ECONOMIC DEVELOPMENT REGINA

January 2026

REGINA'S ECONOMIC BRIEF

GRA economy slows at year's end

Inflation in the Greater Regina Area (GRA) rose to 2.4% in December 2025 (November 2025: 2.2%). Meanwhile year-over-year (YoY) employment participation grew 5.7% to 152,700 in December 2025 (December 2024: 144,400 employed) as 8,300 jobs were added to the local economy in health care, construction, and public administration. At the same time, YoY unemployment edged up to 6.3% (December 2024: 6.1%), while manufacturing closed out the year down 10.2% YoY (November 2025*).

*Manufacturing sales delayed by a month

Source: Praxis Consulting (Unadjusted)

Job market expands

The GRA added 8,300 jobs in December 2025 – up 6.4% – with notable gains in key sectors like health care, construction, and public administration. That's like adding 1 job for every person in the Al Ritchie neighbourhood. Provincially, Saskatchewan employment rose more slowly (up 1.2% or +7,500 jobs), outpacing Canada which saw a slight bump of 1.0% (+212,900) over the same period.

Source: Statistics Canada

Inflation has mild rise

Inflation in the GRA was 2.4% in December 2025, a slight bump from November 2025 (2.2%). Regina's inflation was in line with rates for Saskatchewan (2.0%) and Canada (2.4%) in the same period.

Source: Statistics Canada

Unemployment has slight bump

In December 2025, the GRA's average YoY unemployment rate rose mildly to 6.3% (December 2024: 6.1%), while Saskatchewan had the 4th lowest unemployment rate among all provinces (6.5%), despite being well below the national average (6.8%).

Source: Praxis Consulting

Housing prices continue their ascent

In December 2025, the GRA's Housing Price Index Benchmark Value (HPI) rose over $20,500 YoY to $330,900 (December 2024: $310,400) – a 6.6% boost. All told, housing prices in Regina remain noticeably lower than Saskatoon ($417,700), Halifax ($543,000), Toronto ($942,300), and Vancouver ($1,114,800) despite the steady rise.

Source: Canadian Real Estate Association

Manufacturing closes out the year on a weak note

Manufacturing sales in the GRA plummeted 10.2% YoY in December 2025 to $549M (August 2024: $611M), primarily due to drops in food and machinery manufacturing.

Source: Statistics Canada

Rental prices up in Regina

Rental prices in December 2025 in Regina rose: the average apartment monthly rental cost rose 8.3% to $1,416 (December 2024: $1,308), but it remained among the most affordable cities in Canada. Similarly, Saskatchewan offers the most affordable rental market of all Canadian provinces.

Source: Rentals.ca

POSITIVE **NEED TO WATCH** **NEGATIVE**

KEY NUMBERS

6.1%
THE GRA'S AVERAGE UNEMPLOYMENT RATE FOR 2025, UNCHANGED FROM 2024.
Source: Statistics Canada

$330,658
THE GRA'S AVERAGE HOUSING PRICE INDICATOR BENCHMARK VALUE FOR 2025, UP 5.5% OVER 2024.
Source: Canadian Real Estate Association

2.4%
GRA'S INFLATION RATE FOR 2025, IN LINE WITH SASKATCHEWAN (2.1%) AND CANADA (2.1%).
Source: Statistics Canada

$1,389
AVERAGE RENTAL PRICES IN THE GRA IN 2025, UP 1.5% FROM 2024.
Source: Rentals.ca

$62M
MANUFACTURING SALES DROPPED $62M YOY FROM NOVEMBER 2024 TO NOVEMBER 2025.
Source: Bank of Canada

A DEEPER LOOK...

Keeping more in your pocket: Regina leads Canada in cost-of-living value

Affordability continues to stand out as one of Regina's enduring economic strengths, even as cost pressures intensify nationwide. While households across Canada face higher interest rates, food prices, and municipal taxes, Regina's cost of living remains well below that of most mid- and large-sized cities.

This affordability advantage is measurable, not just perceived. Data comparisons of combined housing, tax,and utility costs show Regina consistently ranks among Canada's most affordable urban centres. For households earning between $75,000 and $125,000, living costs in Regina are consistently 20-60% lower than those in larger markets such as Toronto or Vancouver (see graph below).

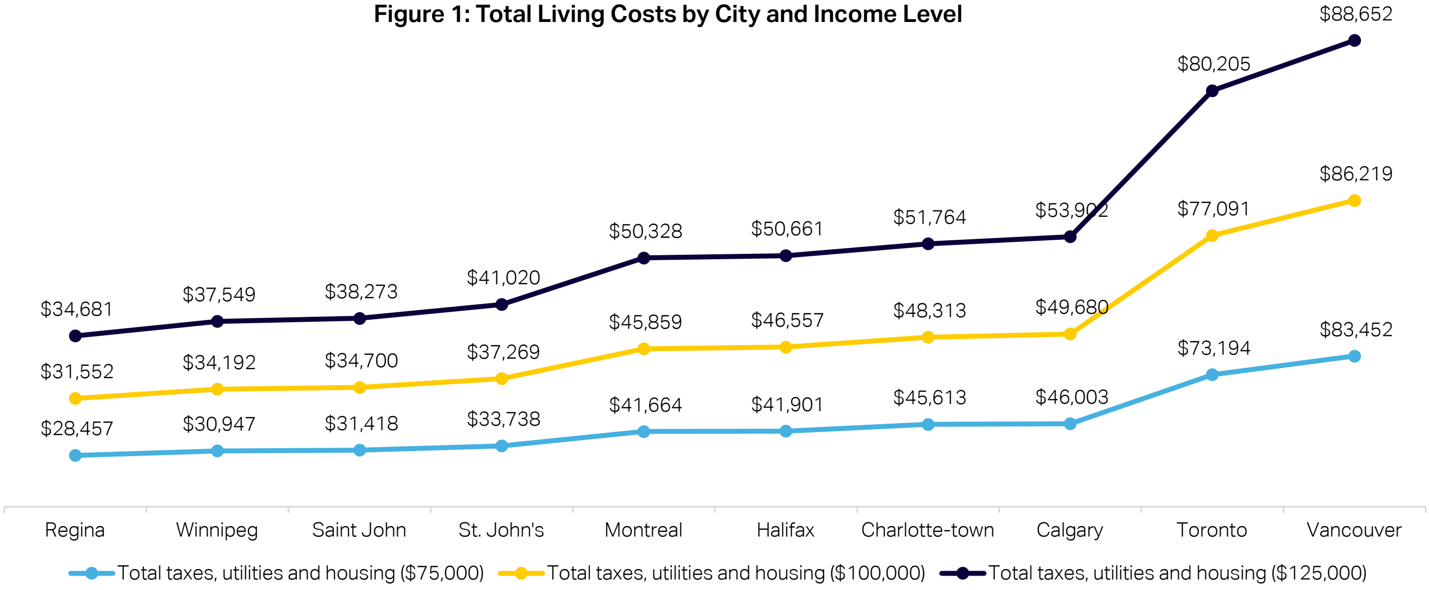
At a $100,000 income, for instance, a typical Regina household spends roughly $31,500 annually on housing, tax, and utilities. That compares with about $77,000 in Toronto and over $86,000 in Vancouver – more than double Regina's cost. Even among mid-sized cities, Regina outperforms its peers with costs roughly 10% lower than in Winnipeg and 15% below Halifax or Montreal.

This affordability gap supports household spending power and overall economic resilience. It also reinforces a key message of Economic Development Regina's (EDR) labour force attraction campaigns: Regina offers opportunity alongside a livable, financially balanced lifestyle. For families, newcomers, and professionals priced out of major markets, Regina stands out as a place where earnings stretch further without sacrificing quality of life.

That advantage, however, is not guaranteed. Rising property taxes, higher borrowing costs, and slower population growth could pressure households, particularly renters and those on fixed incomes. Continued wage growth and investment in housing supply will be key to maintaining balance.

Even so, amid tight budgets and persistent inflation nationally, Regina remains one of Canada's most accessible and livable cities. The challenge ahead is protecting that affordability while sustaining the growth and public services that support it.

Figure 1: Total Living Costs by City and Income Level



Source: Economic Development Regina, Government of Saskatchewan

News Worth Watching

Canada, China slash EV, canola tariffs in reset of ties

Canada and China struck an initial trade deal on Friday that will slash tariffs on electric vehicles and canola, as both nations promised to tear down trade barriers.

Source: CTV News

U of R receives $6.9M for nuclear technology centre

New federal and provincial funding worth a combined $6.9M will allow Saskatchewan researchers to design and test nuclear technology at a University of Regina facility in the coming years.

Source: Leader-Post

Provinces drop trade barriers on goods, not food or alcohol

Saskatchewan livestock and research projects receive $4.5M through the Agriculture Development Fund.

Source: The Star Phoenix

John Bailey joins Economic Development Regina as president & CEO

John Bailey, the CEO and president of the Regina Food Bank, will be moving on to work with Economic Development Regina (EDR).

Source: Economic Development Regina

GROW YOUR WORLD HERE