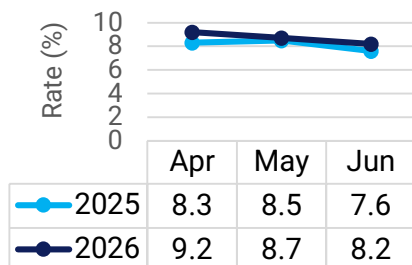


Barrie Economic Overview

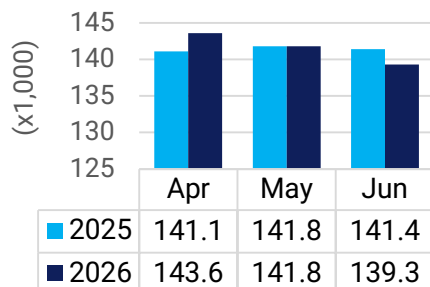
2026 Q2

Barrie CMA Labour Force

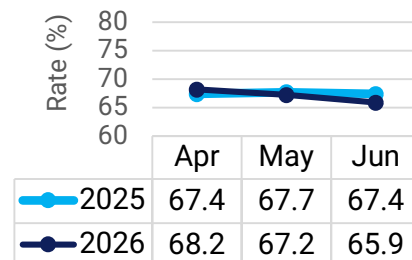
Unemployment Rate



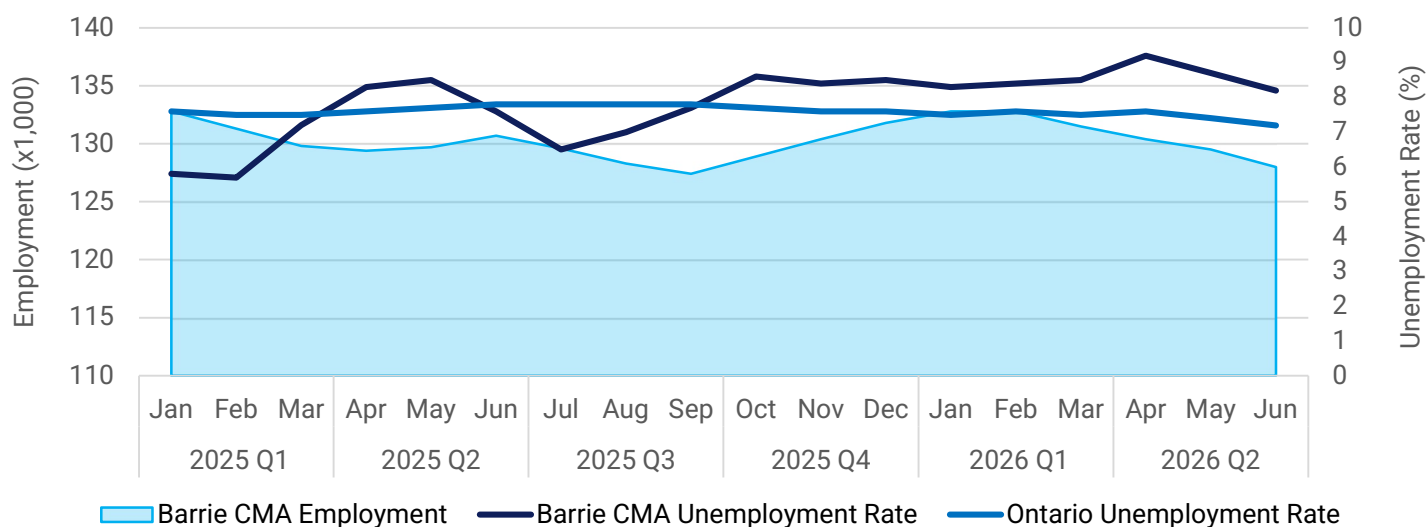
Labour Force



Participation Rate



Employment and Unemployment Trends in Barrie vs. Ontario

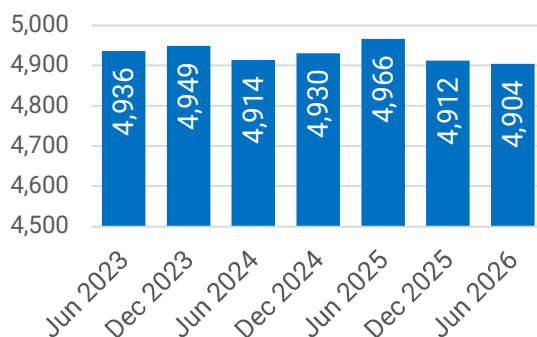


Source: Statistics Canada, Labour force characteristics, three-month moving average, seasonally adjusted

Barrie Business Counts

Count Type	Jun 2025	Dec 2025	Jun 2026	YOY change Jun-25 to Jun-26	
				count	%
Businesses with Employees	4,966	4,912	4,904	↓ -62	-1.2%
1 to 9 Employees	3,504	3,461	3,468	↓ -36	-1.0%
10 to 99 Employees	1,368	1,359	1,346	↓ -22	-1.6%
100 to 499 Employees	86	83	82	↓ -4	-4.7%
500+ Employees	8	9	8	↔ 0	0.0%

Total Businesses with Employees



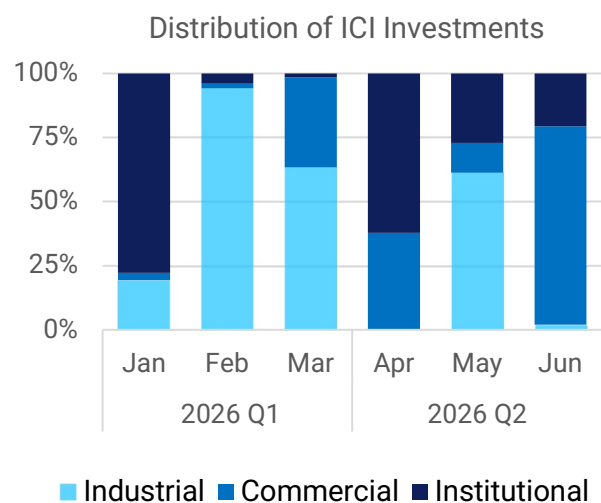
Source: Statistics Canada, Canadian Business Counts (census subdivisions)

Barrie Economic Overview

2026 Q2

Building Construction Values

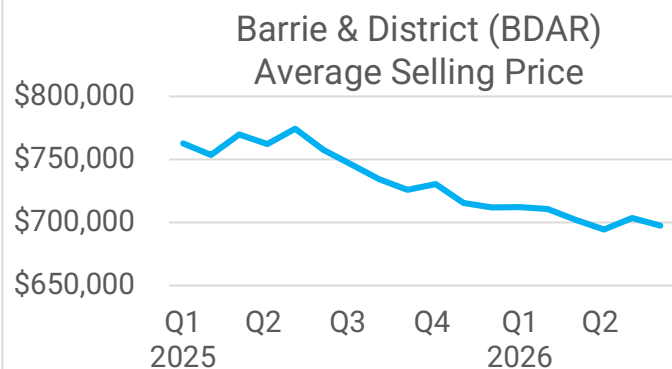
Building Type	2025 Q1-Q2	2026 Q1-Q2
Industrial	\$ 123,164,220.27	\$ 52,213,129.20 ↓
Commercial	\$ 56,733,396.78	\$ 14,850,323.81 ↓
Institutional	\$ 153,866,765.37	\$ 69,712,029.00 ↓
Residential	\$ 281,696,320.65	\$ 212,608,430.56 ↓
All other	\$ 2,643,906.48	\$ 1,010,875.68 ↓
Total	\$ 618,104,609.55	\$ 350,394,788.25 ↓



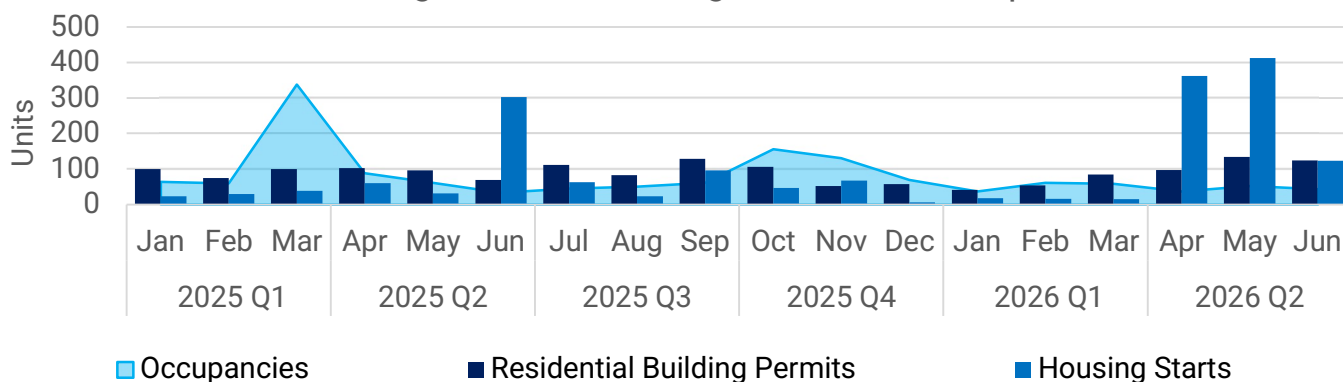
Source: City of Barrie's Building Report (Data in the above reports is as of the time the building report was published. Building permits are living records; the data may change over the course of the permit, up until the permit is closed).

Barrie Housing Market

	2025 Q1-Q2	2026 Q1-Q2
Building Permits Issued	539	533 ↓
Housing Starts	483	945 ↑
Occupancies	642	286 ↓
Average Home Price	\$764,700	\$698,367 ↓



Barrie Building Permits, Housing Starts, and Occupancies

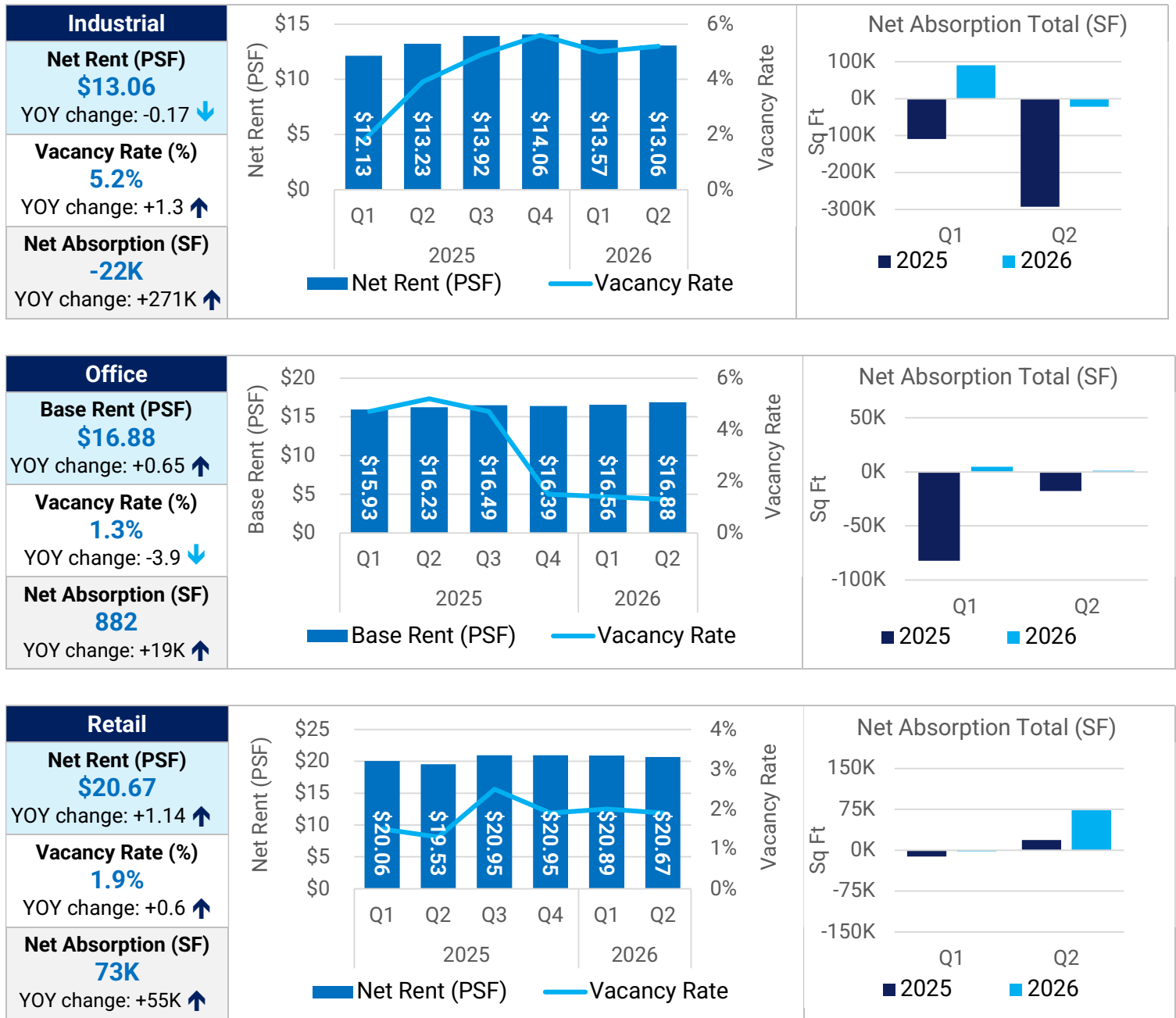


Source: City of Barrie's Building Report and TRREB MLS Home Price Index (Composite, Not Seasonally Adjusted)

Barrie Economic Overview

2026 Q2

Barrie Commercial Market



Source: CoStar Analytics (August 2026)

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Get in Touch

Invest Barrie can introduce you to the resources you need to achieve your business goals.



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