RMED

PARKLANDS

Industry Report

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Executive Summary

Parklands is a rural economic region with an economy anchored in a small number of large service and resource-based activities. Employment in 2025 is concentrated in health care and social assistance, retail trade, educational services, agriculture, and public administration, while the region's strongest specialization remains in agriculture, forestry, fishing and hunting, where employment concentration sits far above the national average. At the industry level, schools are the largest single employer, and other large sources of work include nursing care, grain and oilseed farming, and Indigenous public administration. This gives Parklands a profile shaped by essential local services and primary production rather than by a broad spread of medium-sized industries.

Recent momentum is mixed rather than uniform. Educational services and public administration show steady expansion, and finance and insurance stands out for especially rapid short-term growth. Agriculture also remains a growing and deeply rooted part of the regional economy. Against that, health care, while still the largest employer by sector, slipped slightly over the past year, and construction and mining recorded clearer declines. The fastest-growing individual industries often posted dramatic percentage gains from very small employment bases, so the sharpest increases were concentrated in narrow niches rather than spread across the labour market as a whole. The same pattern appears on the downside, where many of the steepest industry contractions affected activities employing only a handful of people. The resident labour force shows a similarly uneven picture, with health care, agriculture, and retail still dominant, but gains in areas such as utilities and construction alongside notable declines in transportation and finance over the five-year period.

Parklands' business base reflects that same structure. Active business establishments have recently rebounded after earlier contraction, reaching 6,718 in 2025, and the region's establishments are heavily concentrated in agriculture and property-related activities. Most firms are very small, with non-employing and microbusinesses making up the clear majority of the local business landscape. The result is an economy with strong agricultural depth, a substantial public-service and care presence, and recent growth that is visible but uneven across sectors, firm sizes, and parts of the labour market.

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Fastest Growing Industries

Parklands' biggest employer is poultry and egg production with 41 workers, up 128% in the past year, while business support services saw the strongest growth, adding 11 jobs —a 1,000% rise.

In 2025 Parklands shows concentrated employment gains in a small set of industries within the labour force aged 15 and over. The fastest-growing categories are small in absolute size but large in percentage terms, signalling where job additions have been most pronounced over the selected period. Business support services added 11 people and recorded a 1-year change of 1000.0%. Other personal services employed 13 people with a 1-year change of 333.3% and a 5-year change of 1200.0%. Poultry and egg production counted 41 employees and grew 127.8% year over year (5-year change 192.9%). Hunting and trapping rose to 11 people (+266.7% in the last year). Taxi and limousine service, waste treatment and disposal, and waste collection each show large percent increases from small bases (3, 7, and 8 people respectively). Because the base employment counts are small, large percent changes reflect modest absolute additions. These trends identify which narrow industries have recently expanded in Parklands but do not speak to the size of the local labour market as a whole.

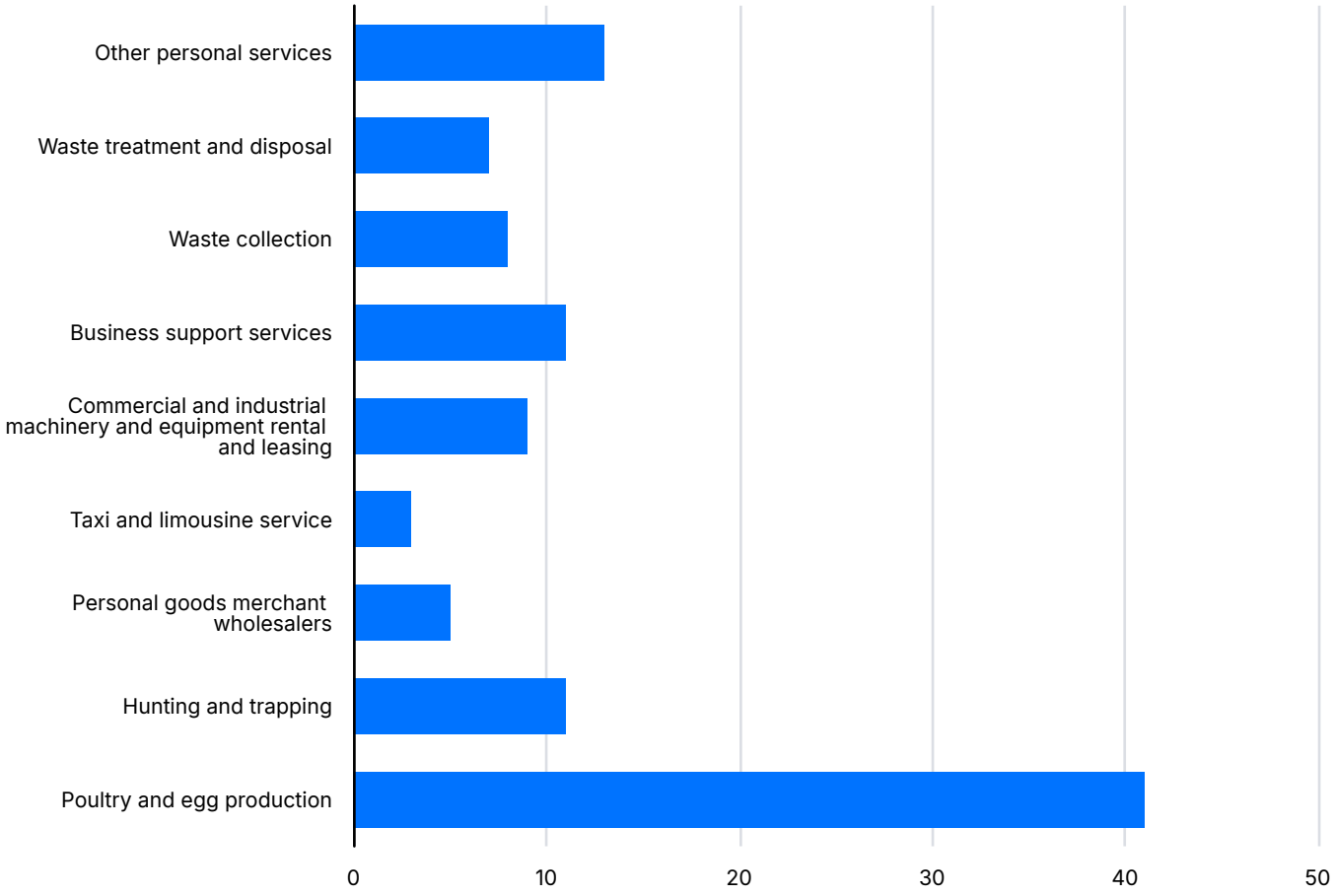

Figure 1.1: *Shows industries where employment has increased the most over the selected time period. It helps identify where job growth is strongest in the local economy. (Parklands, 2025)*[1]

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Largest Industries

Schools dominate Parklands' job market with 2,148 employees, a 10.2% increase over the past year, while depository credit intermediation employs 644 workers and surged 59.4% year-over-year.

Parklands' largest sources of employment in 2025 cluster in education, health care, and primary production, with elementary and secondary schools the single largest employer. The dataset covers employees aged 15 years and over and lists industry employment by NAICS at the Economic Region level for 2025. Elementary and secondary schools employ 2,148 people and recorded a 1-year change of +10.2% and a 5-year change of +12.3%. Other large employers include oilseed and grain farming (1,015 people, +6.1% one year, +11.3% five years) and nursing care facilities (1,088 people, -3.9% one year, +25.5% five years). Indigenous public administration (960 people) shows no change over one year and a strong five-year rise of +68.4%. Recent momentum is mixed across sectors: depository credit intermediation rose sharply (+59.4% one year, +43.8% five years) while general hospitals show stability in the past year (0.0%) but a five-year decline (-12.6%). These patterns highlight simultaneous short-term gains in finance and retail and longer-term growth in certain public and care sectors.

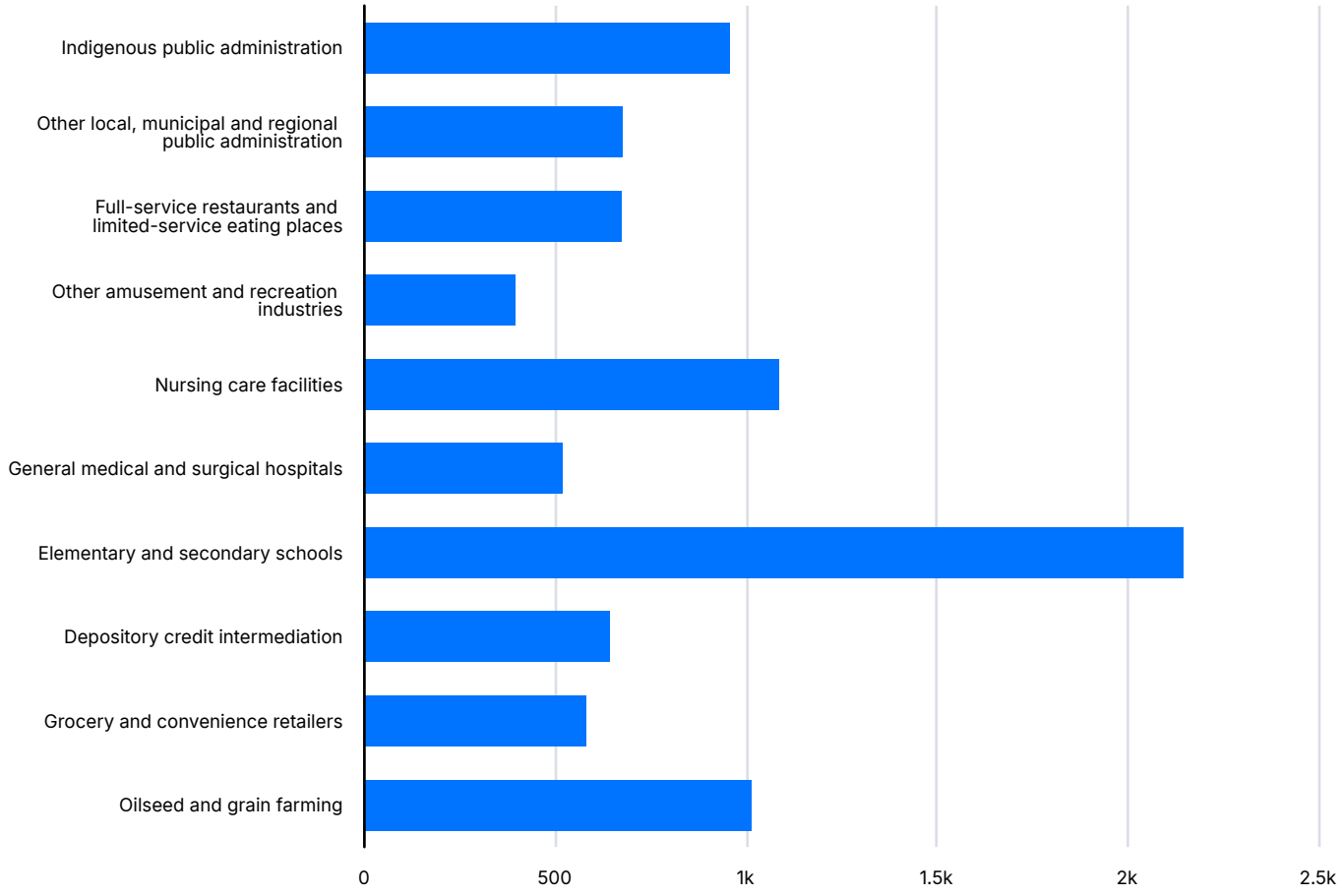

Figure 2.1: *Shows the industries with the highest employment. It helps identify the biggest sources of jobs in the local economy. (Parklands, 2025)*[1]

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Declining Industries

Parklands' job market is shrinking fast, with the largest declining sector—non-metallic mineral mining—employing just six people and down 71% in one year; land subdivision lost 92% of its single job.

In 2025 Parklands shows a cluster of small-employment industries with steep recent declines in jobs. The list of the largest job losses is dominated by activities that each employ only a handful of people but report rapid percentage contractions over the past year and, where available, over five years. Two examples illustrate the pattern. Non-metallic mineral mining and quarrying employed 6 people and fell by 71.4% in the last year and 76.9% over five years. Land subdivision employed 1 person and declined 91.7% over both one and five years. Other entries include electronics and appliances retailers (6 people, -75.0% one year), office supplies and stationery retailers (4 people, -71.4% one year), and advertising and public relations (1 person, -83.3% one year; five-year change 0.0%). These figures show concentrated, large-percentage contractions among very small industry employment counts, with some multi-year change values not available. The pattern points to pronounced short-term contractions in specific niche industries.

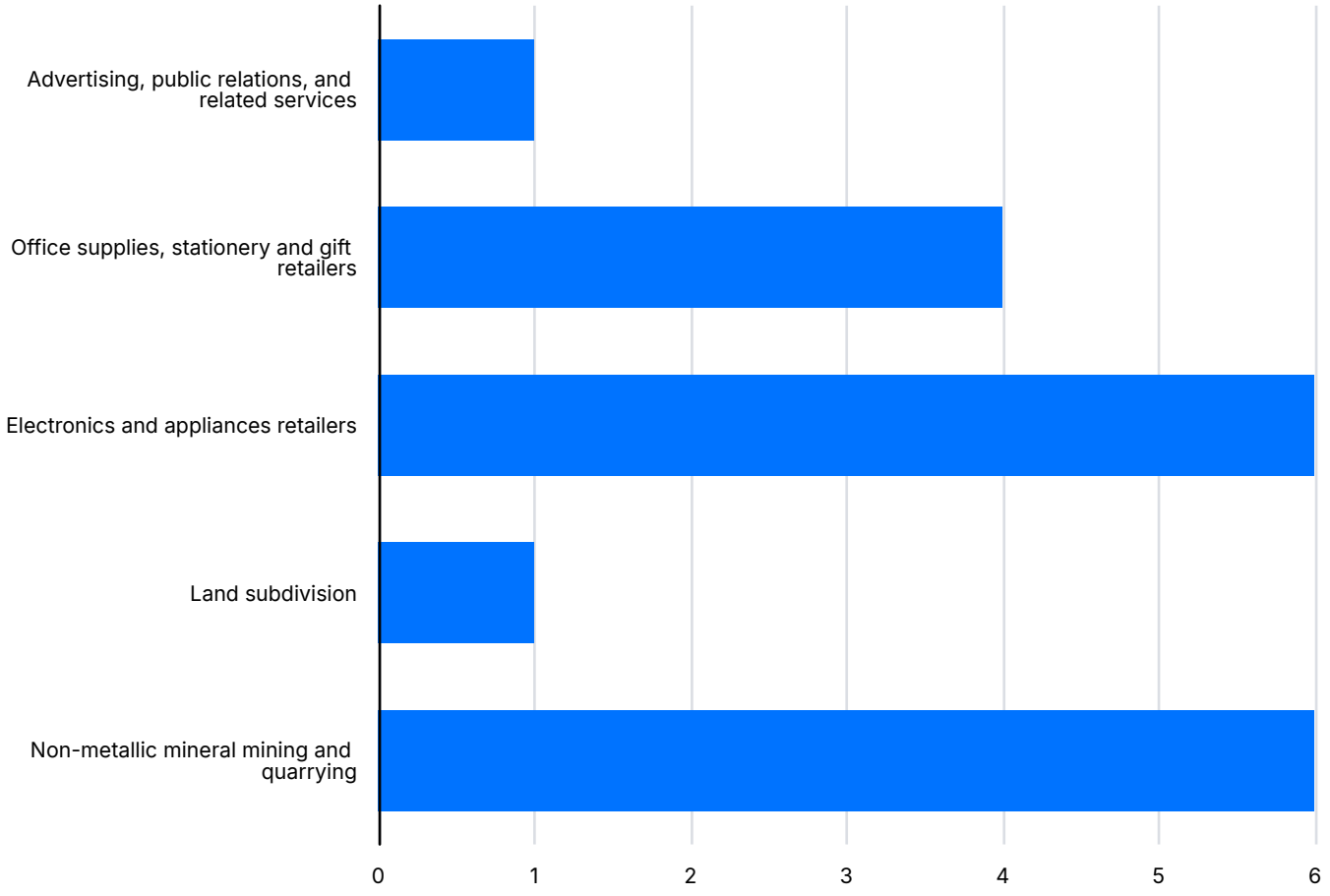

Figure 3.1: *Shows industries where employment has decreased the most over the selected time period. It helps identify parts of the local economy that are losing jobs. (Parklands, 2025)*[1]

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Employment by Sector

Parklands' total employment reached 3,388 jobs in 2025, a 2.3% drop from the previous year, while the finance and insurance sector surged, adding 891 jobs and growing 35.6% year-over-year.

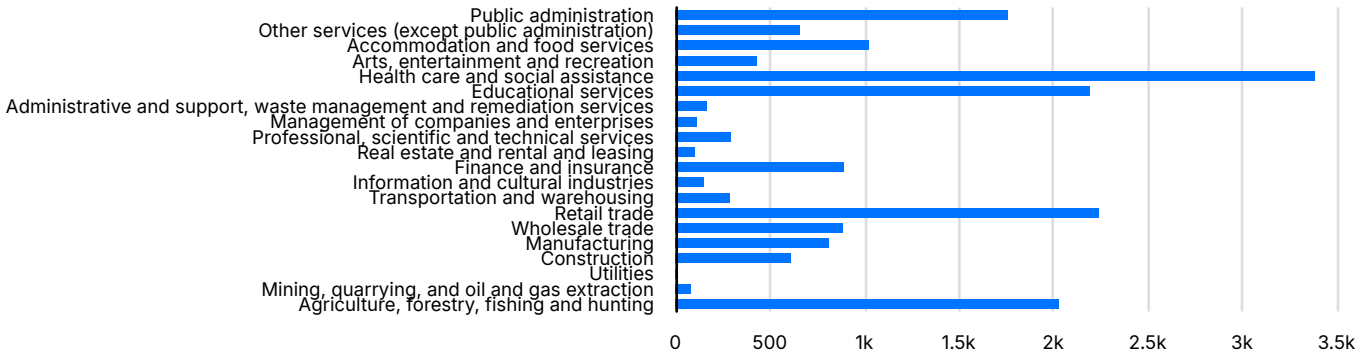

Figure 4.1: *Shows how employment is distributed across industry sectors. It helps indicate which sectors account for the largest share of local jobs. (Parklands, 2025)*[2,1]

Parklands (2025) shows a workforce concentrated in health care (3,388 people), educational services (2,196) and retail trade (2,241), measured among employees aged 15 and over. Recent momentum is mixed: finance employment rose 35.6% year-over-year and 41.9% over five years, while construction fell 21.2% year-over-year and 32.9% over five years. Public administration grew 3.8% in one year and 41.1% in five years. Smaller sectors show volatile short-term swings relative to their size.

Parklands' employment is concentrated in a handful of service and resource sectors. Health care and social assistance is the single largest employer with 3,388 people, followed by retail trade (2,241) and educational services (2,196); agriculture, forestry, fishing and hunting also employs 2,030 people. Year-over-year changes show mixed momentum: finance and insurance rose 35.6% while construction fell 21.2% and mining declined 21.4%. The mix points to a workforce anchored in health, retail and education with recent gains in finance and notable contractions in construction and mining.

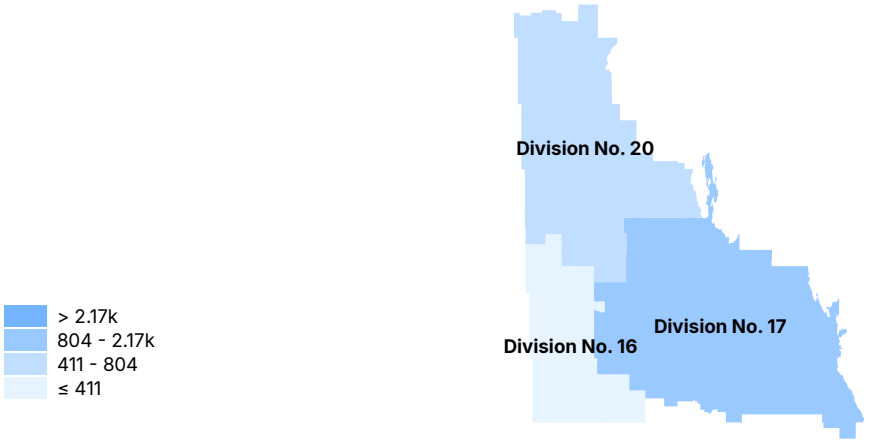

Figure 4.2: *Distribution of Largest Group: Naics - Health care and social assistance (Parklands)*[2,1]

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Establishments by Sector

Agriculture, forestry, fishing and hunting remains Parklands' biggest sector with 2,686 establishments, up 1.9% year-over-year in 2025, reflecting modest growth, while mining saw the sharpest decline, falling to 19 firms, down 13.6%.

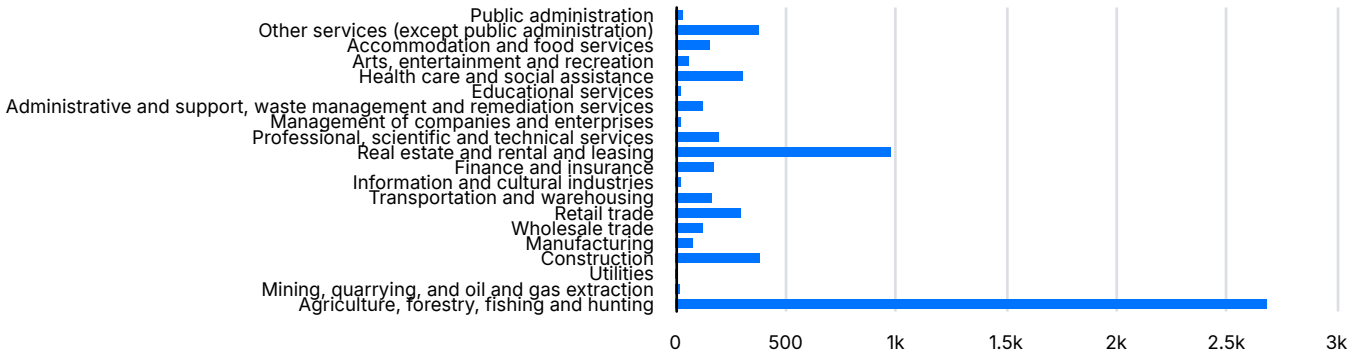

Figure 5.1: *Shows how business establishments are distributed across sectors. It helps indicate the sector mix of the local business base. (Parklands, 2025)*[3]

Parklands' business base in 2025 is concentrated in agriculture (2,686 establishments) and real estate and rental (979), with health care (305) and retail (299) as other sizable sectors. Recent momentum favors real estate (+4.3% one-year; +23.1% five-year), education (+9.5% one-year) and manufacturing (+5.3% one-year). Retail (-8.3% one-year; -10.5% five-year) and transportation and warehousing (-1.8% one-year; -20.7% five-year) show notable declines. These patterns highlight short-term gains in property and select services alongside longer declines in trade and transport.

Parklands' business base is concentrated in primary and property-related sectors, reflecting a rural regional mix. Agriculture, forestry, fishing and hunting is the largest sector with 2,686 businesses (1-year change +1.9%, 5-year -2.6%), followed by real estate and rental and leasing with 979 businesses and health care and social assistance with 305 businesses. Neighboring census divisions show smaller agriculture counts (Division No. 17: 1,251; No. 20: 754; No. 16: 681). The pattern signals a local economy anchored in agriculture and property services.

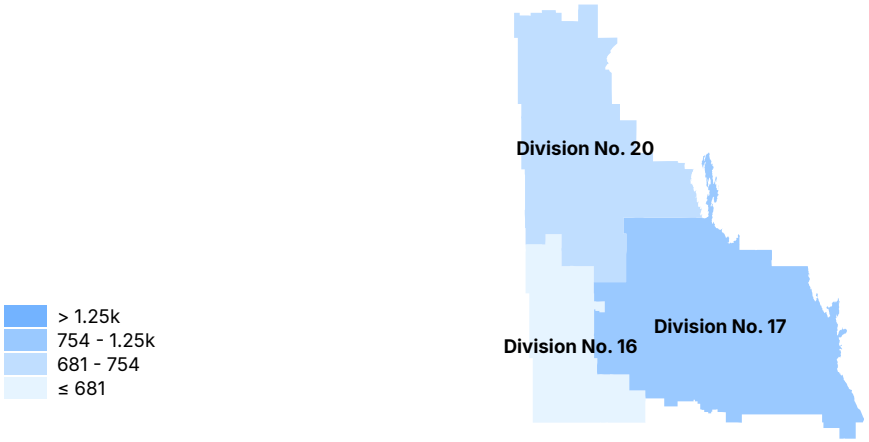

Figure 5.2: *Distribution of Largest Group: Naics - Agriculture, forestry, fishing and hunting (Parklands)*[3]

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Business Establishments

The number of active businesses in Parklands rose to 6,718 in 2025, a 2.2% increase from 2024 and a 2.3% gain since 2020.

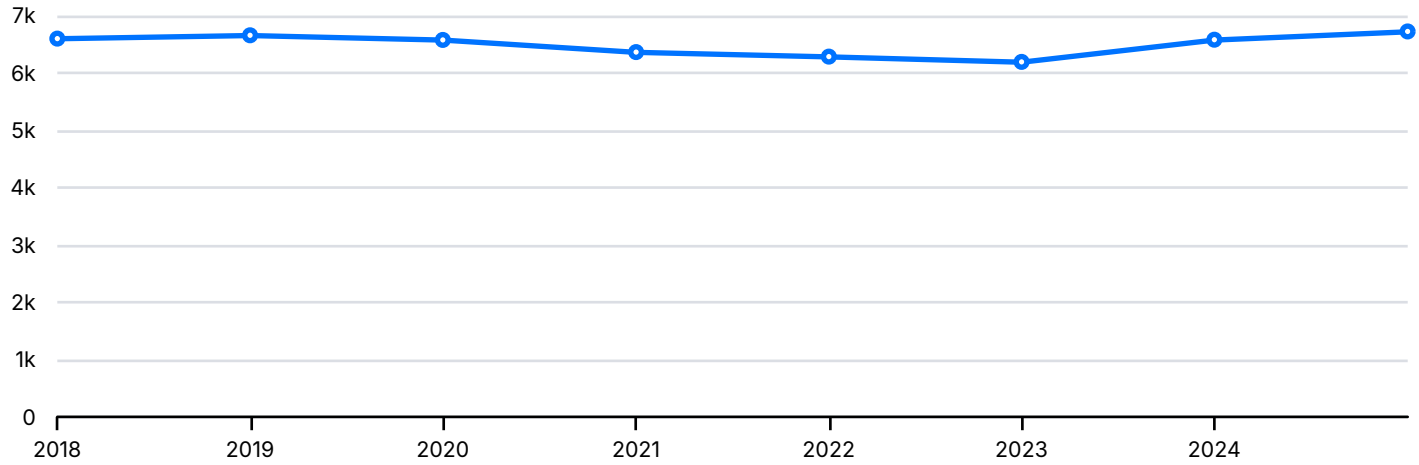
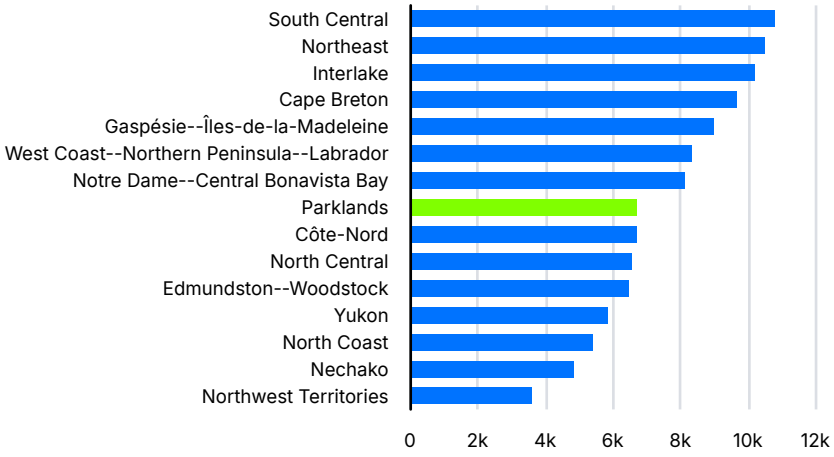


Figure 6.1: *Shows the total number of active business establishments in the area, including those without employees. It helps indicate the scale and diversity of the local business base. (Parklands, 2018-2025)*[3]

Parklands' count of active business establishments shows a clear cycle between 2018 and 2025, with a decline through the early 2020s followed by a recent rebound. The series begins at 6,593 businesses in 2018 and reaches 6,651 in 2019 before contracting. The trough occurs in 2023 at 6,187 businesses; that year records a five-year change of -6.2%. The downturn reverses in 2024 with a 6.3% rise to 6,574 businesses and continues into 2025 with a further 2.2% increase to 6,718. Viewed over the full span, Parklands moved from a mid-decade decline into net growth by 2025, returning above its 2019 level. This pattern signals recent momentum in establishment counts after several years of contraction.



Parklands had 6,718 active business establishments in 2025, reflecting recent growth after earlier declines. The 1-year change to 2025 was 2.2% and the 5-year change was 2.3%, showing modest net expansion since 2020. Within the province, Parklands is mid-sized: larger than North (2,602) and similar to North Central (6,542), but smaller than Interlake (10,206), Southeast (14,406) and much smaller than Winnipeg (75,516). This pattern indicates a stable, moderate business base relative to other economic regions.

Figure 6.2: *Comparison of Business Establishments with other locations (Parklands, 2025)*[3]

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Establishments by Size

Parklands' business landscape is dominated by 4,931 establishments with no employees, up 2.9% in 2025, overall, while firms of 50-99 staff saw the strongest growth, rising 13.9% to 41 businesses.

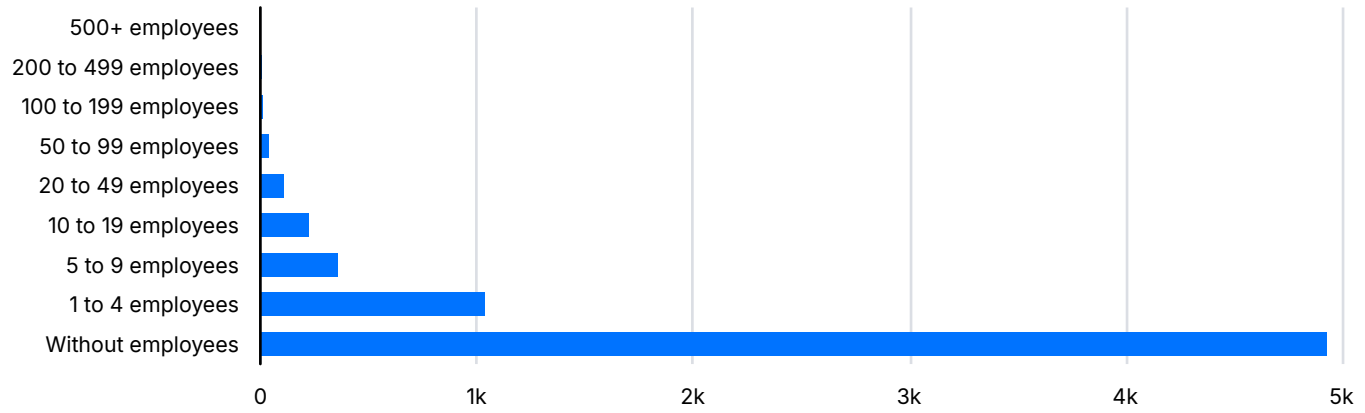

Figure 7.1: *Shows how businesses are distributed by number of employees. It helps indicate whether the local economy is dominated by very small, small, or larger firms. (Parklands, 2025)*[3]

This profile describes the size distribution of business establishments in Parklands in 2025. The dataset shows a landscape concentrated in very small firms: the largest single category is establishments without employees, with 4,931 businesses, followed by 1–4 employee firms at 1,039 businesses. Recent momentum is mixed. Over one year, establishments without employees rose 2.9% and 1–4 employee businesses rose 2.1%, while 5–9 employee firms fell 4.3%. Several larger size classes show stronger five-year change; notably 10–19 employee establishments grew 23.9% over five years. Some mid-sized categories contracted over five years (20–49 employees down 13.0%). The pattern suggests a regional base made up mostly of non-employing and micro firms, with selective growth among small and some mid-sized establishments.

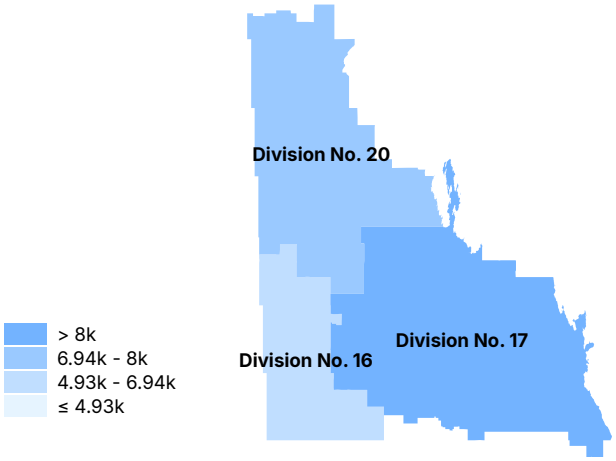

Figure 7.2: *Distribution of Largest Group: Business Establishment Size - Without employees (Parklands)*[3]

Parklands in 2025 is dominated by very small firms: 4,931 establishments operate without employees, while 1,039 have one to four staff. This distribution shows recent modest growth in solo-operator businesses (up 2.9% year over year) and small increases among 1–4 and 10–19 employee firms. Mid-sized establishments (20–49) declined by 9.3% year over year, while the 50–99 group grew 13.9%. Nearby Division No. 17 also has a large solo-operator base (2,265, up 3.8%). The pattern signals a concentration of microbusinesses relative to larger employers within the region.

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Fastest Growing Sectors

Educational services lead job numbers in Parklands with 2,196 employees, up 10.6% in the past year. Finance and insurance grew fastest, adding 35.6% to reach 891 jobs, showing strong sector momentum.

Fastest-growing sectors by employment in Parklands show a mix of recent surges and longer-term expansion through 2025. The list highlights both relatively large employers and smaller sectors that have posted strong percentage gains over one- and five-year horizons. Education is the largest employer on the list with 2,196 people and recorded 10.6% growth in the past year and 12.5% over five years. Agriculture follows with 2,030 jobs and more modest momentum: 6.3% year-over-year and 10.0% across five years. Finance and insurance stands out for rapid change: 891 jobs alongside a 35.6% one-year increase and 41.9% growth over five years. Arts, entertainment and recreation recorded 432 jobs with strong five-year growth (29.7%) but a smaller one-year gain (6.4%). Administrative and support services is the smallest group here at 167 jobs, showing a notable recent rise of 20.1% despite only 1.8% growth over five years. These figures show contrasting time patterns: some sectors reflect sustained expansion, others a recent acceleration.

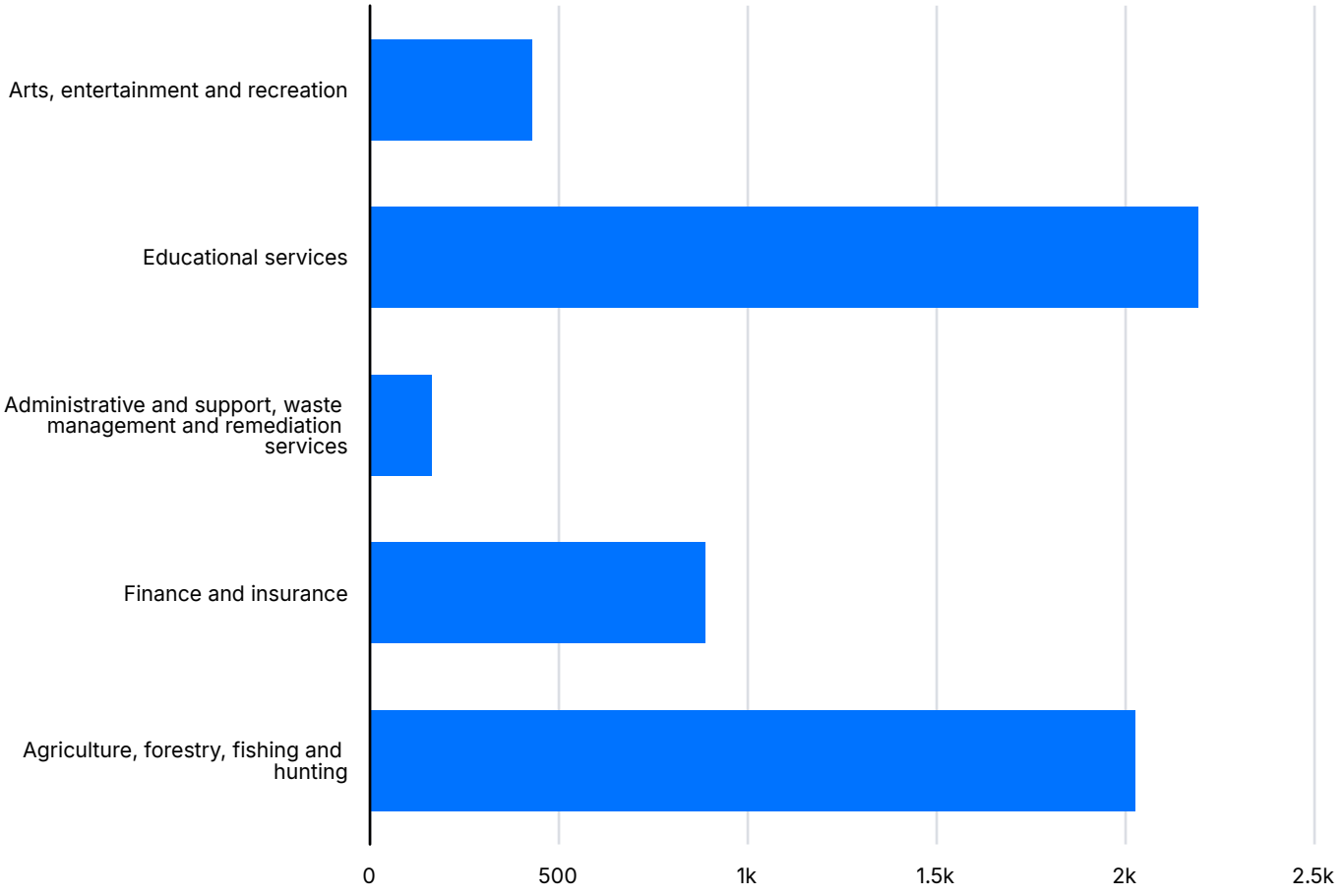

Figure 8.1: *Shows sectors where employment has increased the most over the selected time period. It helps identify the main drivers of job growth in the local economy. (Parklands, 2025)*[1]

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Largest Sectors

Health care and social assistance remains the biggest employer in Parklands with 3,388 workers, down 2.3% last year but up 9.3% over five years; education services added 10.6% growth, reaching 2,196 jobs.

Parklands' employment in 2025 is concentrated in a handful of sectors dominated by health care, retail, and primary industries. The dataset covers employees aged 15 and over and highlights which sectors supply the most jobs within the region. Health care and social assistance is the single largest employer with 3,388 people. Retail trade (2,241) and agriculture, forestry, fishing and hunting (2,030) follow closely, while educational services (2,196) and public administration (1,761) complete the top five. These counts show a mix of service and primary-sector employment. Recent momentum varies by sector. Educational services grew 10.6% year over year and 12.5% over five years, indicating steady expansion. Public administration shows the largest five-year gain at 41.1% despite a more modest 3.8% one-year rise. Health care recorded a small one-year decline of 2.3% but a 9.3% increase over five years. The pattern suggests Parklands combines established service employers with notable longer-term growth in public administration and education while health care and retail remain substantial employers in absolute terms.

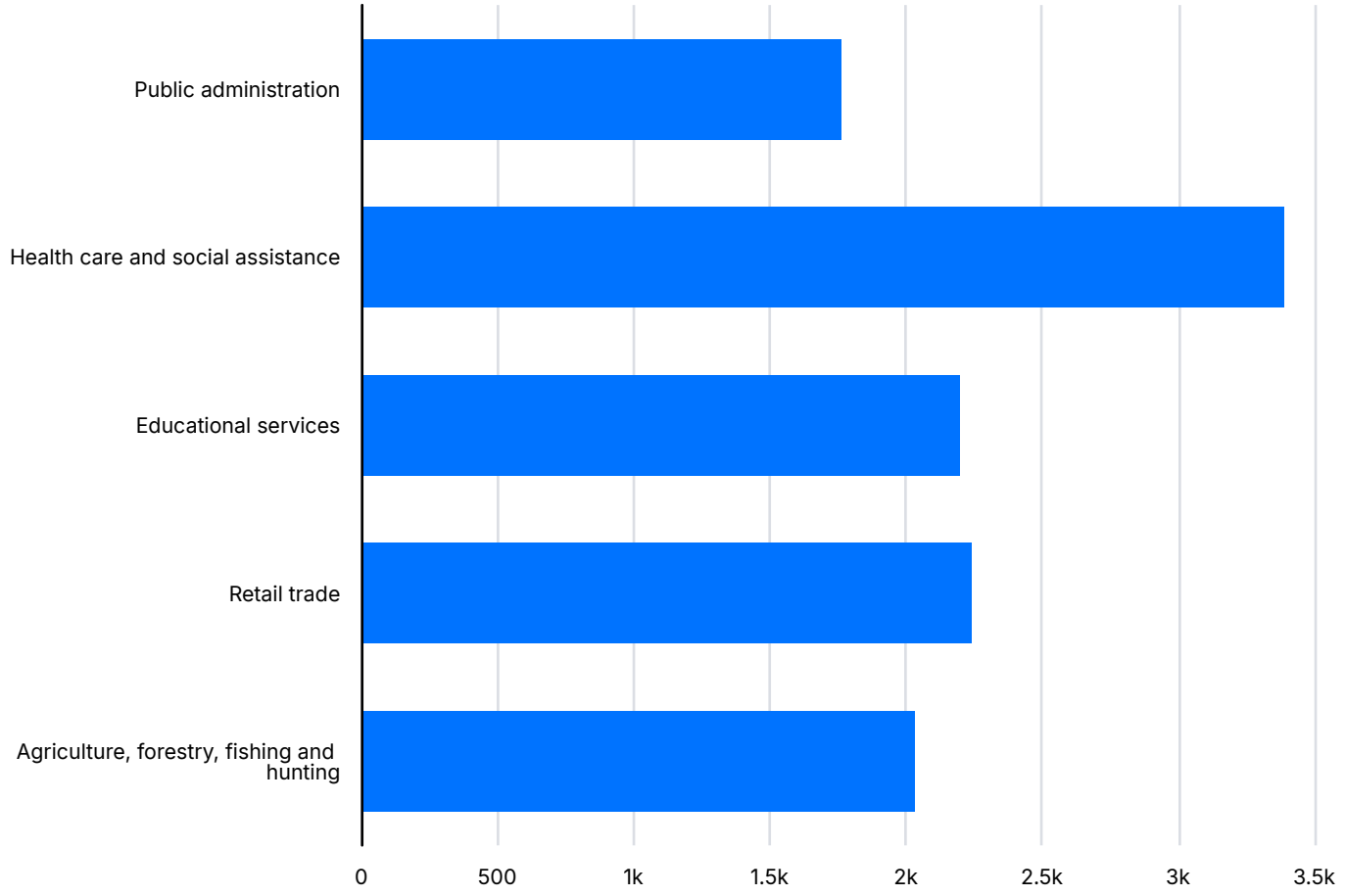

Figure 9.1: *Shows the sectors employing the most people. It helps identify the largest pillars of the local economy. (Parklands, 2025)*[1]

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Specialist Sectors (LQ)

Parklands' economy is most specialized in agriculture, forestry, fishing and hunting, with a location quotient of 5.17, meaning employment is over five times the national average, and it grew 8.6% in the past year.

Parklands shows a clear sectoral profile in 2025 defined by a strong agricultural presence and several modestly specialized public and service sectors. The location quotient for Agriculture, forestry, fishing and hunting stands out at 5.2, indicating a concentration far above the national average, while Public administration (LQ 2.1) and Health care and social assistance (LQ 1.4) are also specialized relative to the country. Recent momentum is uneven across those specializations. Agriculture recorded a 1-year change of +8.6% and a 5-year change of +8.8%, signaling sustained growth in employment concentration. By contrast Health care posted a 1-year change of -5.3% and a 5-year change of -1.4%. Educational services (LQ 1.5) and Arts, entertainment and recreation (LQ 1.2) show more modest specialization with positive short-term change. The internal pattern is therefore one of strong and growing agricultural concentration alongside mixed trends in public and health sectors. This suggests the region's sectoral structure remains anchored in agriculture while public-service concentrations are relatively stable or declining.

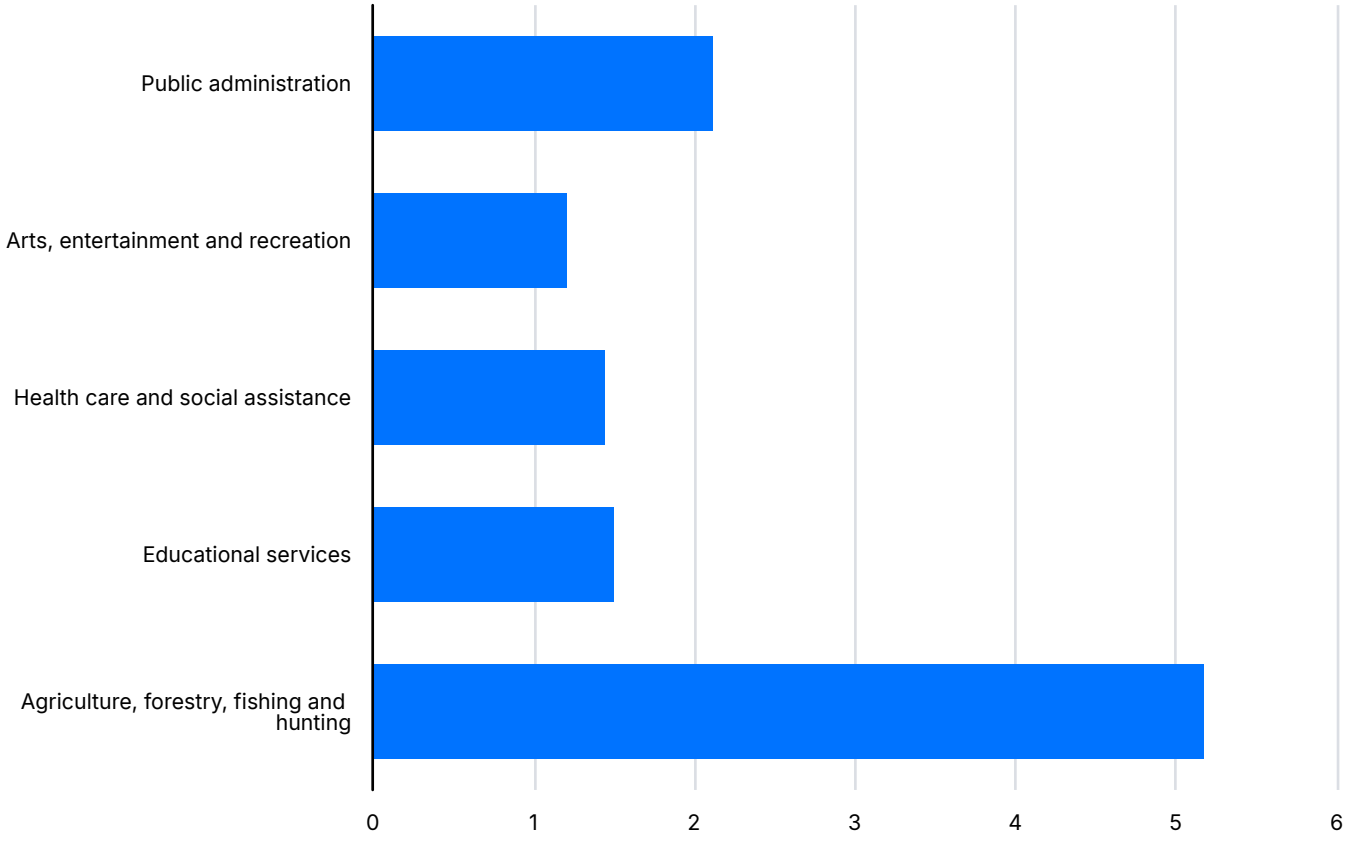

Figure 10.1: *Shows sectors where the local economy has the highest level of specialization based on employment concentration compared with the national average. Sectors are categorized based on specialization (location quotient) and recent employment growth or change in concentration. (Parklands, 2025)*[4]

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Star Sectors

Parklands' economy is most specialized in agriculture, with a location quotient of 5.17 and an 8.6% annual increase, while finance shows the fastest employment growth, rising 35.5% and reaching an LQ of 1.04.

Parklands shows a clear pattern of sectoral specialization with divergent recent momentum across its major industries. The list of star sectors combines high location quotients with positive recent concentration or employment changes, and time trends point to both entrenched specialization and rapid short-term shifts. Agriculture, forestry, fishing and hunting is the most specialized sector with an LQ of 5.2 and sustained gains both short and medium term (1-year change +8.6%, 5-year change +8.8%). Educational services (LQ 1.5) and arts, entertainment and recreation (LQ 1.2) record steady growth (education 1-year +7.6%, 5-year +5.6%; arts 1-year +5.6%, 5-year +2.8%). Retail has an LQ of 1.1 with recent rise (1-year +6.9%) but a small 5-year decline (−1.4%). Finance and insurance has only slight specialization (LQ 1.0) but very strong short-term concentration growth (1-year +35.5%, 5-year +29.2%), signaling recent momentum distinct from long-standing sectoral strengths. Overall, Parklands combines a dominant agricultural base with faster recent gains in finance.

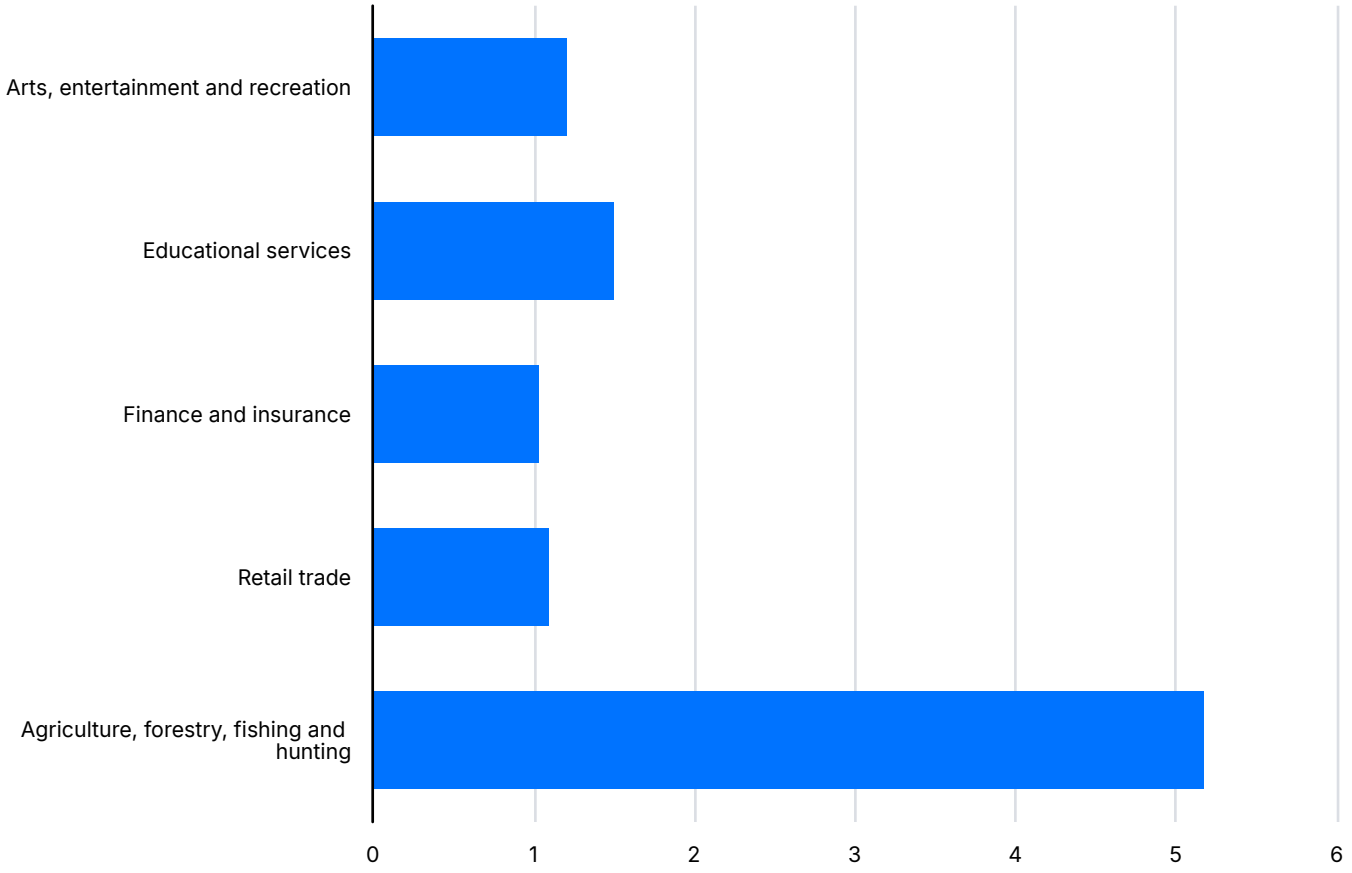

Figure 11.1: *Shows major industry sectors where the local economy has strong specialization and increasing concentration or strong growth. Sectors are categorized based on specialization (location quotient) and recent employment growth or change in concentration. (Parklands, 2025)*[4]

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Anchor Sectors

Public administration remains Parklands' most specialized sector, with a location quotient of 2.11 but a 0.2 % drop year-over-year. Wholesale trade's specialization fell to 1.07, down 17 % in the past year.

Parklands shows a small set of mature anchor sectors: activities where employment concentration remains above the regional norm but where specialization has not been strengthening. The focus here is on sectors with location quotients above 1.0 paired with recent declines in either employment or concentration. Public administration is the most concentrated anchor, with a location quotient of 2.1 in 2025 and modest downward momentum: a 0.2% one-year decline and a 4.5% decline over five years. Health care and social assistance has an LQ of 1.4 in 2025 and has fallen 5.3% in the last year and 1.4% over five years. Wholesale trade is near parity but still specialized at an LQ of 1.1 and shows sharper recent contraction: a 17.1% one-year drop and a 5.9% five-year decline. Taken together, the data describe anchor sectors that remain locally important but have experienced falling employment or weakening concentration in recent years. This pattern points to mature specialization with limited recent growth.

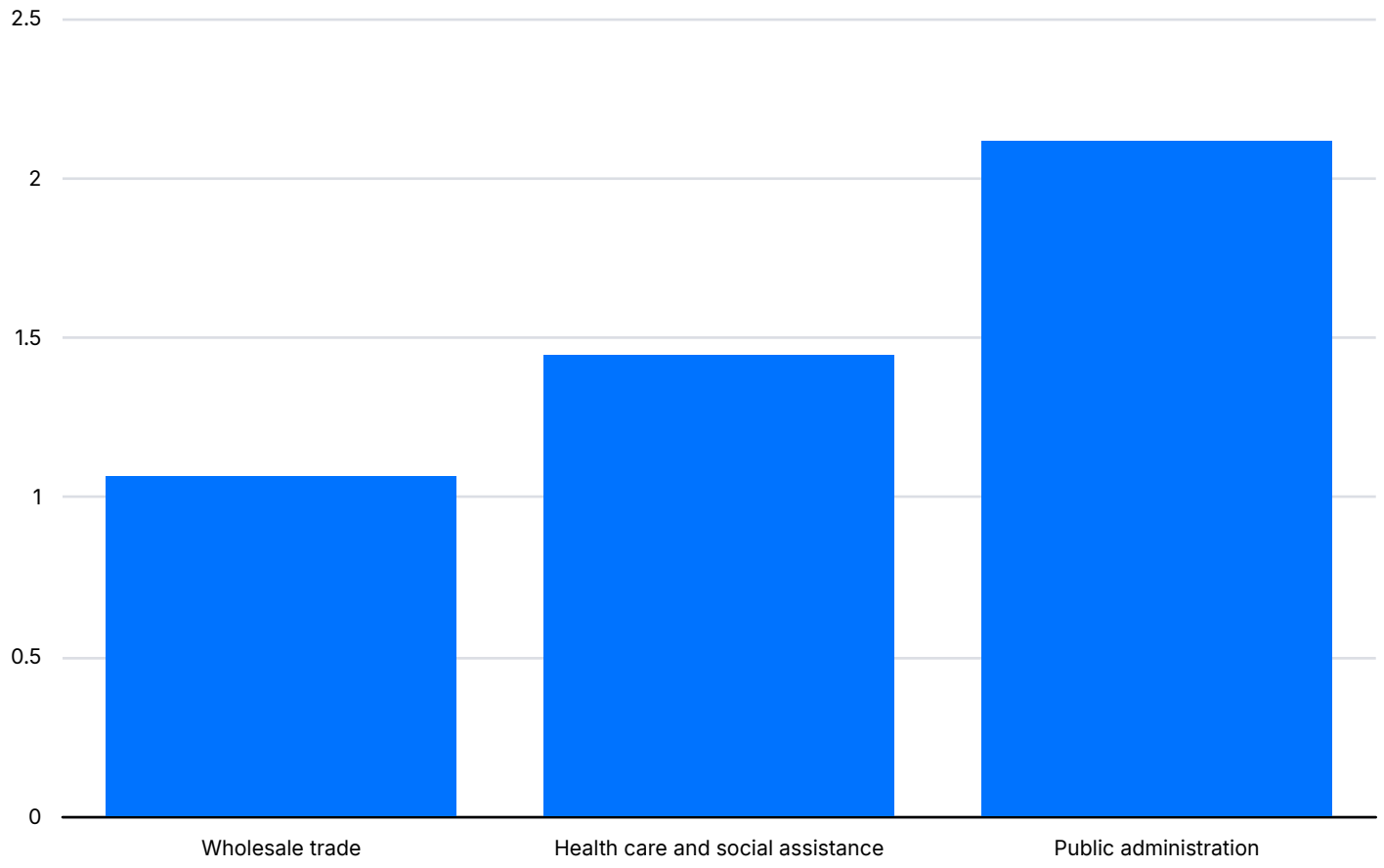

Figure 12.1: *Shows major industry sectors where the local economy has strong specialization but relatively stable or declining concentration over time. Sectors are categorized based on specialization (location quotient) and recent employment growth or change in concentration. (Parklands, 2025)*[4]

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Micro Establishments Share

Parklands' business base is almost entirely micro firms, with 100 % of establishments under five employees, while public administration drops to just 3 % and fell 49 % last year.

Parklands' business base in 2025 is heavily skewed toward very small firms: the share of establishments with 0–4 employees is near-universal in several sectors and well above half in most others. This metric highlights the local structure of businesses rather than employment size. Key figures show Utilities at 100.0% and Real estate and rental and leasing at 98.9% of establishments being micro firms, while Agriculture is 97.1%. By contrast, Public administration stands out at just 3.0%. Several service sectors sit in the 80–90% range (for example, Administrative and support 87.9%, Other services 87.4%, Professional services 86.5%). Short-term momentum varies: Information and cultural industries rose by 7.7% year over year, and Accommodation and food services shows a notable five-year increase of 19.5%. Public administration records large declines both over one year (−49.1%) and five years (−62.5%). Taken together, the data indicate Parklands' economy is dominated by very small establishments across most industries, with only a few sectors characterized by substantially larger establishments.

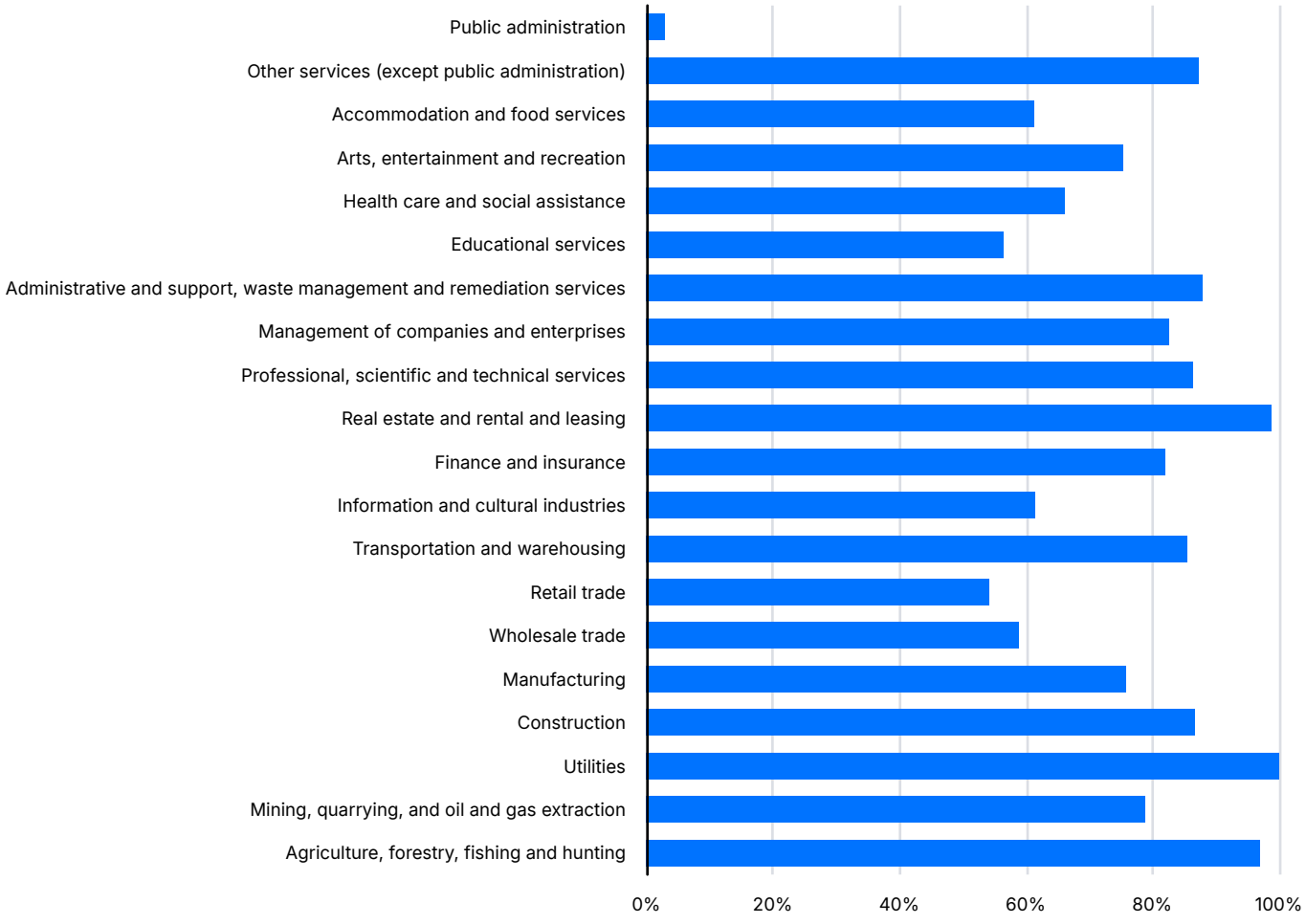

Figure 13.1: *Shows the share of businesses with 0 to 4 employees. It helps indicate how much the local business base is made up of very small firms. (Parklands, 2025)*[5]

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Resident Labour Force

Health care and social assistance is Parklands' largest labour sector with 3,385 workers, a 4.6% rise since 2016; utilities grew fastest, jumping 38.1% to 145 workers, highlighting shifting local employment.

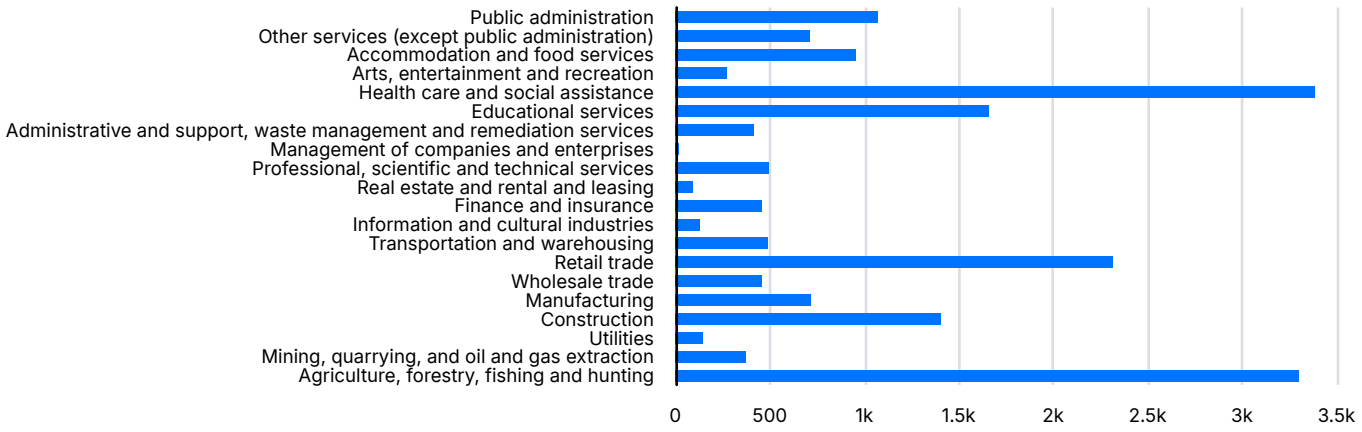

Figure 14.1: *Shows the number of residents who are in the labour force. It helps indicate the size of the locally available workforce. (Parklands, 2021)*[6]

This profile summarizes the resident labour force (age 15+) by industry sector in Parklands. Employment counts concentrate in health care and social assistance (3,385 people), agriculture, forestry, fishing and hunting (3,300) and retail trade (2,315), with education services also notable at 1,660. Five-year change figures show mixed momentum: education rose by 7.1% and health care by 4.6%, while agriculture declined by 5.0% and retail edged down by 0.4%. Several sectors experienced large shifts: transportation and warehousing fell 31.5% and finance and insurance fell 27.6%, whereas utilities grew 38.1% and administrative and support services rose 13.7%. Overall, the data point to sector-specific gains and losses in the resident workforce over the five-year period.

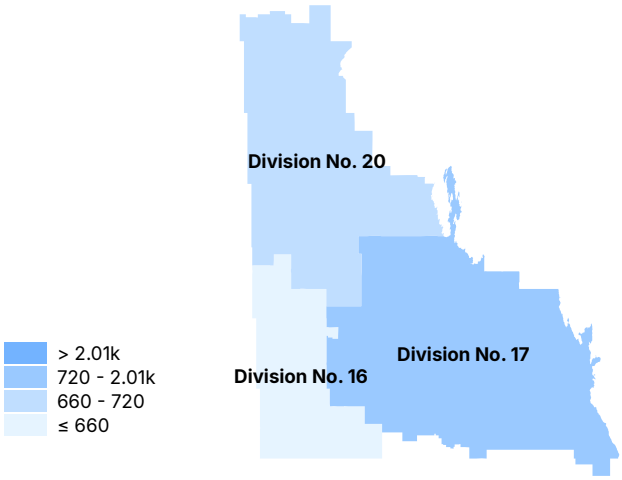

Figure 14.2: *Distribution of Largest Group: Industry Sector - Health care and social assistance (Parklands)*[6]

Parklands' resident labour force is concentrated in a few large sectors and shows mixed five-year momentum across industries. Health care and social assistance accounts for 3,385 people and agriculture, forestry, fishing and hunting 3,300. Retail trade employs 2,315 residents. Utilities rose by 38.1% over five years and construction by 9.8%, while transportation and warehousing fell 31.5% and finance and insurance fell 27.6%. The data points to a workforce anchored in health, agriculture and retail with recent growth in utilities and construction alongside notable declines in transportation and finance.

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Labour Market Gap

Parklands' biggest labour-market gap is in Management of companies and enterprises, with a ratio of 4.05, far above the next highest sector, Real estate and rental at 1.65, indicating a strong demand for external talent.

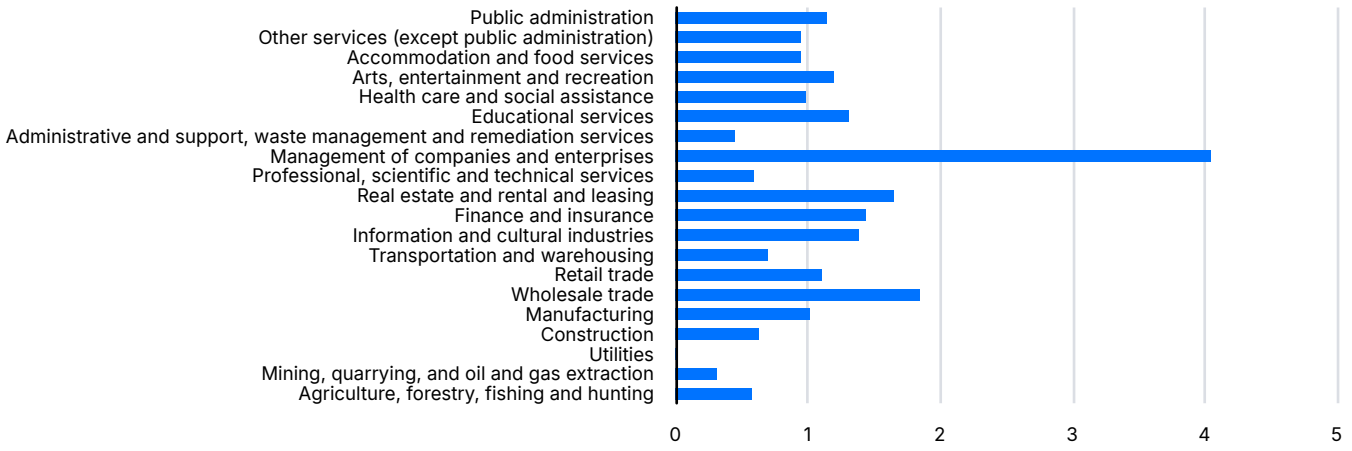

Figure 15.1: *Shows the gap between the number of local jobs and the number of resident workers across all sectors. It helps indicate whether the area attracts workers in or sends workers out. (Parklands, 2021)*[7]

Parklands' labour market gap in 2021 shows a clear sectoral pattern: some industries have more jobs than resident workers while others have fewer. The ratios compare local jobs to resident workers (labour force aged 15+). Management of companies and enterprises stands out at 4.0, wholesale trade at 1.9 and manufacturing about 1.0. At the other end, agriculture is 0.6 and professional, scientific and technical services about 0.6. Those differences indicate which sectors supplied more local employment relative to the resident workforce and which did not for 2021. This is a snapshot for 2021 only.

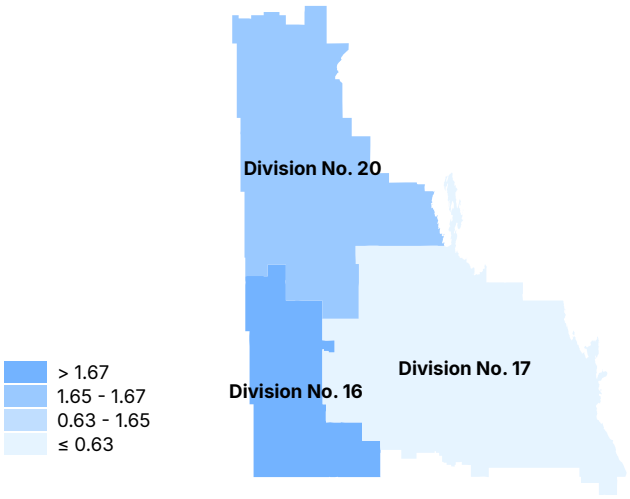

Figure 15.2: *Distribution of Largest Group: Industry Sector - Real estate and rental and leasing (Parklands)*[7]

Parklands' labour market gap in 2021 shows a mixed pattern across industries: some sectors provide more local jobs than resident workers while others have fewer. The largest surpluses are in Management of companies and enterprises (4.0), Wholesale trade (1.9), Real estate and rental and leasing (1.6) and Finance and insurance (1.4). Several sectors are below parity, including Agriculture (0.6), Construction (0.6) and Professional, scientific and technical services (0.6). This distribution signals sector-specific concentration of jobs rather than uniform balance across the local labour force.

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Data Sources

1. Statistics Canada, Business Register; Localintel, Employment by Industry Estimates of Census Areas. Published in Mar 13, 2026.
2. Statistics Canada, Employment by Industry, Annual, Table 14-10-0202-01. Published in Mar 27, 2025.
3. Statistics Canada, Business Register. Published in Jun 1, 2025.
4. Statistics Canada, Business Register; Localintel, Employment Location Quotient by Industry Estimates of Census Areas. Published in Mar 13, 2026.
5. Statistics Canada, Business Register; Localintel, Micro Establishments Share of Census Areas. Published in Mar 13, 2026.
6. Statistics Canada, Census Profile. Published in Dec 15, 2022.
7. Statistics Canada, Business Register; Statistics Canada, Census Profile; Localintel, Labour Market Gap Estimates of Census Areas. Published in Mar 13, 2026.

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