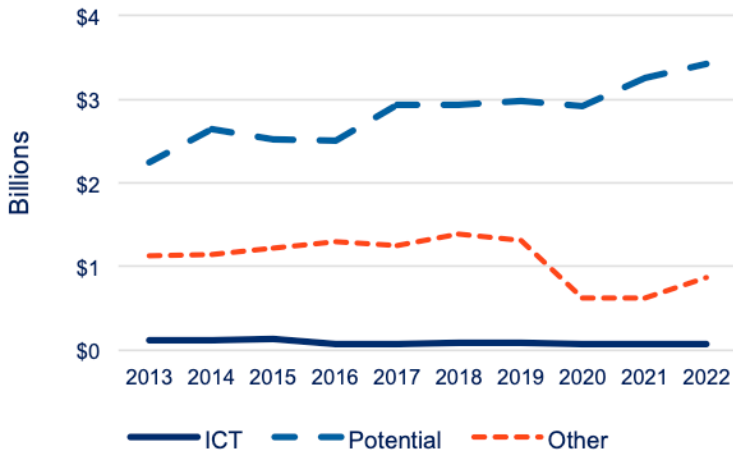




Iowa and Digital Trade

Iowa Services Exports, 2013-2022



ICT services exports fell from \$125 million in 2013 to \$75 million in 2022 (-40%), but still supported 148 direct and 190 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$2.2 billion to \$3.4 billion (53%), supporting 9,307 direct and 5,123 indirect jobs in 2022.

Exports of other services grew from \$1.1 billion in 2013 to \$1.3 billion in 2019 (16%), before falling sharply due to Covid-19. They have not yet fully recovered.

Iowa's digitally tradeable services exports supported 9,455 direct and 5,312 indirect American jobs in 2022.

Top Markets for Iowa Digitally Tradeable Services, 2022 (\$M)

Country	ICT	Potential	Total
Europe	\$35	\$1,635	\$1,669
Asia & Pacific (ex. China)	\$17	\$711	\$728
Central & South America	\$6.7	\$470	\$476
North America	\$12	\$356	\$368
China	\$2.8	\$139	\$141
Middle East & Africa	\$1.6	\$116	\$118

Europe was Iowa's top market for digitally tradeable services, followed by Asia & Pacific (ex. China).

Iowa exports of potentially ICT-enabled services to United Kingdom grew from \$216 million in 2013 to \$464 million (+115%) in 2022.

The "Digital Dozen" accounted for \$1.5 billion out of Iowa's \$3.5 billion in exports of digitally tradeable services in 2022.

Top Digitally Tradeable Services Exports from Iowa, 2022 (\$M)

Type (ICT in bold)	Total
Insurance Services	\$900
Royalties from Industrial Processes	\$645
Misc. Financial Services	\$460
Implicit Financial Services	\$387
Credit-Related Services	\$287
Other	\$827

Misc. computer services are the top ICT services export, but fell from \$63 million in 2013 to \$24 million in 2022 (-62%).

Insurance services are Iowa's top potentially ICT-enabled services export, growing from \$458 million in 2013 to \$900 million in 2022 (96%).