

# REGINA'S ECONOMIC BRIEF

## GRA on track, avoid tariff woes for now

The Greater Regina Area (GRA) remains on track, avoiding major impacts so far despite ongoing economic uncertainty. Inflation in the GRA eased to 2.1% in April (down from 2.5% in March), and employment grew 3.2% year-over-year, adding 4,600 jobs. Unemployment also fell for the first time in 2025 – down 1.3 percentage points to 5.2% in April 2025 (6.5% April 2024). Manufacturing sales were still down 6.75% year-over-year in March, but that's a significant rebound from earlier declines of over 25% in January and February.

Source: Praxis Consulting (Unadjusted)

### Job market on course

In April 2025, the GRA added 4,600 jobs, a 3.2% increase from April 2024 – roughly equivalent to adding the entire population of the Heritage neighbourhood to the workforce. Saskatchewan saw the highest job growth in the nation and province, adding 21,100 jobs (up 3.6%), while Canada added 290,300 jobs (1.4%) over the same period.

Source: Statistics Canada

### Rental prices dip

Regina's average 1-bedroom apartment rental in April 2025 fell 2% to \$1,230 from April 2024 (\$1,267). Average rent in April 2025 reduced 3% to \$1,311, keeping Regina the most affordable among 25 cities compared.

Source: Rentals.ca

### Unemployment declines

In April 2025, the GRA's average year-over-year unemployment rate fell to 5.2% from 6.5% in April 2024. Saskatchewan has Canada's lowest provincial unemployment rate at 4.3%, well below the national average of 6.9%.

Source: Statistics Canada

### Consumer activity shows growing economy

Regina's consumption index has climbed to 89, up from 83 last quarter, showing strong consumer activity. Declining interest rates have likely encouraged borrowing and spending, with retail sales and household final consumption expenditure both reaching record highs.

Source: Economic Development Regina

### Manufacturing decline slowing

Manufacturing sales in the GRA fell 6.75% between March 2024 (\$705M) and March 2025 (to \$657M). While the sector is still struggling, it's a notable improvement over the beginning of the year, with January dropping by 28.2%, and February by 26.2%.

Source: Statistics Canada

### GRA inflation eases

Inflation in the GRA dropped to 2.1% in April 2025, down from 2.5% in March 2025. Saskatchewan and Canada's rates were 1.9% and 1.7% respectively. A key driver in the drop was the removal of the consumer carbon tax.

Source: Statistics Canada

## KEY NUMBERS

### \$16.6B

ESTIMATED VALUE OF THIS YEAR'S SPRING-SEEDED CROPS IN SASKATCHEWAN.

Source: Economic Development Regina

### 75%

SEEDING IN SASKATCHEWAN IS NEARLY 3/4 COMPLETE WITH 72% OF CROPS NOW PLANTED, WHICH IS AN INCREASE OF 23% FROM LAST WEEK.

Source: Government of Saskatchewan

### 2.1%

GRA'S INFLATION RATE FOR APRIL 2025. COMPARED TO SASKATCHEWAN (1.9%) AND CANADA (1.7%).

Source: Statistics Canada

### \$10K

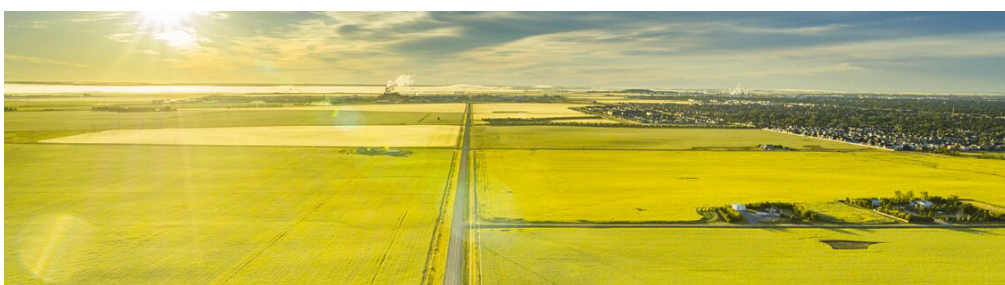
THE VALUE OF PROFESSIONAL SERVICE CREDITS SELECTED BUSINESSES WILL RECEIVE THROUGH EDR'S NEW PROGRAM, UPSCALE.

Source: Economic Development Regina

### 2.75%

BANK OF CANADA'S NEW LENDING RATE, AFTER RATES HELD IN APRIL 2025.

Source: Bank of Canada



POSITIVE

NEED TO WATCH

NEGATIVE

# A DEEPER LOOK...

## Spring Seeding in Saskatchewan: Driving a \$16.4B Agricultural Engine

As spring seeding kicks into full swing across Saskatchewan, farmers are carrying out one of the [province's largest annual megaproject: spring seeding](#). The top four crops projected by seeded area in 2025 – wheat, canola, lentils, and barley – cover more than 34M acres of land, underscoring the sheer scale of prairie agriculture.

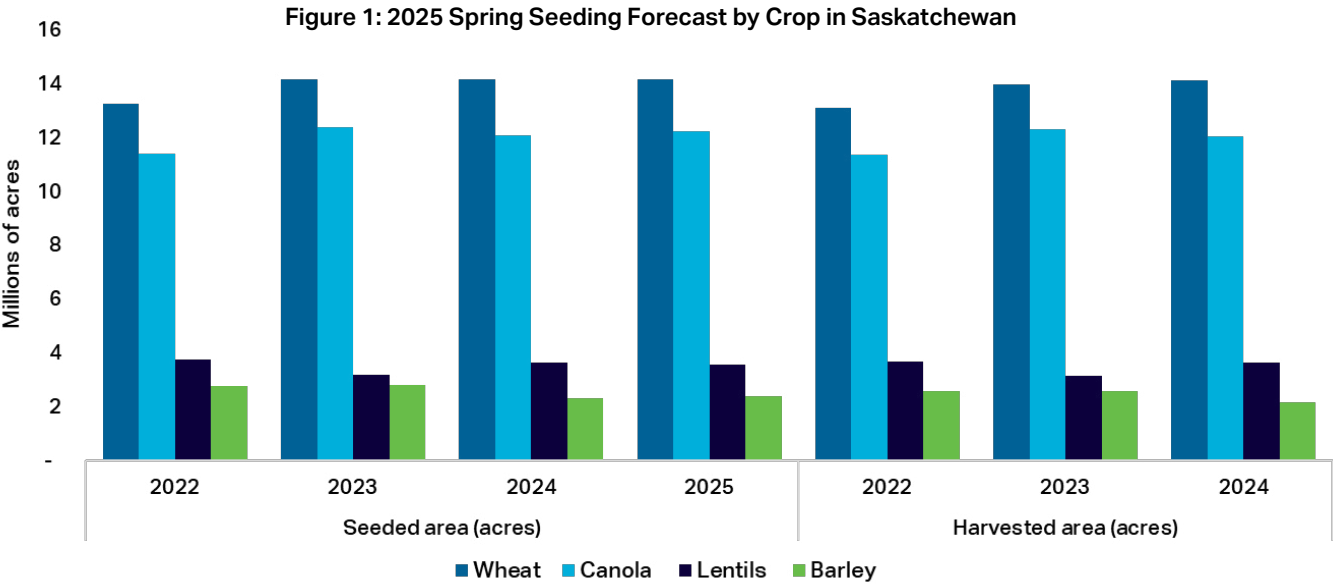
Most prominent is wheat, which will be seeded across a projected 14.2M acres in 2025. Canola follows closely behind at 12.2M acres, while pulses (i.e.: lentils, peas, chickpeas) and barley, round out the top four. Combined, these crops feed global markets and fuel the provincial and local economies.

Using 2024 yield data and average market prices for seeded crops in Saskatchewan, the estimated farmgate value of this year's spring-seeded crops could exceed \$16.4B (over 20% of the province's total GDP) with canola accounting for over \$6.6B. Wheat comes in a close second at \$5.5B.

Market trends, soil moisture, and long-term crop rotation planning influence seeding decisions, as do recent global trade issues. Of note is the ongoing U.S. trade tensions combined with China's 100% tariff on Canadian canola. These issues could limit economic gains from Saskatchewan's spring seeding by cutting into farm income and affecting the broader rural economy. But one thing remains constant: Saskatchewan's farmers play a vital role in feeding the world.

The economic value of spring seeding also extends beyond the farm. It supports local equipment dealerships, seed suppliers, transport industries, and rural communities. And, with the GRA at its epicentre, the region plays a vital role in Saskatchewan's agricultural economy as the home for numerous agribusiness and agri-food companies and a key logistical and transportation hub.

As tractors roll across endless fields, each seeded row is a bet on weather, markets, and resilience. At the start of each growing season,



Source: Economic Development Regina

## News Worth Watching

### Business, tourism leaders welcome the return of Denver flights

On May 15, direct flights between Regina and Denver resumed after nearly a decade, enhancing regional economic development by reconnecting the two cities.

Source: [SaskToday](#)

### Saskatchewan provides nearly \$1M to support young entrepreneurs

The Saskatchewan Chamber and Government launched a bursary program offering \$5,000 each to up to 57 young entrepreneurs to support local business growth.

Source [Government of Saskatchewan](#)

### Confidence up despite continued trade headwinds

After hitting a record low in March, the Consumer Confidence Index saw a modest May rebound, driven by neutral outlooks on jobs and finances.

Source: [Conference Board of Canada](#)











### SREDA and EDR Launch Upscale

SREDA and EDR have launched Upscale – a new program to help established businesses in Saskatoon and Regina scale, grow, and expand into new markets.

Source: [Economic Development Regina](#)

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# GRA REPORT CARD

		YEAR OVER YEAR				YEAR TO DATE			
		April 2024	April 2025	Chg	%Chg	April 2024 ytd	April 2025 ytd	Chg	%Chg
	Employment	143,700	148,300	4,600	▲ 3.2%	143,050	145,675	2,625	▲ 1.8%
	Employment Rate (%)	6.5	5.2	-1.3	▼ -	5.4	6.2	0.9	▲ -
	Housing Price Index Benchmark Value (\$)	318,500	335,400	16,900	▲ 5.3%	310,950	323,925	12,975	▲ 4.2%
	Consumer Price Index (2002=100)	162.8	166.3	3.5	▲ 2.1%	161.8	166.0	4.2	▲ 2.6%
		March 2024	March 2025	Chg	%Chg	March 2024 ytd	Feb 2025 ytd	Chg	%Chg
	Housing Starts Total (Units)	93	74	-19	▼ -20.4%	280	511	231	▲ 82.5%
	Building Permits Total (\$000s)	34,122	70,562	36,440	▲ 106.8%	122,257	123,994	1,737	▲ 1.4%
	Building Permits Residential (\$000s)	10,709	52,520	41,811	▲ 390.4%	30,222	85,490	55,268	▲ 182.9%
	Manufacturing Sales (\$000s)	705,201	657,573	-47,628	▼ -6.75%	2,537,582	1,989,405	-548,177	▼ -21.6%
		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%				

ECONOMIC  
DEVELOPMENT

REGINA

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.