reflecting the changing preferences of modern shoppers.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent on Imports for Retail Trade Products (2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Retail Trade products such as appliances, gasoline, and home goods to support their own economies.

West Virginia

District of Columbia

Wyoming

Vermont

Mississippi

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's Retail Trade Products and Services (2021 Sales)

Massachusetts
\$478.9 million

New York
\$177.9 million

New Jersey
\$78.4 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the Retail Trade Industry Sells to in Maine (2022 Sales)

Plumbing, Heating,
and Air-Conditioning
Contractors
\$28.1 million

Site Preparation
Contractors
\$27.2 million

Full-Service
Restaurants
\$20.5 million

Electrical
Contractors and Other
Wiring Installation
Contractors
\$20 million

Limited-Service
Restaurants
\$17 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

Testing a new market requires data for informed decision-making. Listed market opportunities are based on the industry, the nature of goods being transported, domestic imports of the

industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

Top 3 Market Opportunities for Retail Trade

Market opportunities were determined by analyzing employment concentrations, domestic imports, domestic imports per population, and average shipping distances within each target industry across each region in the US.

East South Central
(South: Kentucky, Mississippi)



West North Central
(Midwest: North Dakota, South Dakota, Nebraska, Kansas)



New England
(Northeast: Vermont, New Hampshire, Connecticut, Massachusetts)



FINISH LINE

CONNECT, COLLABORATE, AND ACCESS RESOURCES

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KEY METRICS FOR TEXTILES

INDUSTRY DESCRIPTION: The Textile and Apparel industry covers several types of production.

Textile mills convert raw fibers into yarn or fabric. Textile product mills create items like carpets, home furnishings, and industrial textiles from these fabrics.

Apparel manufacturers produce clothing by cutting and sewing fabric, while some also knit their own fabric.

Finally, leather and allied product manufacturers transform animal hides into leather goods, such as footwear, accessories, and apparel.

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STEP 2

DETERMINE DEMAND

It is important to understand the amount of industry goods and services consumed in a state to know where to market your products and services.

If a high share of demand is met by imports, that means that businesses in the state rely more heavily on out-of-state

sources for goods and services compared to other states. Therefore, if you are trying to compete in a new market, there is less local competition and more openness to newer products coming into the state.

Top 5 States Dependent on Imports for Textiles Products (2022 Demand)

The following states have relatively low production capacity compared to the national average. These states need to import Textiles products, such as carpets, apparel, and leather to support their own economies.

West Virginia

Wyoming

South Dakota

North Dakota

Iowa

STEP 3

EXPLORE EXPORT OPPORTUNITIES

Understanding where Maine industries sell to shows us where there are existing networks in place that could be leveraged.

For example, there may be existing transportation, logistics, and distribution networks that are consistently being used due to

the amount of goods shipped to particular states that are importing Maine products. This helps increase efficiency and decrease costs.

Top 3 Importers of Maine's Textiles Products and Services (2021 Sales)

California
\$58.7 million

Texas
\$37.1 million

New York
\$36.2 million

STEP 4

DISCOVER SUBSECTORS YOUR INDUSTRY SELLS TO

Understanding which industries need your goods and services helps advise your potential sales channels and strategies for scaling up your business. Use this metric to measure who you

currently sell to and what opportunities you can explore to diversify your client base.

Top 5 Subsectors the Textiles Industry Sells to in Maine (2022 Sales)

Sanitary Paper Products
Manufacturing
\$4.8 million

Paper Mills
\$3.5 million

Footwear
Manufacturing
\$2.5 million

Warehouse Clubs
and Supercenters
\$2.5 million

Residential
Intellectual and
Developmental
Disability Facilities
\$1.8 million

STEP 5

EXAMINE MARKET OPPORTUNITIES

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industry, and transportation distances. Use these market opportunities as a starting point to learn more about the market and potential buyers of your product.

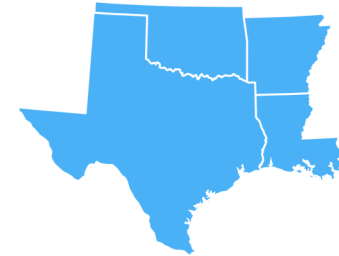
Top 3 Market Opportunities for Textiles

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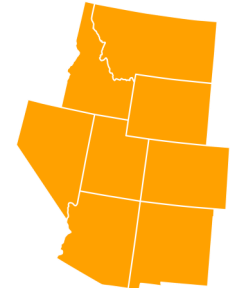
West North Central
(Midwest: North Dakota, South Dakota, Nebraska, Kansas)



West South Central
(South: Texas, Arkansas)



Mountain
(West: Idaho, Nevada, Wyoming)



FINISH LINE

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