

FLORIDA'S 2021 METROPOLITAN STATISTICAL AREA (MSA) EXPORTS TO THE WORLD

PREPARED JUNE 2023



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Overview of U.S. MSA Exports

In 2021, exports from the United States' **392** Metropolitan Statistical Areas (MSAs) **totaled \$1.75 trillion**, reflecting a **22.5 percent increase** over 2020.

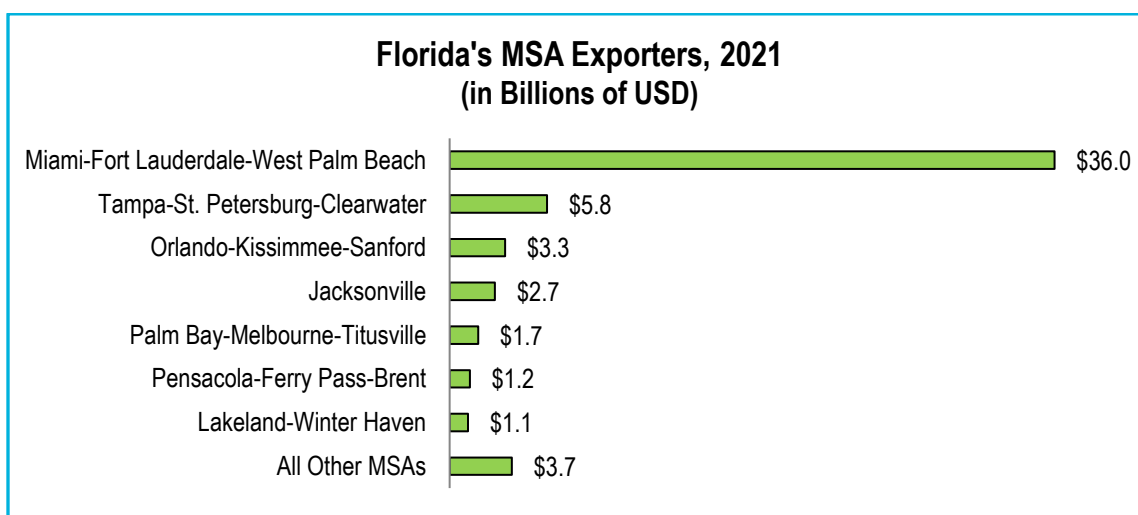


- Of the 392 MSAs, **158 metropolitan areas exported more than \$1.0 billion** in merchandise to the world, including seven Florida MSAs.
- A total of **17 metropolitan areas exported** merchandise worth **more than \$25 billion** worldwide, including one Florida MSA. This is an increase from the 12 MSAs exporting this amount in 2020.
- Non-metropolitan areas accounted for another \$199.5 billion of all U.S. exports in 2021, comprising 11.4 percent of total U.S. exports.

Top 10 U.S. Metropolitan Statistical Areas, 2021		
Rank	U.S. Metropolitan Statistical Areas	2021 Exports (\$Billions)
1	Houston-The Woodlands-Sugar Land, TX	\$140.8
2	New York-Newark-Jersey City, NY-NJ-PA	\$103.9
3	Los Angeles-Long Beach-Anaheim, CA	\$58.6
4	Chicago-Naperville-Elgin, IL-IN-WI	\$54.5
5	Corpus Christi, TX	\$46.7
6	Dallas-Fort Worth-Arlington, TX	\$43.2
7	Miami-Fort Lauderdale-West Palm Beach, FL	\$36.0
8	New Orleans-Metairie, LA	\$35.8
9	Detroit-Warren-Dearborn, MI	\$35.4
10	Portland-Vancouver-Hillsboro, OR-WA	\$33.8
	Top 10 MSAs as % of Total U.S. Exports	33.6%

Florida MSA Export Highlights

- Florida MSA exports sustained growth from 2017 to 2019, increasing by 3.7 percent. Across the U.S. and in Florida, exports in 2020 fell due to the COVID-19 supply chain crisis. Metropolitan exports decreased by 16.8 percent through 2020. Florida’s MSA exports rebounded in 2021, boasting 21.7 percent annual growth and surpassing 2019 levels.
- In 2021, **Florida’s 22 MSAs accounted for \$55.5 billion in exports**, comprising 3.2 percent of all U.S. MSA exports, while another \$764.2 million in exports originated in Florida’s non-metropolitan areas, a 28.9 percent increase over 2020.
- Throughout 2021, **all of Florida’s 22 MSAs saw export growth**; no MSAs in Florida experienced decline.



- Seven of Florida’s MSAs each generated more than \$1.0 billion in exports** in 2021, comprising a 93.3 percent share of Florida’s total MSA exports.

MSA Share of Florida Exports (2021)		
Florida MSA	% Share of Florida Exports	Change in Share from 2020
Miami-Fort Lauderdale-West Palm Beach	64.9%	▲
Tampa-St. Petersburg-Clearwater	10.4%	▼
Orlando-Kissimmee-Sanford	6.0%	▼
Jacksonville	4.8%	▼
Palm Bay-Melbourne-Titusville	3.0%	▲
Pensacola-Ferry Pass-Brent	2.2%	▲
Lakeland-Winter Haven, FL	2.1%	▼
All Other MSAs Combined	6.7%	▲

Miami MSA Export Highlights

- The [Miami-Fort Lauderdale-West Palm Beach MSA](#) accounted for nearly 65 percent of all Florida exports. It was also the only Florida MSA to rank as a top 50 MSA exporter in the entire U.S. (7th), with merchandise shipments totaling \$36.0 billion.
- At the county level, *two-thirds of Miami MSA exports were shipped through Miami-Dade County.*

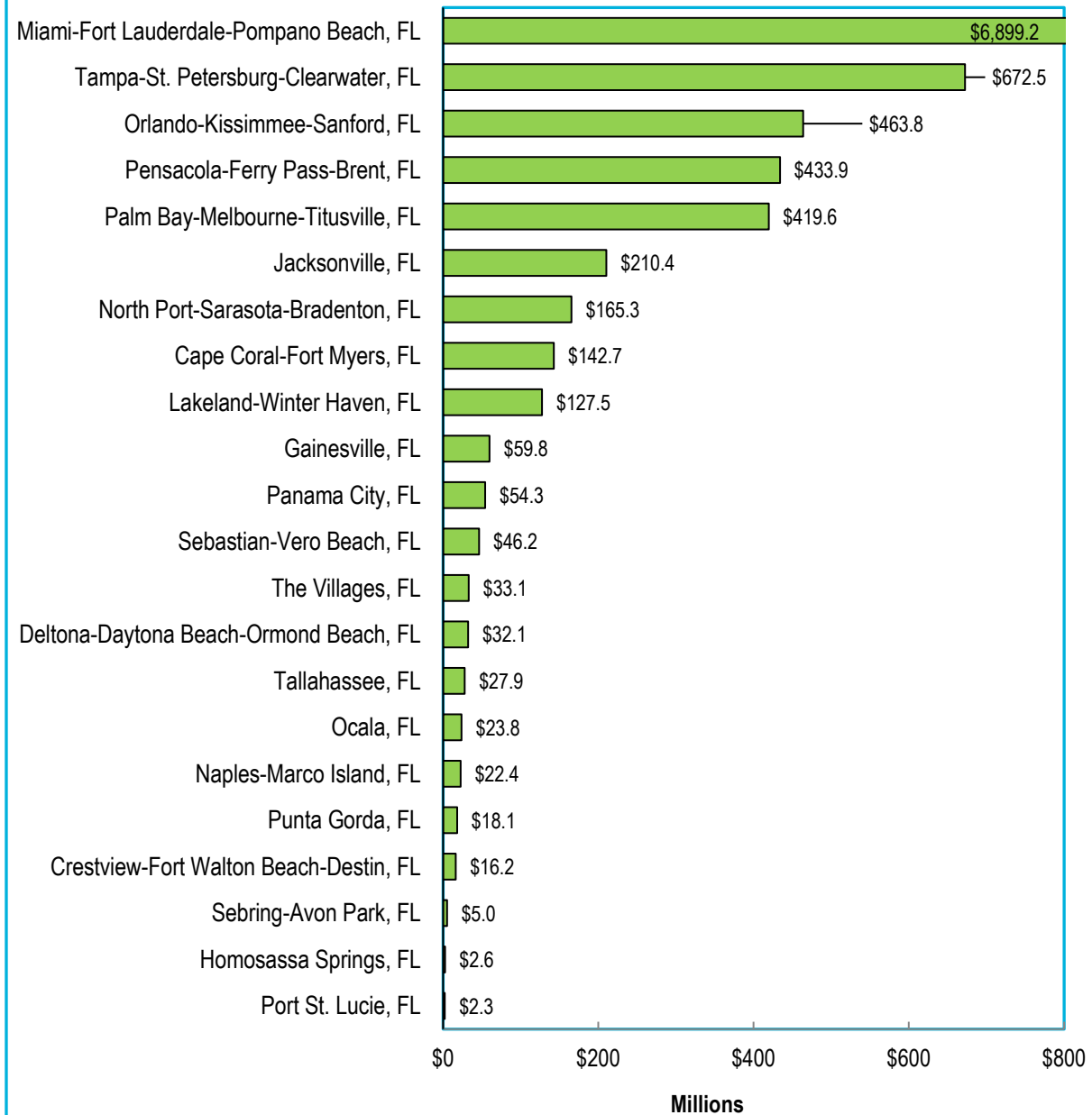
Miami MSA, County-level Exports (2021)	
County Origin	Exports (in Billions of USD)
Miami-Dade County	\$24.4
Broward County	\$8.4
Palm Beach County	\$3.2
Total	\$36.0

- Southeast Florida continues to export globally, with North American, Latin American, and European partners acting as primary markets for the Miami metropolitan area. *Nearly 30 percent of exports from the Miami metropolitan area are destined for its top 5 markets.*

Miami MSA, Top 5 Export Markets (2021)	
Country	Exports (in Billions of USD)
Mexico	\$2.5
Germany	\$2.1
Brazil	\$2.1
Colombia	\$2.0
Canada	\$1.7
Other Countries	\$25.6
Total	\$36.0

- The Miami MSA exported \$16.4 billion in goods to Free Trade Agreement (FTA) countries in 2021. Nearly 46 percent of the exports from this MSA went to FTA Partner countries.
- Top commodity exports by NAICS description from the Miami MSA include:
 - Aerospace Products and Parts (\$5.6 billion);
 - Communications Equipment (\$3.7 billion);
 - Computer and Peripheral Equipment (\$2.8 billion); and
 - Pharmaceuticals and Medicines (\$1.6 billion)
- More than 27,000 companies exported from the Miami-Fort Lauderdale-West Palm Beach MSA in 2020. *(Latest data available).*

Florida MSA Export Growth from 2020-2021 (\$ Value)

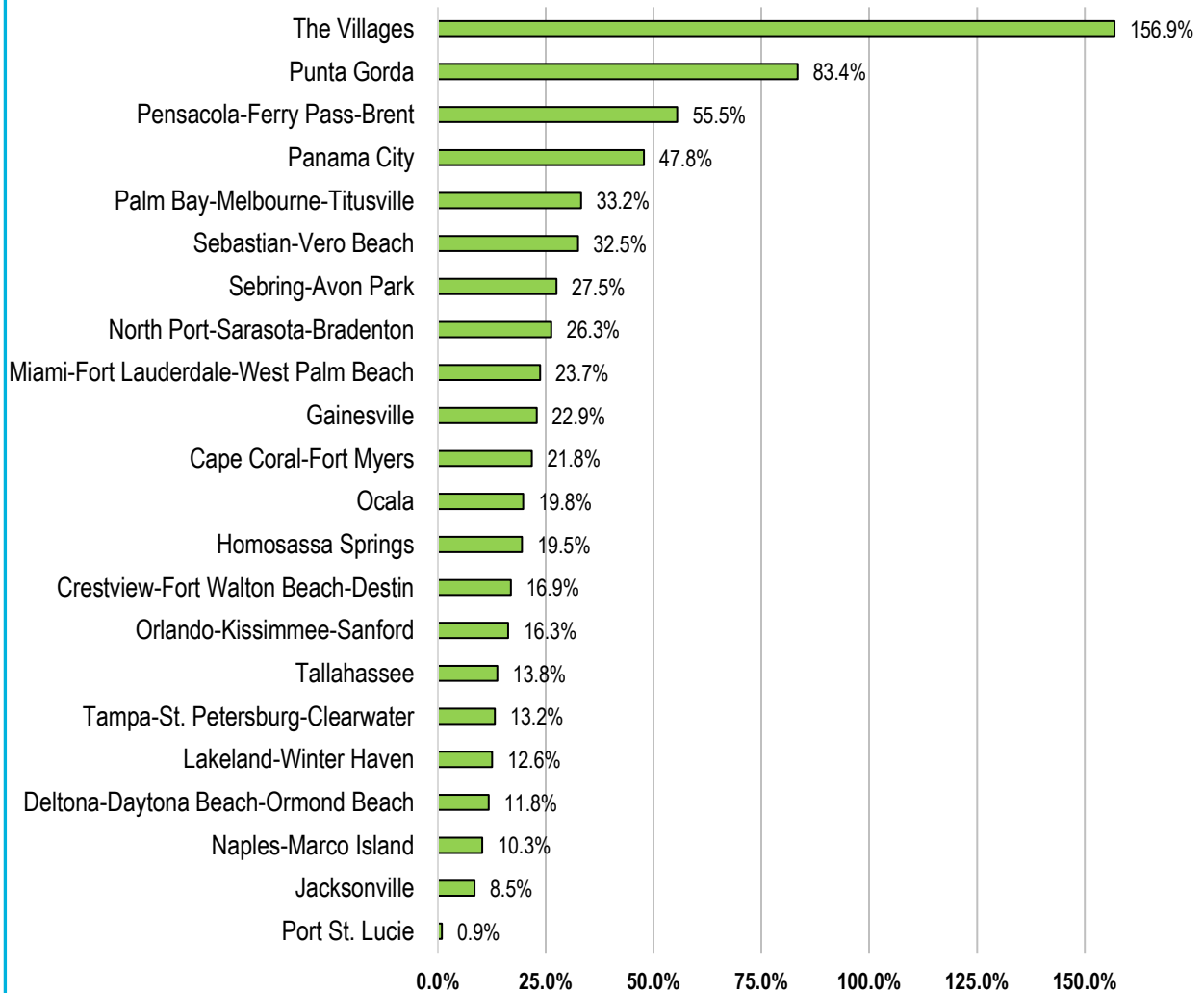


Exports from all Florida MSAs – 2017 to 2021						
2021 Rank	Florida MSAs	2017	2018	2019	2020	2021
1	Miami-Fort Lauderdale-West Palm Beach	34,780,500,000	35,650,200,000	35,498,900,000	29,112,100,000	36,011,300,000
2	Tampa-St. Petersburg-Clearwater	6,256,000,000	4,966,700,000	6,219,700,000	5,082,200,000	5,754,700,000
3	Orlando-Kissimmee-Sanford	3,196,700,000	3,131,700,000	3,363,900,000	2,849,800,000	3,313,600,000
4	Jacksonville	2,141,700,000	2,406,700,000	2,975,500,000	2,473,300,000	2,683,700,000
5	Palm Bay-Melbourne-Titusville	1,193,200,000	1,419,200,000	1,397,100,000	1,264,200,000	1,683,800,000
6	Pensacola-Ferry Pass-Brent	899,500,000	1,153,900,000	987,100,000	782,100,000	1,216,000,000
7	Lakeland-Winter Haven	1,147,200,000	1,299,800,000	1,141,500,000	1,013,500,000	1,141,000,000
8	Cape Coral-Fort Myers	592,300,000	668,000,000	694,900,000	654,800,000	797,500,000
9	North Port-Sarasota-Bradenton	725,300,000	723,300,000	663,800,000	628,700,000	794,000,000
10	Gainesville	292,100,000	370,200,000	297,200,000	260,900,000	320,700,000
11	Deltona-Daytona Beach-Ormond Beach	290,400,000	292,700,000	294,900,000	271,400,000	303,500,000
12	Port St. Lucie	229,900,000	258,900,000	251,200,000	257,400,000	259,700,000
13	Naples-Immokalee-Marco Island	227,100,000	238,800,000	221,000,000	217,200,000	239,600,000
14	Tallahassee	241,100,000	270,800,000	219,700,000	201,900,000	229,800,000
15	Sebastian-Vero Beach	119,900,000	142,300,000	147,700,000	142,200,000	188,400,000
16	Panama City	185,100,000	191,300,000	138,900,000	113,700,000	168,000,000
17	Ocala	143,400,000	133,000,000	125,800,000	120,200,000	144,000,000
18	Crestview-Fort Walton Beach-Destin	116,600,000	96,500,000	92,500,000	95,900,000	112,100,000
19	The Villages	6,600,000	31,100,000	31,100,000	21,100,000	54,200,000
20	Punta Gorda	28,400,000	24,600,000	25,700,000	21,700,000	39,800,000
21	Sebring-Avon Park	11,800,000	10,500,000	12,000,000	18,200,000	23,200,000
22	Homosassa Springs	12,100,000	9,300,000	16,800,000	13,300,000	15,900,000
	TOTAL	52,836,900,000	53,489,500,000	54,816,900,000	45,615,800,000	55,494,500,000

- The **highest percentage growth** was seen in **The Villages** MSA, growing by 156.9 percent in 2021, more than doubling its exports from \$21.1 million to \$54.2 million.
- The **Miami-Fort Lauderdale-West Palm Beach** MSA saw the **largest dollar value growth**, adding nearly \$6.9 billion in exports in 2021.
- The **Tampa-St. Petersburg-Clearwater** and **Orlando-Kissimmee-Sanford** MSAs saw the **next highest dollar value growth**, seeing export increases of \$672.5 million and \$463.8 million, respectively.



Florida MSA Export Growth from 2020-2021 (% Change)



Florida MSA Growth Trends from 2017-2021				
Florida MSA	2017-2018	2018-2019	2019-2020	2020-2021
The Villages	371.2%	0.0%	-32.2%	156.9%
Punta Gorda	-13.4%	4.5%	-15.6%	83.4%
Pensacola-Ferry Pass-Brent	28.3%	-14.5%	-20.8%	55.5%
Panama City	3.3%	-27.4%	-18.1%	47.8%
Palm Bay-Melbourne-Titusville	18.9%	-1.6%	-9.5%	33.2%
Sebastian-Vero Beach	18.7%	3.8%	-3.7%	32.5%
Sebring-Avon Park	-11.0%	14.3%	51.7%	27.5%
North Port-Sarasota-Bradenton	-0.3%	-8.2%	-5.3%	26.3%
Miami-Fort Lauderdale-Pompano Beach	2.5%	-0.4%	-18.0%	23.7%
Gainesville	26.7%	-19.7%	-12.2%	22.9%
Cape Coral-Fort Myers	12.8%	4.0%	-5.8%	21.8%
Ocala	-7.3%	-5.4%	-4.5%	19.8%
Homosassa Springs	-23.1%	80.6%	-20.8%	19.5%
Crestview-Fort Walton Beach-Destin	-17.2%	-4.1%	3.7%	16.9%
Orlando-Kissimmee-Sanford	-2.0%	7.4%	-15.3%	16.3%
Tallahassee	12.3%	-18.9%	-8.1%	13.8%
Tampa-St. Petersburg-Clearwater	-20.6%	25.2%	-18.3%	13.2%
Lakeland-Winter Haven	13.3%	-12.2%	-11.2%	12.6%
Deltona-Daytona Beach-Ormond Beach	0.8%	0.8%	-8.0%	11.8%
Naples-Marco Island	5.2%	-7.5%	-1.7%	10.3%
Jacksonville	12.4%	23.6%	-16.9%	8.5%
Port St. Lucie	12.6%	-3.0%	2.5%	0.9%
All Florida MSAs	1.2%	2.5%	-16.8%	21.7%

Florida MSA Exports by Region

- Florida’s eight regions are represented in the standard metropolitan statistical areas. Of those eight regions, **Southeast Florida** had by far the **highest value of exports** in 2021 with a combined total of \$36.5 billion, an increase of 23.5 percent from 2020. The **Tampa Bay** and **East Central** regions ranked second and third with exports of \$7.7 billion and \$5.4 billion, respectively. Both Tampa Bay and East Central regions saw increases of 14.4 and 21.5 percent, respectively.
- All eight Florida regions saw **increases in exports** from 2020 to 2021: The **Southeast** region had the largest increase of \$6.9 billion, while the **Tampa Bay** and **East Central** regions experienced the second and third largest increases of \$968 million and \$949 million, respectively, through 2021.

Regions are listed in alphabetical order.

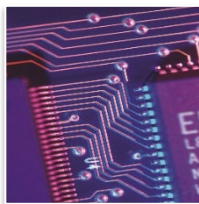
<p>East Central MSAs: Deltona-Daytona Beach-Ormond Beach; Orlando-Kissimmee-Sanford; Palm Bay-Melbourne-Titusville; The Villages 2020 \$4.4 billion 2021 \$5.4 billion 2020-2021 Percent Change 21.5% 2021 Share of Florida 9.6%</p>	<p>South Central MSA: Sebring-Avon Park 2020 \$18.2 million 2021 \$23.2 million 2020-2021 Percent Change 27.5% 2021 Share of Florida <0.1%</p>
<p>North Central MSAs: Gainesville; Ocala 2020 \$381.1 million 2021 \$464.7 million 2020-2021 Percent Change 21.9% 2021 Share of Florida 0.8%</p>	<p>Southeast MSAs: Miami-Fort Lauderdale-West Palm Beach; Sebastian-Vero Beach; Port St. Lucie 2020 \$29.5 billion 2021 \$36.5 billion 2020-2021 Percent Change 23.5% 2021 Share of Florida 65.7%</p>
<p>Northeast MSA: Jacksonville 2020 \$2.5 billion 2021 \$2.7 billion 2020-2021 Percent Change 8.5% 2021 Share of Florida 4.8%</p>	<p>Southwest MSAs: Cape Coral-Fort Myers; Naples-Immokalee-Marco Island; Punta Gorda 2020 \$893.7 million 2021 \$1,076.9 million 2020-2021 Percent Change 20.5% 2021 Share of Florida 1.9%</p>
<p>Northwest MSAs: Crestview-Fort Walton Beach-Destin; Pensacola-Ferry Pass-Brent; Tallahassee; Panama City-Lynn Haven-Panama City Beach 2020 \$1.2 billion 2021 \$1.7 billion 2020-2021 Percent Change 44.6% 2021 Share of Florida 3.1%</p>	<p>Tampa Bay MSAs: Homosassa Springs; Lakeland-Winter Haven; North Port- Sarasota-Bradenton; Tampa-St. Petersburg-Clearwater 2020 \$6.7 billion 2021 \$7.7 billion 2020-2021 Percent Change 14.4% 2021 Share of Florida 13.9%</p>

Florida Exports by Region and MSA, 2020 – 2021			
Region and MSAs	2020	2021	Percent Change 2020-2021
Southeast <ul style="list-style-type: none"> Miami-Fort Lauderdale-West Palm Beach Sebastian-Vero Beach Port St. Lucie 	\$29,511,700,000	\$36,459,400,000	23.5%
Tampa Bay <ul style="list-style-type: none"> Homosassa Springs Lakeland-Winter Haven North Port-Sarasota-Bradenton Tampa-St. Petersburg-Clearwater 	\$6,737,700,000	\$7,705,600,000	14.4%
East Central <ul style="list-style-type: none"> Deltona-Daytona Beach-Ormond Beach Orlando-Kissimmee-Sanford Palm Bay-Melbourne-Titusville The Villages 	\$4,406,500,000	\$5,355,100,000	21.5%
Northeast <ul style="list-style-type: none"> Jacksonville 	\$2,473,300,000	\$2,683,700,000	8.5%
Northwest <ul style="list-style-type: none"> Crestview-Fort Walton Beach-Destin Pensacola-Ferry Pass-Brent Tallahassee Panama City-Lynn Haven-Panama City Beach 	\$1,193,600,000	\$1,725,900,000	44.6%
Southwest <ul style="list-style-type: none"> Cape Coral-Fort Myers Naples-Immokalee-Marco Island Punta Gorda 	\$893,700,000	\$1,076,900,000	20.5%
North Central <ul style="list-style-type: none"> Gainesville Ocala 	\$381,100,000	\$464,700,000	21.9%
South Central <ul style="list-style-type: none"> Sebring 	\$18,200,000	\$23,200,000	27.5%
State Totals	\$45,615,800,000	\$55,494,500,000	21.7%

Florida MSA Exports by Sector

The top sectors for products exported from Florida’s MSAs on a 3-digit NAICS basis include: Computer and Electronic Product Manufacturing; Transportation Equipment Manufacturing; Chemical Manufacturing; Machinery Manufacturing and Processed Foods Manufacturing.

- In 2021, **\$35.7 billion worth of goods in these sectors** were exported from Florida across the world. This is an increase from 2020 of over \$7 billion in these key sectors.
- **65.7 percent of goods** exported from Florida’s MSAs were in one of these categories in 2021, an increase from a 64.3 percent share in 2020.



1) Computer and Electronic Product Manufacturing

- Total Export Value: \$12.5 billion
- Share of Florida Exports: 23.0%

2) Transportation Equipment Manufacturing

- Total Export Value: 9.4 billion
- Share of Florida Exports: 17.3%



3) Chemical Manufacturing

- Total Export Value: \$ 6.9 billion
- Share of Florida Exports: 12.6%

4) Machinery Manufacturing

- Total Export Value: \$4.4 billion
- Share of Florida Exports: 8.2%



- Other sectors include:

➤ **5) Miscellaneous Manufacturing** accounts for a wide range of products that cannot readily be classified in the NAICS manufacturing subsectors and are defined by *what* is made rather than *how* it is made. The total export value was \$569 million, representing 1.0 percent of total exports from Florida.

➤ **6) Fabricated Metal Product Manufacturing** accounted for a 0.9 percent share of goods exported from Florida’s MSAs in 2021, valued at \$458 million dollars.

See page 17 for “Notes on Disclosure of Export Data” availability regarding sector-level data.

Florida Metropolitan Statistical Areas and Components

Cape Coral-Fort Myers, FL Metropolitan Statistical Area

- County: Lee County
 - Principal Cities: Cape Coral, Fort Myers

Crestview-Fort Walton Beach-Destin, FL Metropolitan Statistical Area

- Counties: Okaloosa County, Walton County
 - Principal Cities: Crestview, Fort Walton Beach, Destin

Deltona-Daytona Beach-Ormond Beach, FL Metropolitan Statistical Area

- Counties: Flagler County, Volusia County
 - Principal Cities: Deltona, Daytona Beach, Ormond Beach, DeLand

Gainesville, FL Metropolitan Statistical Area

- Counties: Alachua County, Gilchrist County, Levy County
 - Principal City: Gainesville

Homosassa Springs, FL Metropolitan Statistical Area

- County: Citrus County
 - Principal City: Homosassa Springs

Jacksonville, FL Metropolitan Statistical Area

- Counties: Baker County, Clay County, Duval County, Nassau County, St. Johns County
 - Principal City: Jacksonville

Lakeland-Winter Haven, FL Metropolitan Statistical Area

- County: Polk County
 - Principal Cities: Lakeland, Winter Haven

Miami-Fort Lauderdale-Pompano Beach, FL Metropolitan Statistical Area

- Counties: Broward County, Miami-Dade County, Palm Beach County
 - Principal Cities: Miami, Fort Lauderdale, West Palm Beach, Pompano Beach, Miami Beach, Boca Raton, Sunrise, Kendall, Deerfield Beach, Delray Beach, Jupiter, Boynton Beach, Doral, Palm Beach Gardens, Coral Gables

Naples-Marco Island, FL Metropolitan Statistical Area

- County: Collier County
 - Principal Cities: Naples, Marco Island

North Port- Sarasota-Bradenton, FL Metropolitan Statistical Area

- Counties: Manatee County, Sarasota County
 - Principal Cities: North Port, Sarasota, Bradenton, Venice

Ocala, FL Metropolitan Statistical Area

- County: Marion County
 - Principal City: Ocala

Orlando-Kissimmee-Sanford, FL Metropolitan Statistical Area

- Counties: Lake County, Orange County, Osceola County, Seminole County
 - Principal Cities: Orlando, Kissimmee, Sanford

Palm Bay-Melbourne-Titusville, FL Metropolitan Statistical Area

- County: Brevard County
 - Principal Cities: Palm Bay, Melbourne, Titusville

Panama City, FL Metropolitan Statistical Area

- County: Bay County
 - Principal City: Panama City

Pensacola-Ferry Pass-Brent, FL Metropolitan Statistical Area

- Counties: Escambia County, Santa Rosa County
 - Principal Cities: Pensacola, Ferry Pass, Brent

Port St. Lucie, FL Metropolitan Statistical Area

- Counties: Martin County, St. Lucie County
 - Principal City: Port St. Lucie

Punta Gorda, FL Metropolitan Statistical Area

- County: Charlotte County
 - Principal City: Punta Gorda

Sebastian-Vero Beach, FL Metropolitan Statistical Area

- County: Indian River County
 - Principal Cities: Sebastian, Vero Beach

Sebring-Avon Park, FL Metropolitan Statistical Area

- County: Highlands County
 - Principal Cities: Sebring, Avon Park

Tallahassee, FL Metropolitan Statistical Area

- Counties: Gadsden County, Jefferson County, Leon County, Wakulla County
 - Principal City: Tallahassee

Tampa-St. Petersburg-Clearwater, FL Metropolitan Statistical Area

- Counties: Hernando County, Hillsborough County, Pasco County, Pinellas County
 - Principal Cities: Tampa, St. Petersburg, Clearwater, Largo, Pinellas Park

The Villages, FL Metropolitan Statistical Area

- County: Sumter County
 - Principal City: The Villages

NOTE: Delineations for U.S. Metropolitan Statistical Areas (MSAs) are established by the Office of Management and Budget (OMB) and reflect the Standards for Delineating Metropolitan and Micropolitan Statistical Areas. As such, over time the delineations of some MSAs may change. For the latest bulletin regarding the status and delineations of U.S. MSAs, please visit:

<https://www.whitehouse.gov/wp-content/uploads/2020/03/Bulletin-20-01.pdf?#>

Notes on Disclosure of Export Data

The 392 U.S. metro areas for which it is possible to release some export data, disclosure regulations still limit or prevent the release of much detail on foreign markets and the industry composition of exports. Manufactured product detail, even for the largest exporting metropolitan CBSAs, is limited to broad, four-digit NAICS (North American Industry Classification System) categories. Information on market destinations, while generally more complete than data on product composition, is also subject to important disclosure-induced limitations. For additional product detail, it is recommended to contact the U.S. Census Bureau's International Trade Macro Analysis Branch as the data may be available for purchase.

Methodology

All state and metro area export values are derived from the U.S. Census Bureau's Origin of Movement-ZIP Code Based Series (OM-ZIP). This series, which the Census Bureau reintroduced in 2006, allocates exports to states and localities based on the address of the United States Principal Party in Interest (USPPI) of record.

The USPPI of record is not necessarily the entity that produced the merchandise; hence, the series does not furnish complete and reliable data on the production origin of U.S. exports. For a complete description of the methodology used by the International Trade Administration, please visit:

https://www.trade.gov/mas/ian/metroreport/tg_ian_002825.asp

Data Source

Information found in this report has been derived from the International Trade Administration's "Metropolitan Export Series" which contains merchandise trade exports to the world for 392 U.S. Metropolitan Statistical Areas. Please visit their website for further information at:

<https://www.trade.gov/mas/ian/metroreport/index.asp>.

For further information about Enterprise Florida's international trade programs, please visit our website at www.enterpriseflorida.com/export, or contact:

Enterprise Florida, Inc.
International Trade & Development
201 Alhambra Circle, Suite 610
Coral Gables, Florida 33134
Phone: 305-808-3660
Email: trade@enterpriseflorida.com

www.enterpriseflorida.com