

Wisconsin Sales Tax Info Sheet

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State Sales Tax

Local Sales Tax

Wisconsin has a statewide sales tax rate of **5%**, which was introduced in 1961. This data sheet was last updated in February 2025 by SalesTaxHandbook.com.

What is exempt from sales taxes in Wisconsin?

Many states have special sales tax rates that apply to the purchase of certain types of goods, or fully exempt them from the sales tax altogether. Here's how Wisconsin taxes five types of commonly-exempted goods:

Clothing



5%

Groceries



EXEMPT

Prepared Food



5%

Prescription Drugs



EXEMPT

OTC Drugs



5%

Are services subject to sales tax in Wisconsin?

"Goods" refers to the sale of tangible personal property, which are generally taxable. "Services" refers to the sale of labor or non-tangibles. In Wisconsin, specified services are taxable. To learn more, see saletaxhandbook.com/wisconsin/sales-tax-taxability#services.

Local Sales Taxes in Wisconsin

Municipal governments in Wisconsin are also allowed to collect a **local-option sales tax** that ranges from 0% to 2.9% across the state, with an average local tax of 0.61% (for a total of 5.61% when combined with the state sales tax). The maximum local tax rate allowed by Wisconsin law is 0.6%. Below are listed local sales tax rates for the five largest cities in Wisconsin. You can find other Wisconsin city and county sales tax rates at saletaxhandbook.com/wisconsin/rates.

City Name	State Rate	County Rate	City Rate	Special Rate	Combined Rate
* Milwaukee, WI	5%	0.9%	2%	N/A	7.9%
Madison, WI	5%	0.5%	N/A	N/A	5.5%
Green Bay, WI	5%	0.5%	N/A	N/A	5.5%
Appleton, WI	5%	0.5%	N/A	N/A	5.5%
* Kenosha, WI	5%	0.5%	N/A	N/A	5.5%

To learn more, visit the Wisconsin Sales Tax Handbook at SalesTaxHandbook.com/Wisconsin