



Trade Means Growth for Florida

International trade—exports and imports of goods and services—supports 2.8 million jobs in Florida, or about 2 in 9 total jobs in the state.

Key facts about trade and jobs:

- The share of Florida jobs supported by trade has doubled since the early 1990s.
- Jobs in export-intensive industries offer compensation that averages about 16 percent higher than other jobs.
- Imports let American families stretch their budgets and help U.S. manufacturers keep costs down and competitiveness up.
- Over 58,900 Florida companies exported in 2022. Nationally, 97% of trading firms are small-and medium sized enterprises.
- Since 2008, companies that import or export goods have accounted for 3 out of 5 new American jobs.

Florida companies exported \$119 billion in goods and services in 2023 to nearly 220 markets around the world.

Top Markets for Florida Exports, 2023 (millions of dollars)

Country	Goods	Services	Total
Canada	\$5,068	\$4,660	\$9,728
Brazil	\$4,990	\$2,521	\$7,511
United Kingdom	\$3,021	\$4,363	\$7,384
Mexico	\$4,212	\$3,083	\$7,296
Germany	\$1,915	\$2,169	\$4,084
Other	\$46,538	\$36,408	\$82,947

America's FTA partners account for just 6% of the world's population but purchased 38% of Florida's goods exports in 2023.

Florida's goods exports to France were \$1.2 billion in 2023, more than doubling since 2014.

Canada was the top export market for services exports in 2023 at \$4.7 billion.

Florida Exports, 2014-2023 (billions of dollars)



Florida's total goods and services exports increased by \$25 billion (27%) between 2014 and 2023.

In 2023, Florida exported \$66 billion in goods and \$53 billion in services — a 10-year high for each.

Most services export growth has been driven by digital trade, which is allowing more Florida companies to reach customers abroad more easily.



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Top Goods and Services Exports from Florida, 2023 (millions of dollars)

Sector	Exports
Business, Professional & Technical Services	15,045
Computers & Electronic Products	14,931
Travel Services	14,735
Transportation Equipment	13,367
Transportation Services	10,516
Chemicals	8,660
Other	41,694

Florida's top business, professional, and technical service exports in 2023 were management and consulting services (\$8.5 billion) and legal services (\$1.6 billion).

Florida's top goods export in 2023 was civilian aircraft and parts (\$9.0 billion); while its top agricultural exports were poultry (\$299 million) and beef (\$624 million) products.

Florida's exports of digitally tradable services reached \$26 billion in 2023.

Foreign-headquartered companies directly employ 358,200 Florida workers.

Florida Workers Employed at Foreign-Owned Companies by Sector, 2021

Sector	Jobs
Manufacturing	70,700
Retail Trade	46,900
Professional, Scientific, and Technical Services	24,900
Wholesale Trade	24,900
Finance and Insurance	20,500
Information	19,500
Other	150,800

British-owned companies employ the most Florida workers (67,500), followed by Canadian-owned companies (62,500).

Each job at a foreign-owned company typically supports three other U.S. jobs indirectly.

In 2021, U.S. affiliates of foreign-owned companies employed 8 million Americans, exported \$412 billion in goods, and spent \$78 billion on R&D.

Data Sources

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Florida FDI data: U.S. Bureau of Economic Analysis, "Activities of U.S. Affiliates of Foreign Multinational Enterprises"; <https://www.bea.gov/international/di1fdiop>.