

June 2025

# NEW BRUNSWICK Labour Market Outlook

2025 Edition



*A ten-year (2025 to 2034) labour market forecast for the province of New Brunswick, covering topics such as population growth, projected retirements and labour force growth, and occupations in demand.*

## Data Sources:

- Stokes Economics

# New Brunswick Labour Market Outlook (2025 Edition)

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## **Policy, Research and Labour Market Analysis Branch**

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## About This Document

This document presents a ten-year (2025 to 2034) labour market forecast for the province of New Brunswick, covering topics such as population growth, projected retirements and growth, and occupations in demand. The aim of this document is to provide helpful insights to those who are planning for the future, including employers, researchers and policy makers.

The economic projections represented in this report were prepared by Stokes Economics. While these projections are based on trusted data sources and extensive consultations, the predictive capacity of these projections are limited by multiple factors. Statistical models are not perfect, and the economy is constantly changing, with unforeseeable developments happening regularly. Readers should be aware that forecasts are only estimates. As such, they are more useful in illustrating general trends rather than predicting exact figures.

## Forecast Overview

Decades of declining fertility rates, high levels of out-migration among youth, and the aging of the baby boom generation, left New Brunswick in a vulnerable position heading into the 2010s – with a looming wave of individuals set to retire, and too few youth to replace them. This, combined with the Great Recession in 2008-2009, resulted in a prolonged period of labour force decline and limited economic growth for the province. However, as more and more jobs became vacant due to retirements, and economic conditions in other provinces worsened, the number of New Brunswickers leaving the province slowed, and the number of individuals moving to New Brunswick

from other provinces increased. These factors, combined with an increased focus on immigration by both the federal and provincial governments, contributed to noticeable improvements to economic conditions throughout the mid-to-late 2010s. While these trends were briefly interrupted by the COVID-19 pandemic, in the years that followed, the positive momentum the province had seen leading up to the pandemic only accelerated. These improvements were in large part driven by further increases in international migration levels, combined with a significant influx of migrants from Ontario (a trend largely attributable to New Brunswick's relatively affordable housing costs).

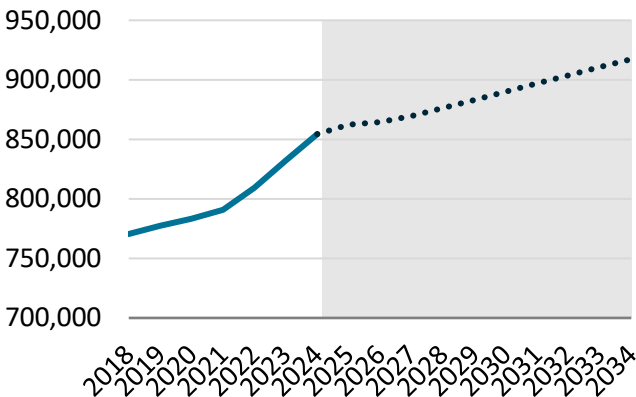
While this growth contributed to significantly improved economic and fiscal conditions, it also contributed to a noticeable increase in housing costs and a noticeable decrease in housing availability. Furthermore, since mid-2024, signs have begun to emerge that labour supply may be growing at a faster rate than labour demand. Due to similar trends being seen across Canada, in late-2024, the federal government announced plans to significantly reduce international migration levels between 2025 and 2027, while prioritizing key sectors such as healthcare and trades. These measures are intended to alleviate pressures on housing, infrastructure and social services so that over the long term, Canada can achieve well-managed, sustainable growth.

In addition to these measures, New Brunswick's growth over the next few years is expected to be further limited by increased economic uncertainty driven by threats of tariffs from the United States. Currently, these impacts are expected to be relatively minor and primarily indirect, due to the limited relevance that the industries most

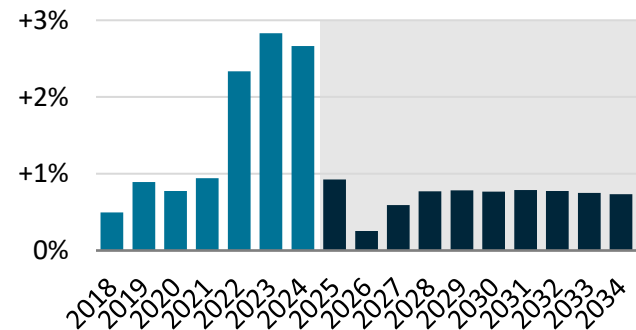
impacted (aluminum, steel automobiles, etc.), have in the province.

Once the reductions to international migration levels are eased, the province is expected to see moderate, steady growth going forward. Overall, between 2024 and 2034, the province’s population is expected to grow by 7.4% (+63,000), while labour force and employment are forecasted to grow by 7.9% (+34,100) and 7.8% (+31,100) respectively.

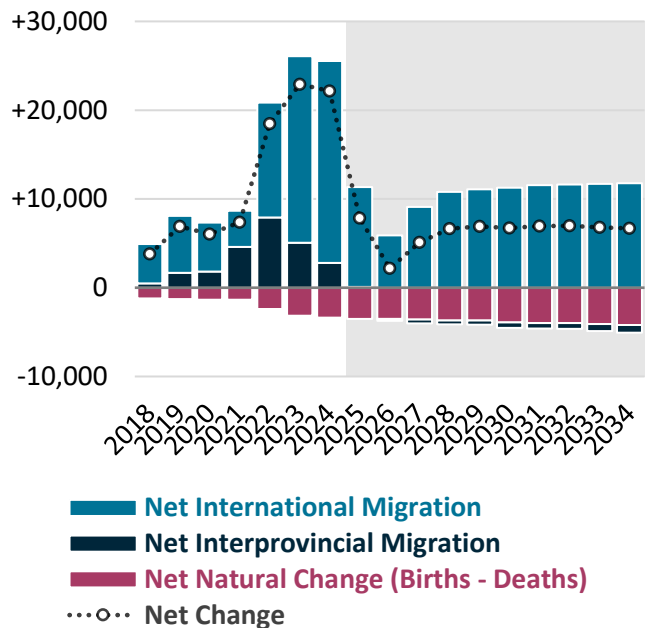
Population by Year (Historical and Forecast)



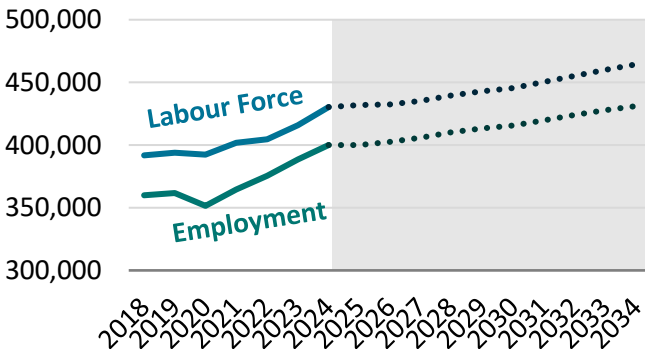
Population Growth by Year (Historical and Forecast)



Components of Population Change by Year (Historical and Forecasted)



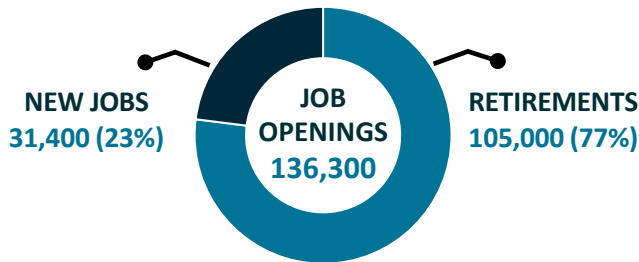
Labour Force and Employment (Historical and Forecast)



In reality, the extent to which New Brunswick’s population and labour force will grow will in large part depend on the province’s ability to grow its housing supply. If there is sufficient housing supply, it is likely that actual growth will exceed these forecasted values.

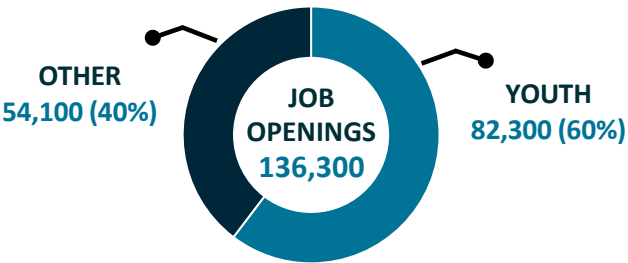
In order to reach the level of labour force growth that is forecasted, **105,000 individuals who are expected to retire** will need to be replaced, while an additional **31,400 new jobs** that are expected to result from economic growth will also need to be filled (representing a **total of 136,300 job openings**).

*Forecasted Job Openings by Type – 2025 to 2034*



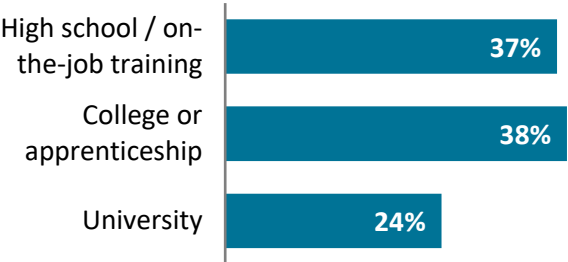
While a significant portion of these openings are expected to be filled by young New Brunswickers, this population alone will not be large enough to meet the future demand for labour. Overall, young people entering the labour force for the first time are expected to fill 60% of forecasted job openings (82,300 of 136,300), while the remaining 40% (54,100) will need to be filled through a mix of immigration, workers from other provinces, and increased rates of labour force participation (with immigration expected to play the largest role).

*Forecasted Job Openings by Expected Source of Supply – 2025 to 2034*



Approximately 63% of the forecasted job openings are expected to be in positions that require post-secondary credentials, an indication that education and training will continue to be of importance going forward.

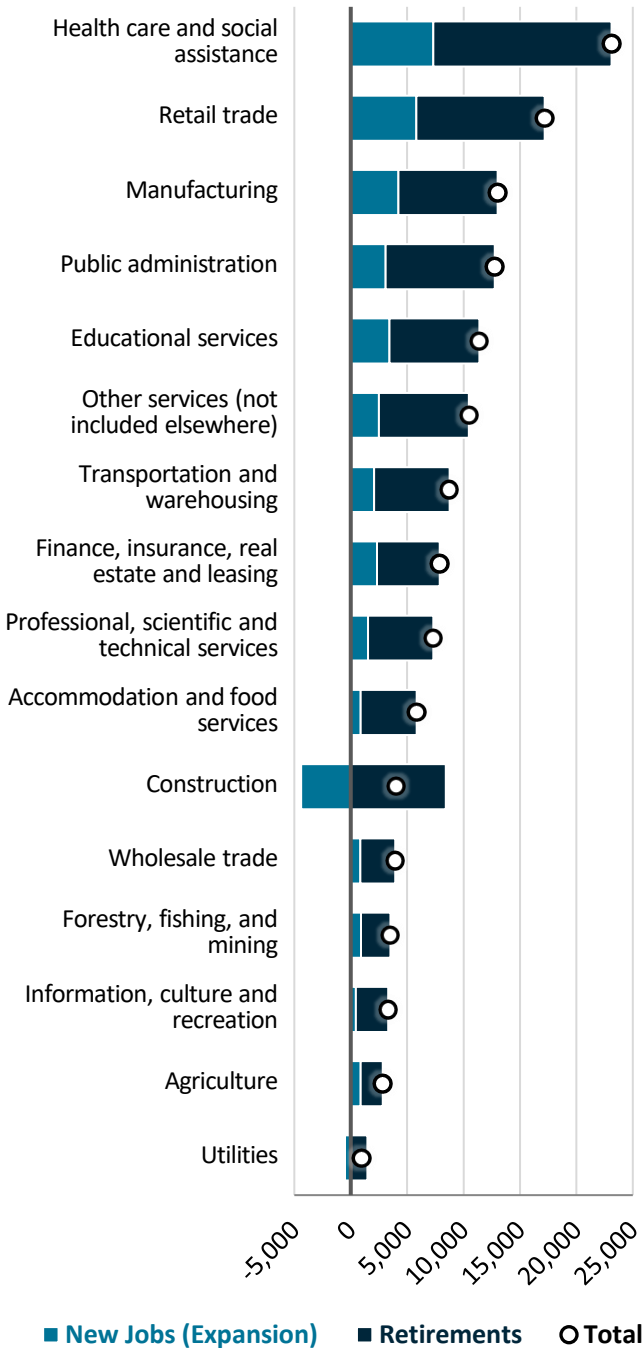
*Forecasted Job Openings by Education Level Typically Required – 2025 to 2034*



# Industry Outlook<sup>1</sup>

## Overview

Forecasted Job Openings by Sector – 2025 to 2034



From an industry perspective, the largest number of job openings are expected to be in the following sectors over the next ten years:

- Health care and social assistance (23,100)
- Retail trade (17,200)
- Manufacturing (13,000)
- Public administration (12,800)
- Educational services (11,400)

While a large number of job openings in a particular sector sometimes indicates that it will be difficult for employers to find workers in that sector, this is not always the case. The difficulty that employers may face in finding workers will vary depending on location of work, the type of qualifications being sought, wages offered, working conditions and many other factors. For example, it may be more difficult to fill 10 job openings in veterinary clinics than it is to fill 500 job openings in retail establishments.

### Health Care and Social Assistance

Meeting the labour needs of the ‘health care and social assistance’ sector is expected to be a particular challenge going forward. As the province’s population continues to grow and its baby boom generation continues to age, demand for healthcare services has, and will continue to, grow significantly. This issue is further compounded by the fact that the rest of Canada, and many other countries, are facing similar challenges. As a result, there is significant competition for healthcare workers across the globe.

<sup>1</sup> Businesses are grouped into industries according to similarity in their production processes. The groupings presented above are based on the North American Industry Classification System (NAICS), however, certain sectors have been combined for simplicity/conciseness.

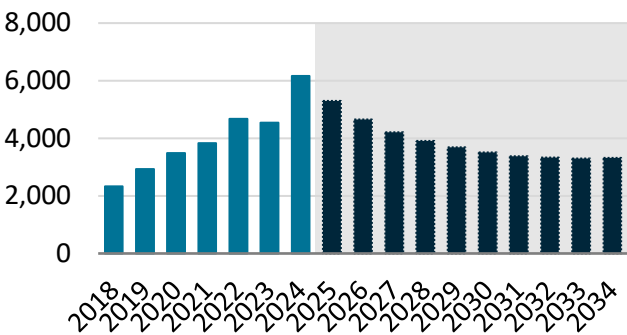
## Educational Services

Another sector that is currently facing significant labour challenges is educational services. Between July 2021 and July 2024, New Brunswick’s population aged 5 to 18 years grew by an estimated 12,850 (+11.7%). This rapid growth, combined with moderate-to-high retirement levels, put significant strain on the K-to-12 education system, and contributed to shortages in many key professions. With retirements expected to remain relatively high, and the youth population expected to continue to see moderate growth, staffing is expected to be an ongoing challenge for the sector.

## Construction

Despite the significant number of retirements that are expected to occur in the construction sector in the coming years, overall job openings in the sector are expected to remain relatively low. This is in large part due to the federal government’s planned cutbacks to international migration levels. These measures are expected to limit population growth, and, as a result, significantly reduce the demand for housing going forward. Between 2025 and 2034, it is projected that construction will begin on 38,600 housing units. However, with both the provincial and federal governments making increasing housing supply one of their top priorities – and setting targets that far exceed these projected values – this prediction comes with a high degree of uncertainty. If these efforts are successful, it is likely that the actual job number of job openings in the construction will far exceed the values currently being forecasted.

*Housing Starts (Units) by Year (Historical and Forecast)*

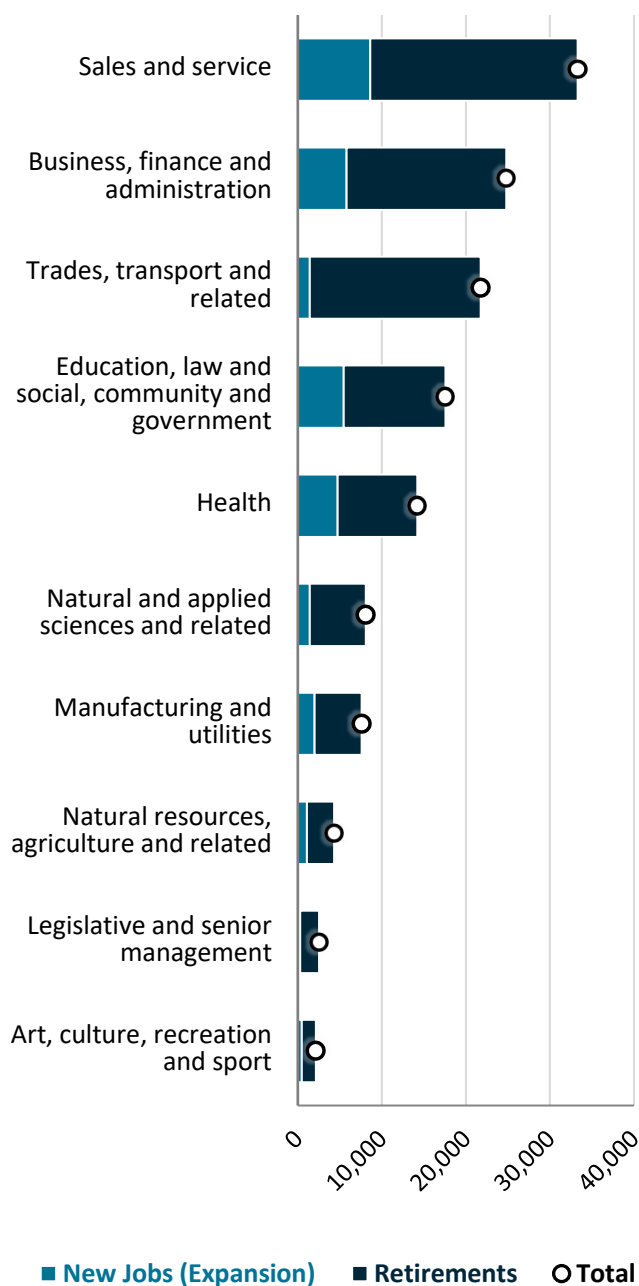


In terms of non-residential construction, various potential green or nuclear energy projects could also contribute to demand for construction workers exceeding what is expected by this forecast.



## Occupational Outlook<sup>2</sup>

### Forecasted Job Openings by Broad Occupational Category – 2025 to 2034



From an occupational perspective, the following groupings are expected to account for the largest number of job openings between 2025 and 2034:

- Sales and service (33,300)
- Business, finance and administration (24,800)
- Trades, transport and related (21,800)
- Education, law and social, community and government (17,600)
- Health (14,200)

However, as previously mentioned, while a large number of job openings can sometimes indicate that it will be difficult to find workers, this is not always the case. When other factors, such as labour supply, wages and working conditions are taken into account, some of the types of roles that are expected to be the most difficult to fill include:

- Health occupations (physicians, nursing occupations, psychologists, etc.);
- Teachers;
- Transport truck drivers;
- Fish and seafood plant workers;
- Farmers and other agriculture workers

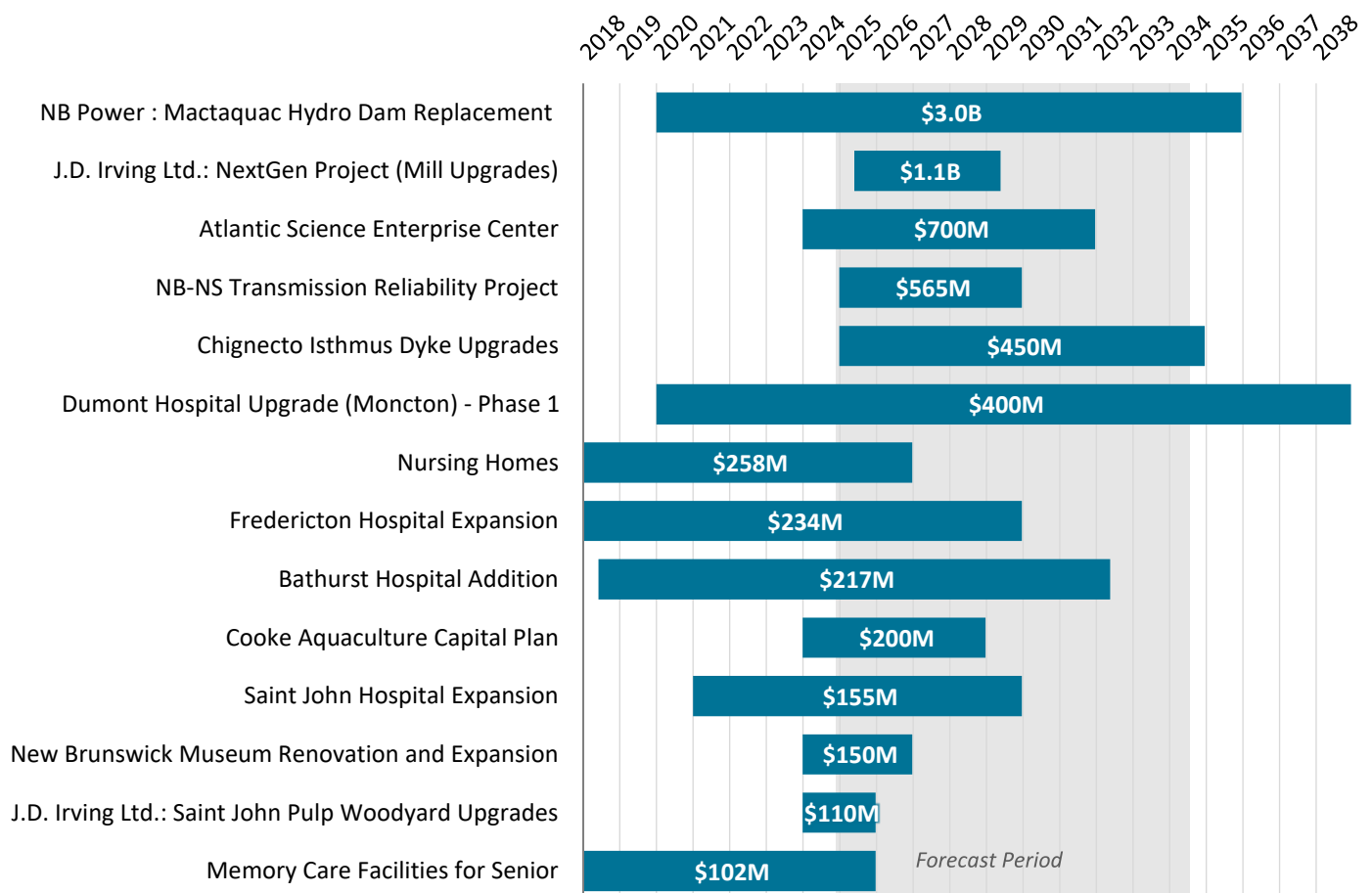
In addition to those noted above, there are a number of occupations whose outlook could shift significantly in the coming years, including:

- Construction trades (whose demand will largely depend on the government's planned efforts to spur residential construction activity); and
- Service-industry jobs (whose supply could be adversely affected by the federal government's cutbacks to international migration levels, e.g. cooks, cleaners, etc.).

<sup>2</sup> An occupation is defined as a collection of jobs, sufficiently similar in work performed to be grouped under a common label for classification purposes.

## Appendices

### Appendix A: Selected Major Projects Included in Forecast



## Appendix B: Forecasted Job Openings by Industry – 2025 to 2034

	Employment (2024)	New Jobs / Expansion (2025-2034)	Retirements (2025-2034)	Total Openings (2025-2034)
<b>Agriculture</b>	<b>6,200</b>	<b>884</b>	<b>1,951</b>	<b>2,833</b>
<b>Forestry, fishing and mining</b>	<b>7,900</b>	<b>919</b>	<b>2,600</b>	<b>3,520</b>
<b>Utilities</b>	<b>5,400</b>	<b>-513</b>	<b>1,476</b>	<b>965</b>
<b>Construction</b>	<b>33,800</b>	<b>-4,387</b>	<b>8,425</b>	<b>4,039</b>
<b>Manufacturing</b>	<b>27,700</b>	<b>4,229</b>	<b>8,800</b>	<b>13,010</b>
Food manufacturing	6,900	1,510	2,301	3,808
Wood and paper product manufacturing	7,000	895	2,326	3,214
Other	13,800	1,824	4,173	5,988
<b>Wholesale trade</b>	<b>10,200</b>	<b>847</b>	<b>3,082</b>	<b>3,931</b>
<b>Retail trade</b>	<b>47,200</b>	<b>5,822</b>	<b>11,354</b>	<b>17,177</b>
<b>Transportation and warehousing</b>	<b>21,600</b>	<b>2,061</b>	<b>6,689</b>	<b>8,740</b>
Truck transportation	10,000	989	3,307	4,296
Postal service, couriers and messengers	4,900	274	1,538	1,810
Other	6,700	798	1,844	2,634
<b>Finance, insurance, real estate and leasing</b>	<b>20,300</b>	<b>2,336</b>	<b>5,552</b>	<b>7,885</b>
Finance and insurance	15,400	2,012	4,043	6,054
Real estate and rental and leasing	4,900	324	1,509	1,831
<b>Professional, scientific and technical services</b>	<b>24,700</b>	<b>1,523</b>	<b>5,799</b>	<b>7,323</b>
Computer systems design and related services	7,600	468	1,746	2,216
Architectural, engineering and related services	5,400	-224	1,256	1,029
Other	11,700	1,279	2,797	4,078
<b>Educational services</b>	<b>30,900</b>	<b>3,421</b>	<b>7,987</b>	<b>11,409</b>
Elementary and secondary schools	20,000	1,535	5,371	6,908
Community colleges and universities	9,100	1,664	2,192	3,854
Other	1,800	222	424	647
<b>Health care and social assistance</b>	<b>63,900</b>	<b>7,310</b>	<b>15,802</b>	<b>23,108</b>
Health care	49,300	6,054	12,952	19,003
Social assistance (e.g. childcare)	14,600	1,256	2,850	4,105
<b>Information, culture and recreation</b>	<b>12,100</b>	<b>445</b>	<b>2,881</b>	<b>3,321</b>
Telecommunications	2,600	366	723	1,089
Amusement, gambling and recreation industries	5,000	-91	1,058	971
Other	4,500	170	1,100	1,261
<b>Accommodation and food services</b>	<b>22,300</b>	<b>888</b>	<b>4,944</b>	<b>5,831</b>
Accommodation services	3,800	587	1,098	1,685
Food services and drinking places	18,500	301	3,846	4,146
<b>Public administration</b>	<b>36,900</b>	<b>3,096</b>	<b>9,677</b>	<b>12,774</b>
Federal government public administration	21,200	1,872	5,176	7,049
Provincial and territorial public administration	10,200	1,133	2,978	4,111
Local, municipal and regional public administration	5,500	91	1,523	1,614
<b>Other services (not included elsewhere)</b>	<b>29,000</b>	<b>2,502</b>	<b>7,976</b>	<b>10,480</b>
Business, building and other support services	12,500	512	3,483	3,996
Other (e.g. mechanics, barbers, etc.)	16,500	1,990	4,493	6,484

## Appendix C: Forecasted Job Openings for Selected Occupations – 2025 to 2034<sup>3</sup>

	Employment (2024)	New Jobs / Expansion (2025-2034)	Retirements (2025-2034)	Total Openings (2025-2034)
<b>Legislative and senior management occupations</b>				
All (Total)	4,300	287	2,246	2,534
<b>Business, finance and administration occupations</b>				
#13100 Administrative officers	5,100	421	2,312	2,734
#13110 Administrative assistants	7,200	671	1,579	2,251
#14100 General office support workers	3,900	338	1,148	1,485
#11200 Human resources professionals	3,100	275	1,098	1,373
#14200 Accounting and related clerks	3,600	283	1,035	1,319
Other	41,000	3,800	11,828	15,628
<b>Natural and applied sciences and related occupations</b>				
#20012 Computer and information systems managers	1,400	95	600	697
#21222 Information systems specialists	2,200	160	422	584
#22221 User support technicians	1,800	151	372	523
#22311 Electronic service technicians	1,200	115	393	507
#22220 Computer network and web technicians	1,500	127	318	447
Other	20,200	793	4,551	5,338
<b>Health occupations</b>				
#31301 Registered nurses	9,600	1,033	2,630	3,661
#33102 Nurse aides, orderlies and patient service associates	9,900	1,056	2,075	3,128
#32101 Licensed practical nurses	3,200	348	762	1,112
#30010 Managers in health care	1,000	112	462	575
#31102 General practitioners and family physicians	1,200	186	366	552
Other	14,000	2,017	3,170	5,188
<b>Occupations in education, law and social, community and government services</b>				
#41221 Elementary school and kindergarten teachers	6,600	293	1,694	1,988
#43100 Elementary and secondary school teacher assistants	4,400	338	1,187	1,525
#41220 Secondary school teachers	3,100	452	831	1,286
#42202 Early childhood educators and assistants	5,300	451	679	1,128
#44101 Home support workers, caregivers and related	2,700	303	741	1,043
Other	33,900	3,635	6,965	10,597
<b>Occupations in art, culture, recreation and sport</b>				
#52120 Graphic designers and illustrators	900	57	203	258
#54100 Program leaders and instructors in recreation, sport and fitness	1,400	50	170	221
#50012 Recreation, sports and fitness program and service directors	300	6	140	145
#53124 Artisans and craftspersons	300	43	94	138
#51122 Musicians and singers	300	39	74	112
Other	4,300	289	989	1,280

<sup>3</sup> The National Occupational Classification (NOC) is a Canadian system for classifying occupations, designed primarily for use in statistical programs. It is also used for employment-related program administration and to compile, analyze and communicate information about occupations, such as labour market information. For labour market information on all 516 NOC codes, visit <https://www.nbjobs.ca/occupations/>.

	Employment (2024)	New Jobs / Expansion (2025-2034)	Retirements (2025-2034)	Total Openings (2025-2034)
<b>Sales and service occupations</b>				
#64100 Retail salespersons and visual merchandisers	12,400	1,392	2,893	4,286
#60020 Retail and wholesale trade managers	8,800	1,011	3,012	4,021
#64409 Other customer and information services representatives	8,400	551	2,143	2,692
#65100 Cashiers	10,100	1,039	1,598	2,638
#65310 Light duty cleaners	5,600	465	1,686	2,153
Other	55,900	4,164	13,354	17,516
<b>Trades, transport and equipment operators and related occupations</b>				
#73300 Transport truck drivers	10,500	889	3,665	4,555
#72410 Automotive service technicians, truck and bus mechanics and mechanical repairers	4,500	501	1,084	1,584
#75101 Material handlers	3,800	467	762	1,229
#73400 Heavy equipment operators	2,500	133	745	877
#73201 General building maintenance workers and building superintendents	2,100	151	716	865
Other	49,800	-694	13,336	12,642
<b>Natural resources, agriculture and related production occupations</b>				
#80020 Managers in agriculture	1,700	241	886	1,127
#85121 Landscaping and grounds maintenance labourers	1,700	58	319	377
#84120 Specialized livestock workers and farm machinery operators	700	111	152	263
#83100 Underground production and development miners	200	190	57	249
#85100 Livestock labourers	500	98	115	213
Other	5,200	390	1,699	2,088
<b>Occupations in manufacturing and utilities</b>				
#90010 Manufacturing managers	1,300	281	465	744
#95107 Labourers in fish and seafood processing	1,200	235	421	657
#95109 Other labourers in processing, manufacturing and utilities	1,400	192	406	598
#94142 Fish and seafood plant workers	1,000	209	355	562
#92100 Power engineers and power systems operators	1,400	18	541	561
Other	10,400	1,063	3,426	4,490



The economic projections represented  
in this report were prepared with the  
assistance of Stokes Economics.