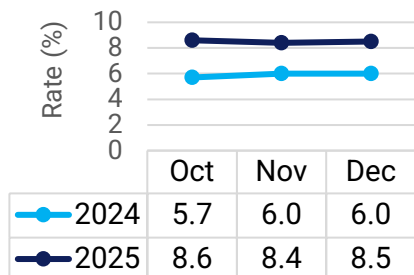


Barrie Economic Overview

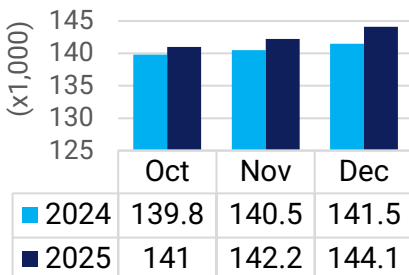
2025 Q4

Barrie CMA Labour Force

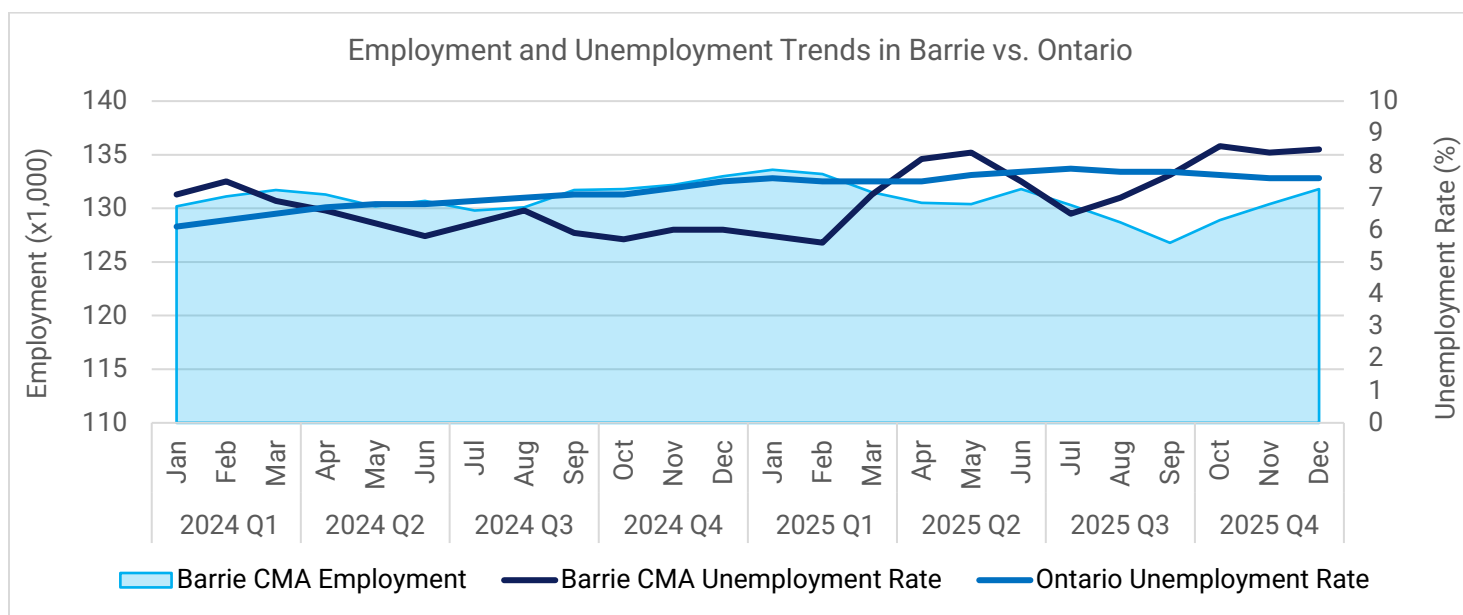
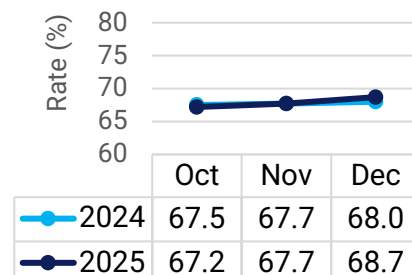
Unemployment Rate



Labour Force



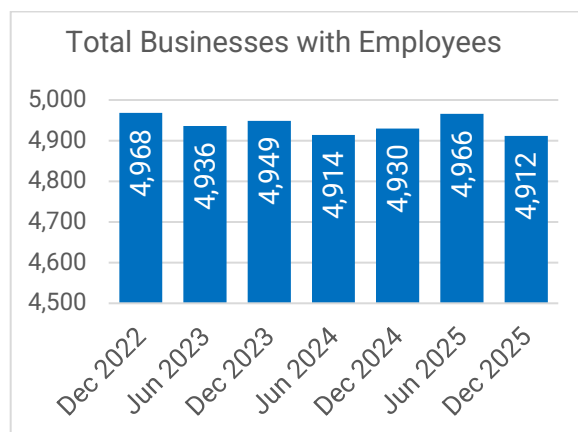
Participation Rate



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

Barrie Business Counts

Count Type	Dec 2024	Jun 2025	Dec 2025	YOY change Dec-24 to Dec-25	
				count	%
Businesses with Employees	4,930	4,966	4,912	↓ -18	-0.4%
1 to 9 Employees	3,477	3,504	3,461	↓ -16	-0.5%
10 to 99 Employees	1,356	1,368	1,359	↑ 3	0.2%
100 to 499 Employees	89	86	83	↓ -6	-6.7%
500+ Employees	8	8	9	↑ 1	12.5%



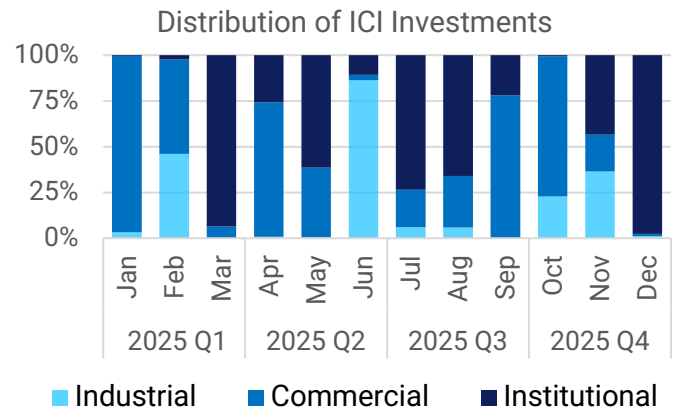
Source: Statistics Canada, Canadian Business Counts (census subdivisions)

Barrie Economic Overview

2025 Q4

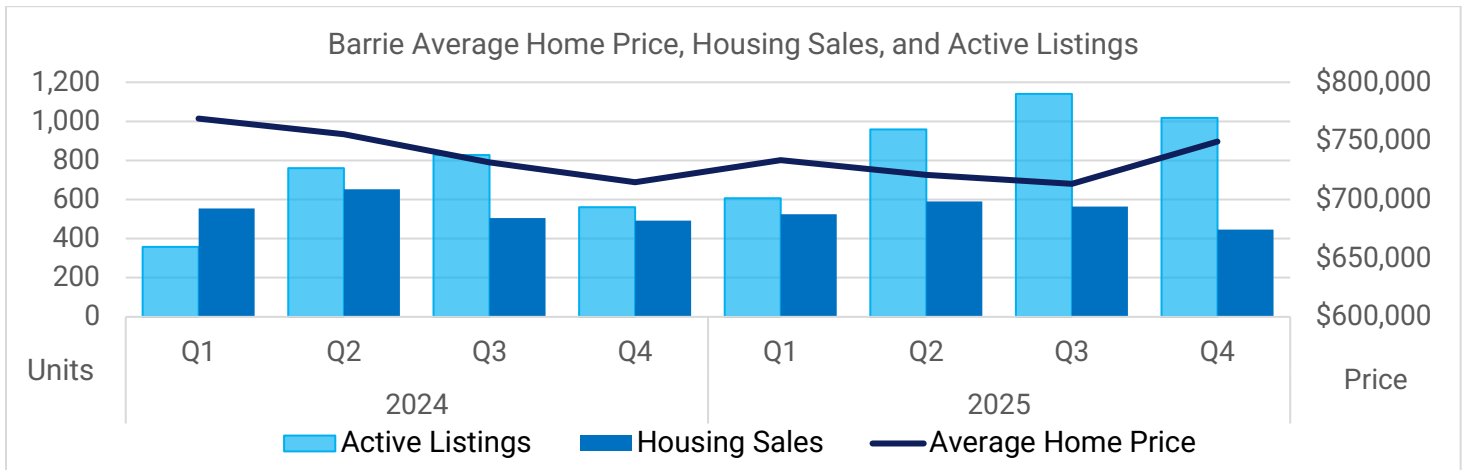
Building Construction Values

Building Type	2024 Q1-Q4	2025 Q1-Q4	
Industrial	\$ 29.6 M	\$ 136.0 M	↑
Commercial	\$ 90.1M	\$ 92.8 M	↑
Institutional	\$ 55.3M	\$ 296.7 M	↑
Residential	\$ 722.1 M	\$ 493.2 M	↓
All other	\$ 2.9 M	\$ 3.8 M	↑
Total	\$ 900.0 M	\$ 1,022.6 M	↑

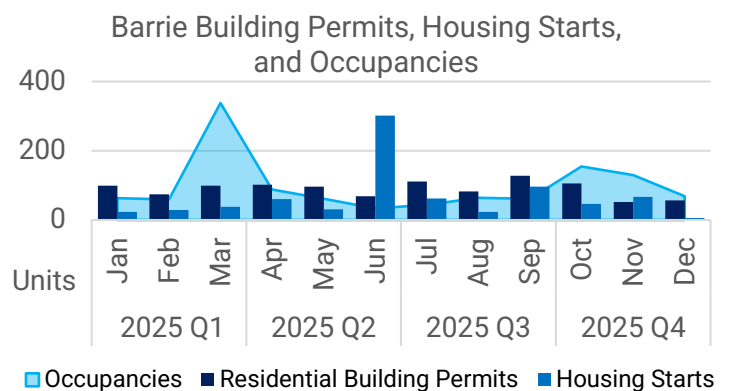


Source: City of Barrie's Building Report (Data in the above reports is as of the time the building report was published. Building permits are living records; the data may change over the course of the permit, up until the permit is closed).

Barrie Housing Market



	2024 Q1-Q4	2025 Q1-Q4	
Building Permits Issued	1,352	1,081	↓
Housing Starts	1,613	783	↓
Occupancies	1,861	1,165	↓
Housing Sales	2,206	2,125	↓
Average Active Listings	627	930	↑
Average Home Price	\$742,812	\$729,340	↓

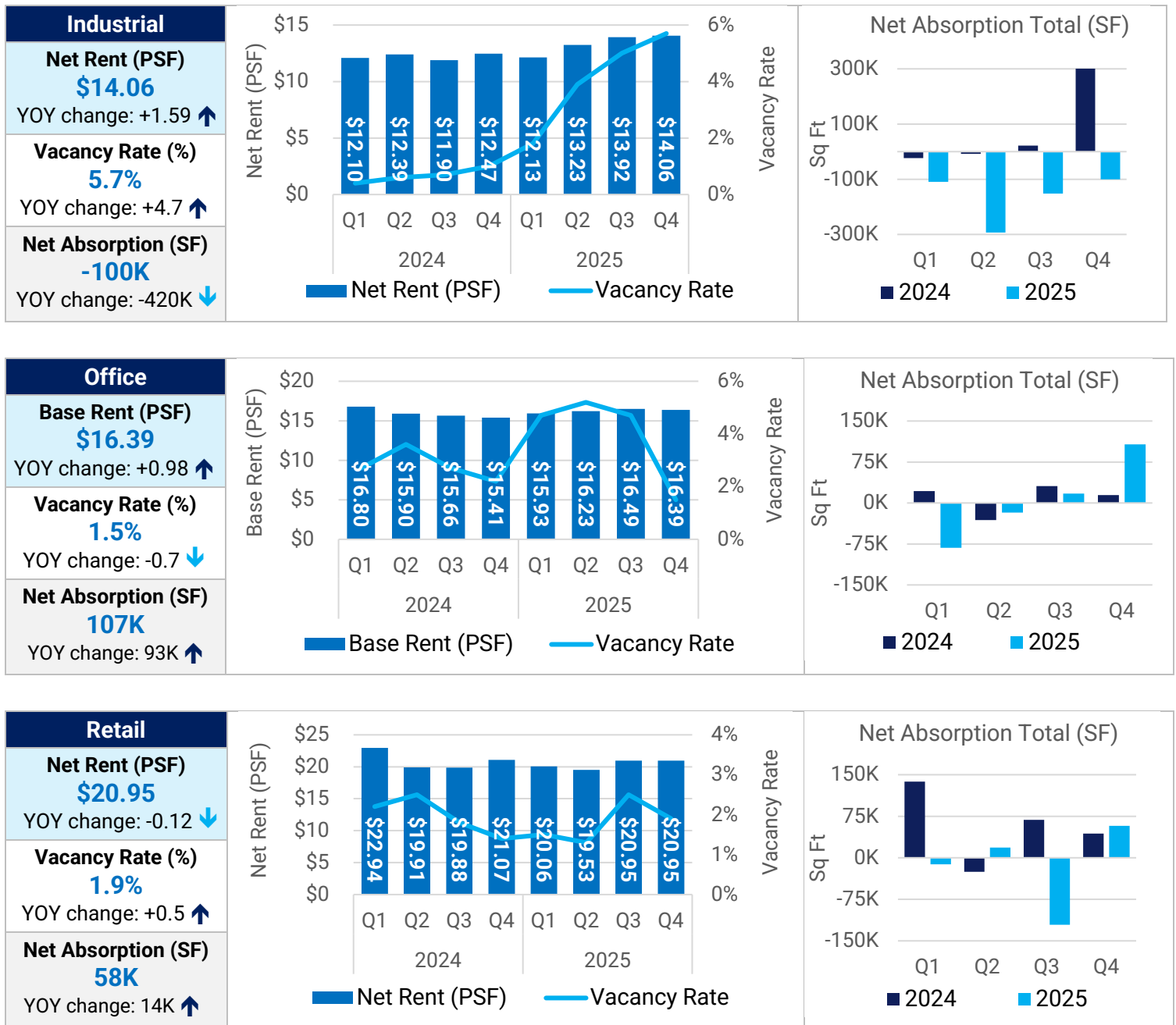


Source: City of Barrie's Building Report and TRREB Community Report

Barrie Economic Overview

2025 Q4

Barrie Commercial Market



Source: CoStar Analytics (March 2026)

investbarrie



Get in Touch

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

InvestBarrie

investbarrie.ca

705-728-9850

invest@barrie.ca