

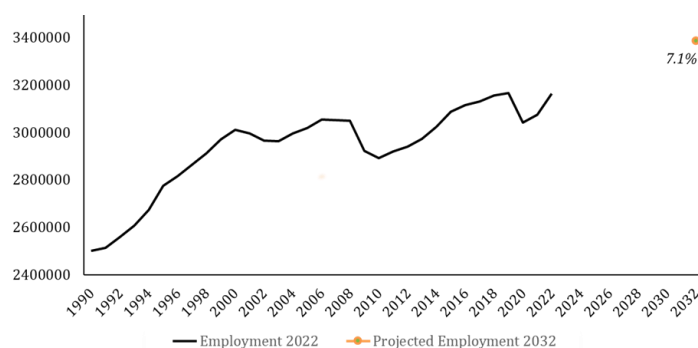
UNDERSTANDING WISCONSIN'S JOB OUTLOOK

Industry and Occupation Projections, 2022-2032 in Brief

Introduction

The Projections Unit of the Office of Economic Advisors (OEA) develops long-term employment outlooks for Wisconsin's industries and occupations over a 10-year period. These projections analyze employment trends across approximately 270 industries and 800 occupations. This summary highlights key findings from the 2022–2032 long-term projections, which are updated every two years.

Figure 1: Wisconsin Total Employment



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2022-2032

Total employment in Wisconsin is expected to grow from 3,162,331 in 2022 to 3,387,402 by 2032, adding 225,071 new jobs—an increase of 7.1% over the projection period. Employment has generally risen since 1990, though growth was disrupted by three recessions: the Recession of 2001, the Great Recession (2007–2009), and the COVID-19 Recession (2020) (See Figure 1). Despite lasting only two months, the COVID-19 Recession significantly impacted economic activity, discouraged workforce participation, and influenced other employment-related conditions.

Pre-pandemic employment in 2019 stood at 3,165,947, compared to 3,162,331 in 2022. Because 2022 serves as the baseline for these projections, some industries and occupations show higher-than-usual growth rates for a 10-year period, largely reflecting the post-recession recovery. While the pandemic had a significant impact on Wisconsin's employment and economic output, the state's job market continues to recover.





What should you know when looking at **industry** projections?

What are supersectors and sectors?

The North American Industry Classification System (NAICS) is the structure used for the collection of industry data. The broadest NAICS category is the supersector. Under each supersector there are individual sectors, subsectors, and industry groups (see Table 1).

Table 1: NAICS Example

Super Sector	Education and Health Services
Sector (62)	Health Care and Social Assistance
Subsector(621)	Ambulatory Health Care Services
Industry group (6211)	Offices of Physicians

What is the difference between an establishment, a firm and an industry?

An establishment is typically at one physical location and engaged in one type of economic activity, such as a farm, a mine, a factory, or a store, that produces goods or services. A firm is a business and may consist of one or more establishments, where each establishment may participate in a different predominant economic activity. An industry includes all firms and establishments engaged in the same economic activity and is assigned to a specific NAICS code.

What should you know when looking at **occupation** projections?

What are the different types of job openings?

Job openings are classified as either exit, transfer, or growth openings. Exit openings are the result of workers leaving the labor force entirely. Transfer openings arise from workers leaving occupations for different ones. Growth openings reflect newly created positions. Total openings are the sum of exit, transfer, and growth.

What does a large number of openings mean?

It means that many in those occupations are leaving the labor force, changing occupations or that the occupations have significant growth openings. Therefore, with the right skills, it may be easier to find a job within those occupations.

What other information is provided?

Employment levels, wages, and typical education and training paths are also included for each occupation. In addition to the Statewide data, long-term projections by Workforce Development Areas (WDA) are also produced and made available on WisConomy.com, Wisconsin's source for economic and labor market information.

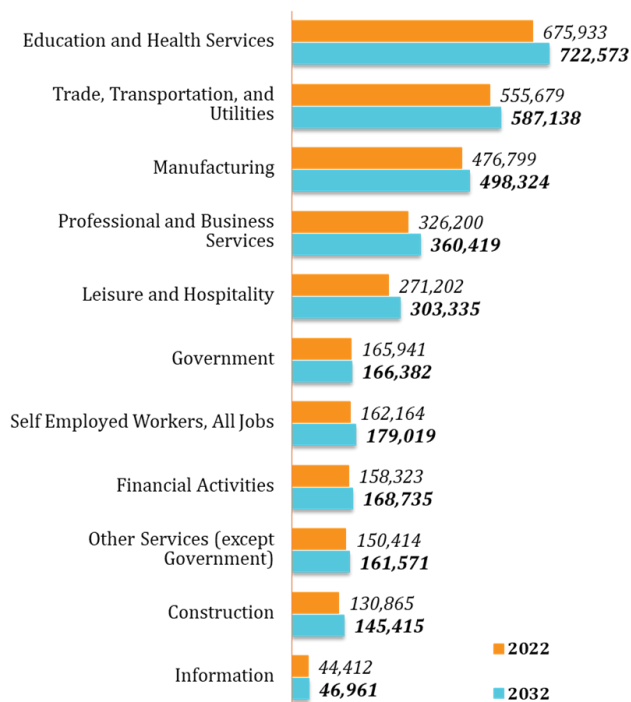
Data summarizing the 2022-2032 employment outlook for 270 industries and 800 occupations is now available on WisConomy.com.

Industry Employment

Education and Health Services has the highest anticipated net growth across all supersectors, with projected gains of 46,640 jobs from 2022-2032. Within this supersector, the driving force behind the growth is the *Health Care and Social Assistance* sector with 33,520 new jobs. Several factors contribute to this growth, including an aging population -particularly the baby boomer generation- increasing health care needs, and advancements in medical technology, like telemedicine and robotic surgery. Key subsectors within this sector include *Ambulatory Health Care Services*, *Social Assistance*, and *Hospitals* (see Figures 2 and 3).

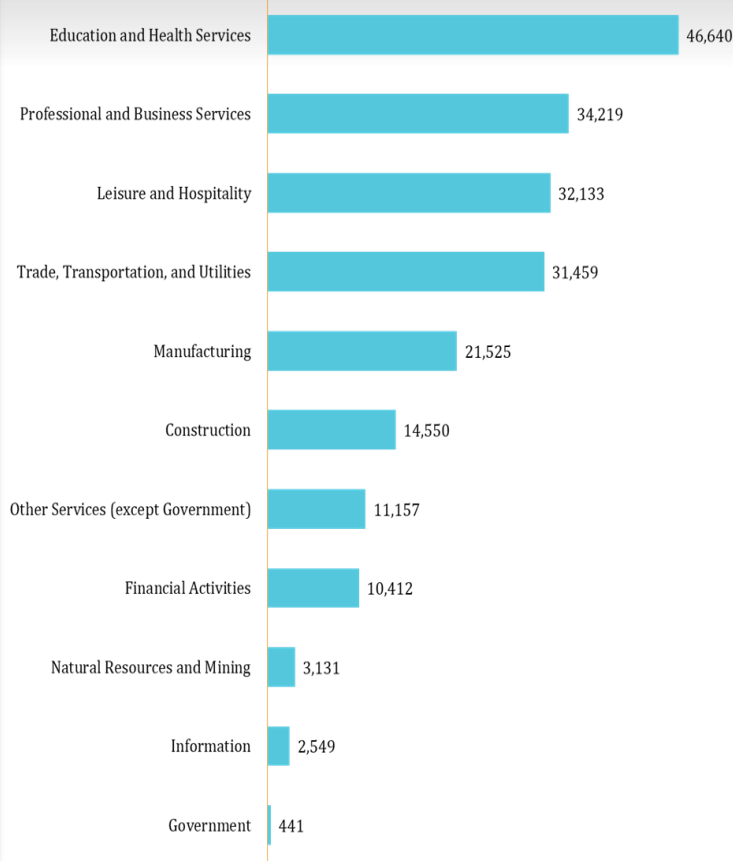
The *Professional and Business Services* supersector is second in anticipated employment change, and it is forecast to add 34,219 new jobs from 2022-2032. The *Professional, Scientific, and Technical Services* sector will contribute the largest share of the growth (+19,813). This sector covers a wide range of specialized roles such as legal services,

Figure 2: Supersector Employment 2022 vs Projected Employment 2032



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2022-2032

Figure 3: Supersector by Numeric Change, 2022-2032



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2022-2032

accounting, architectural and engineering services, computer systems design, management consulting, and scientific research and development. It is expected that these roles will continue to adapt as AI technologies advance and integrate into business operations.

The *Leisure and Hospitality* supersector ranks third in projected net growth, with 32,133 new jobs expected by 2032. The *Accommodation and Food Services* sector is expected to add the most jobs (+24,153). Industries in this sector provide customers with lodging, food, and beverages for direct consumption. The *Food Services and Drinking Places* (+19,488) subsector is driving the growth.

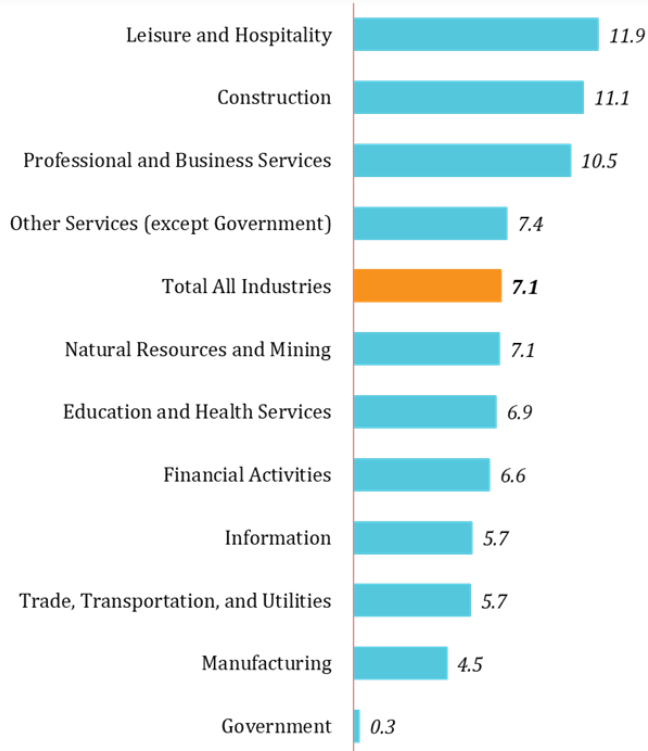
Trade, Transportation, and Utilities is projected to add 31,459 new jobs over the period, experiencing the largest numeric gains across: the *Wholesale Trade* (+12,577) and *Retail Trade* (+11,577) sectors.

For the *Manufacturing* supersector, the forecast value for 2032 is 498,324 jobs and the projected employment add is 21,525 new jobs. The largest employment increase is in *Durable Goods Manufacturing* (13,564) with rising demand for products like electric vehicles, renewable energy and advanced machinery.

The *Construction* supersector is projected to add 14,550 new jobs, and *Specialty Trade Contractors* is expected to see the largest increase with 7,820 jobs. The growth is driven by rising infrastructure investments, urban expansion, and the shift toward sustainable construction. Examples of firms in this subsector are roofing, electrical, plumbing, and painting contractors.

Other Services (except Government) is projected to grow by 11,157 jobs, with *Religious, Grantmaking, Civic, Professional, and Similar Organizations* adding the most jobs (+6,011). Industries in this subsector group are establishments that organize and promote religious activities; support various causes through grantmaking; advocate various social and political causes; and promote and defend the interests of their members.

Figure 4: Supersector by Percent Change: 2022-2032



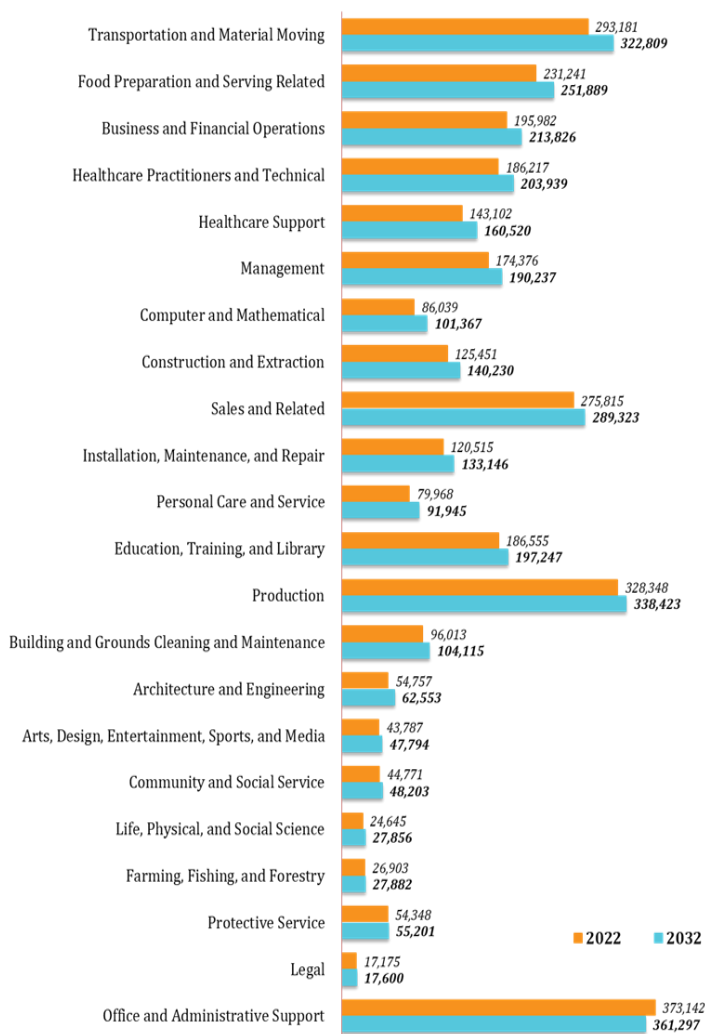
Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2022-2032

Figure 4 shows the projected percent job change by supersector; all are expected to increase over the 2022-2032 decade. The fastest growing is *Leisure and Hospitality* (+11.9%), with the *Arts, Entertainment, and Recreation* (+17.3%) and *Accommodation and Food Services* (+10.7 %) sectors expected to recover considerably from pandemic induced declines. *Construction* (+11.1%) is second based on percent change, with *Construction of Buildings* (+16%) having the fastest growth. The third highest is *Professional and Business Services* (+10.5%), followed by *Other Services (except Government)* (+7.4%). Besides these four, the remaining supersectors are expected to grow at slower rates from 2022-2032 than the all-industries average (+7.1%).

Occupational Employment

There are several factors that determine the need for a certain occupation. Industry growth and decline have a direct impact on occupational employment change and technological factors affect skills demanded. Occupations are grouped by 22 broad occupational categories.

Figure 5: Occupational Employment 2022 vs Projected Employment 2032



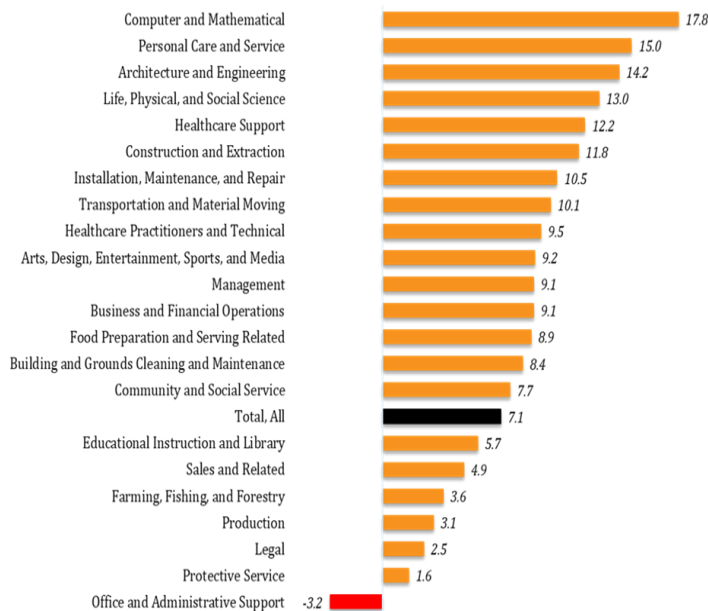
Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2022-2032

Over the 2022-2032 period, considering the numeric change, the top occupational group is *Transportation and Material Moving* (+29,628), explained mainly by the increase in warehousing from the rise of e-commerce.

As the service industry expands post pandemic, tourism and hospitality growth is anticipated, helping *Food Preparation and Serving Related* (+20,648) land in the second spot. Next is *Business and Financial Operations* (+17,844), where opportunities abound for remote and hybrid work. *Healthcare Practitioners and Technical occupations* (+17,722) is followed by *Healthcare Support* (+17,418), which aligns with the aging population and increasing demand for health care along with the advancement in telemedicine (see Figure 5).

Fifteen occupational groups are expected to grow faster than the state average. The fastest growing is *Computer and Mathematical* (+17.8%), followed by *Personal Care and Service* (+15.0%). The third highest is *Architecture and Engineering* (+14.2%). All occupational groups are expected to grow over the 2022-2032 period except *Office and Administrative Support* (-3.2%), as many routine administrative tasks are increasingly being automated with AI-powered tools. (see Figure 6).

Figure 6: Occupational Employment by Percent Change: 2022-2032



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, Wisconsin Employment Projections 2022-2032

Notes

Long-term projections are used by a wide range of customers for a variety of reasons. They are useful to individuals seeking employment or career opportunities and businesses considering future staffing needs. Educational institutions use occupational projections to evaluate degree and course offerings. Researchers often utilize the data in analyses of Wisconsin's labor market. Employers may use the data to analyze projected employment trends across industries and occupations to support long-term planning. Policymakers and economic developers also use these projections as a strategic planning tool.

The projections are constructed using a methodology that combines econometric models, state economic variables, national projections and analytical judgment. Information is derived using the May 2022 Occupational Employment and Wage Statistics (OEWS) survey and data from the Quarterly Census of Employment and Wages (QCEW) and Current Employment Statistics (CES) programs. Unpublished data from the US Bureau of Labor Statistics, Current Population Survey (CPS) and US Census Bureau are also used.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2022 to 2032. It is important to note that unanticipated events may affect the accuracy of these projections.

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If you have questions about this publication or need more detailed projections data, please contact:

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