ECONOMIC DEVELOPMENT REGINA

REGINA'S ECONOMIC BRIEF

September 2025

GRA fairs well as global activity slows

Inflation in the Greater Regina Area (GRA) climbed to 2.1% in August (July 2025: 2.0%), while year-over-year (YoY) employment growth rose 5.0% in August (August 2024: 153,200 employed). Also in August, Regina added 7,300 jobs to the local economy in agriculture, resource extraction, and construction, supporting YoY unemployment declining to 6.4% (August 2024: 6.8%). Lastly, manufacturing continued to struggle in 2025, with a YoY dip in sales of 7.5% (July 2025*).

*Manufacturing sales delayed by a month

Source: Praxis Consulting (Unadjusted)

Job market surges

The GRA's job market expanded again, adding 7,300 jobs in August 2025, up 5.0% (August 2024), with major gains in agriculture, resource extraction, and construction. That's like adding one job every minute for five straight days. Saskatchewan led all provinces in job growth, up 2.6% (16,100), outpacing national growth of 1.0% (198,900 jobs).

Source: Statistics Canada

Unemployment shrinks

The GRA's average YoY unemployment rate fell to 6.4% in August 2025 (August 2024: 6.8%). Saskatchewan led Canada with the lowest unemployment rate among provinces (4.7%), well below the national average (7.1%).

Source: Statistics Canada

Manufacturing sector slips further

Manufacturing sales in the GRA fell 7.5% YoY in July 2025 to $640M (July 2024: $691M). The sector's volatility lingered, despite its brief (if minor) upswing in May, and has continued to struggle YoY.

Source: Statistics Canada

Housing prices still sizzling

In August 2025, the GRA's Housing Price Index Benchmark Value (HPI) rose over $21,000 YoY to $341,300 (August 2024: $319,700), a 6.8% rise YoY. Regina remains more affordable than Saskatoon ($435,900), Halifax ($557,000), Toronto ($969,700), and Vancouver ($1,150,400).

Source: Canadian Real Estate Association

GRA's inflation inches up

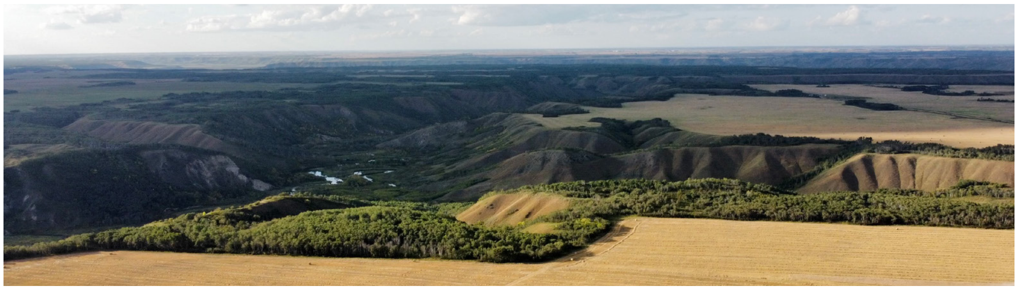
Inflation in the GRA was 2.1% in August 2025, a slight bump from 2.0% in July 2025. Saskatchewan's and Canada's rates were 1.7% and 1.9% respectively. Inflation remained consistent thanks to low prices for electricity and gasoline.

Source: Statistics Canada

Bank of Canada lowers key interest rate

The Bank of Canada dropped its lending rate in September 2025 to 2.5%. Despite market uncertainty and tariff pressures, the Canadian economy has performed well for much of 2025. However, economic activity is slowing, prompting the Bank to cut rates and take other measures to ease pressure.

Source: Bank of Canada



POSITIVE NEED TO WATCH NEGATIVE

KEY NUMBERS

2.1%

GRA'S INFLATION RATE FOR AUGUST 2025, HIGHER THAN SASKATCHEWAN (1.7%) AND CANADA (1.9%).

Source: Statistics Canada

$341,300

THE GRA'S HOUSING PRICE INDICATOR BENCHMARK VALUE, UP 6.8% YOY.

Source: Canadian Real Estate Association

$51M

MANUFACTURING SALES DROPPED $51M YOY FROM JULY 2024 TO JULY 2025.

Source: Economic Development Regina

7,300

THE GRA ADDED 7,300 JOBS IN AUGUST, A 5.0% INCREASE YOY.

Source: Statistics Canada

2.5%

THE BANK OF CANADA'S LENDING RATE, DROPPED FOR THE FIRST TIME SINCE MARCH 2025.

Source: Bank of Canada

A DEEPER LOOK...

Regina's economy: Resilient, but feeling the tariff strain

U.S. tariffs are reshaping cross-border trade, and Regina's macroeconomic indicators have revealed a dual story of both resilience and ongoing challenges.

The first bright spot: jobs. 2025 started with unemployment at 6.7%, before briefly peaking at 7% in February. Since then, the jobless rate has steadily dropped, falling to 4.7% by May. That improvement suggested businesses quickly adapted and shifted production to grow existing and find new markets. But the picture is unsettled: by August, unemployment had crept back to 6.4%.

Next, more residents found work. The employment rate climbed, rising from 62.8% in January to 65.7% in August, suggesting growth in service industries, construction, and other local sectors that likely helped offset job losses caused by trade shocks.

Another bright spot: prices stayed under control. Inflation hovered between 2% and 3.2%, reflecting weaker consumer demand alongside businesses' reluctance to raise costs. While modest inflation preserved purchasing power (the amount of goods and services a unit of currency can buy), it also signalled that firms are cautious and wary of uncertainty.

Sharper issues also emerged. Swings came from manufacturing where sales plunged to $540M in April as U.S. demand weakened and supply chains faltered. By May, sales had roared back up to surpass $690M, but only to retreat again in June. This volatility underlines just how sensitive Regina's factories remain to trade frictions from near and far.

Then, interest rates cooled, dropping from 3.22% in January to 2.74% in June. The goal: to encourage investment. The result? Many companies remained reluctant, holding back and mindful of tariff headwinds. This shows that stimulus only partly cushioned the slowdown. Hopefully, the most recent rate cut to 2.5% (Bank of Canada) will stimulate investment and provide the much-needed boost to consumer spending as the year comes to an end.

Taken together, the ups and downs, the growth and stalls show that Regina's economy is both resilient and fragile. The city has adapted well in the short run, but its reliance on international trade means tariff battles will shape local jobs, industries, and investment decisions for months and years to come.

	January 2025	August 2025	
UNEMPLOYMENT RATE (%)	6.7	6.4 ▼	August YTD Change -0.3
EMPLOYMENT RATE (%)	62.8	65.7 ▲	August YTD Change +2.9
INFLATION (%)	2.5	2.3 ▼	August YTD Change -0.2
MANUFACTURING SALES ($)	657,834	639,516 ▼	July YTD Change -18,318
INTEREST RATE (%)	3.22	2.75 ▼	August YTD Change -0.47

Source: Economic Development Regina, Statistics Canada

News Worth Watching

Wheat market under duress

Two of Canada's top wheat buyers, Indonesia and Bangladesh, have agreed to significantly ramp up their purchases of U.S. wheat, which will affect Canadian exports.

Source: The Western Producer

K+S announces expansion of Bethune mine

A major expansion of potash production at the K+S Bethune mine is now in planning. The company is set to spend nearly $3B over the next two decades to double the facility's output.

Source: CTV News

Demand for Canada's nuclear fuels is growing faster than oil and gas

Canadian nuclear fuel exports spiked in July as global uranium demand rises, prompting increased mining in northern Saskatchewan, the country's sole source.

Source: Leader-Post

Harvest passes halfway point, but producers slowed by precipitation

Saskatchewan's harvest is 53% complete, up 12% from last week, according to the province's weekly crop report.

Source: CKOM

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GRA REPORT CARD

	YEAR OVER YEAR				YEAR TO DATE			
	August 2024	August 2025	Chg	%Chg	August 2024	August 2025	Chg	%Chg
Employment	145,900	153,200	7,300	5.0%	144,688	149,050	4,363	3.0%
Umployment Rate (%)	6.8	6.4	-0.4	-	6.0	5.9	-0.1	-
Housing Price Index Benchmark Value ($)	319,700	343,300	21,600	6.8%	315,000	333,038	18,038	5.7%
Consumer Price Index (2002=100)	164.1	167.6	3.5	2.1%	162.8	166.6	3.8	2.3%
	July 2024	July 2025	Chg	%Chg	July 2024	July 2025	Chg	%Chg
Housing Starts Total (Units)	146	70	-76	-52.1%	815	1,009	194	23.8%
Building Permits Total ($000s)	80,176	72,049	-8,127	-10.1%	357,096	380,361	23,265	6.5%
Building Permits Residential ($000s)	62,423	39,810	-22,613	-36.2%	167,740	231,859	64,119	38.2%
Manufacturing Sales ($000s)	691,244	639,516	-51,728	-7.5%	4,594,266	4,387,200	-207,066	-4.5%

	2023	2024	Chg	%Chg
Population (persons)	271,516	282,032	10,516	3.9%

	2024	2025f	Chg	%Chg
Gross Domestic Product (2012 $M)	18,226	18,674	448	2.5%

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Sources: Statistics Canada Cansim 2820128, 0270034, 326-0020, 0260003, 0510056, MLS® HPI, and Conference Board of Canada Major Cities Outlook Fall 2024 Outlook.
Note: All data presented above is raw/not seasonally adjusted.