

Regional overview.

The Jakobstad Region, February 2026



JAKOBSTADSREGIONEN
PIETARSAAREN SEUTU

Best Place in the World.





Here you go!

An overview of the Jakobstad Region 2026.

This regional overview is a comprehensive information package containing key figures on population development, business, infrastructure and logistics in the Jakobstad region.

It is published once a year and sent to decision-makers and partners in the region.

The purpose of the overview is to serve as a basis for advocacy and supporting fact-based decision-making. The content may be freely used for various needs and purposes.

This material provides you with continuous information about the special features of the Jakobstad region. We are happy to provide municipality-specific statistics from our sources.

If you would like to know more or would like more detailed information on a particular theme or area, please do not hesitate to contact us at Concordia, the Jakobstad region's development company.

Fredrik Sandelin, regional developer, fredrik.sandelin@concordia.jakobstad.fi





The overview shortly.

Population:

The positive population trend continues, and the region maintains a steady population of over 50,000. Growth is driven mainly by international, work-related immigration.

The birth rate is comparatively high in the Jakobstad region, and population ageing is therefore less significant than in other parts of Finland.

Business and infrastructure:

The business sector is diverse, with 8,900 companies across a wide range of industries supported by strong subcontractor networks. The manufacturing industry in the Jakobstad region is stronger than that of many other regions. This diversity creates resilience in uncertain times. Over 60% of the region's €4.76 billion turnover derives from exports.

Businesses continue to perform well, despite global uncertainty affecting manufacturing and export industries. Conditions for new establishments and investments are favourable. Smaller consumer-facing companies have faced challenges, but despite this, the number of active companies in the region is increasing. A stable and secure society is a strength for both the Jakobstad region and Finland.

A well-functioning infrastructure—including roads, ports, railways, aviation and energy systems—is a prerequisite for industrial operations and development.

Labour market:

The unemployment rate in the Jakobstad region remains the lowest in mainland Finland. However, in 2025, unemployment has increased and layoffs have also risen. The region has a strong and broad private industrial sector that creates a large proportion of the jobs. The public sector is also a key employer and plays an important role in maintaining the region's quality of life



**Come, thrive,
succeed.**

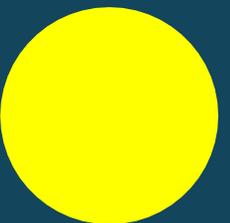
What does it mean to you?

Vision 2040

Together with local authorities, businesses, organizations, associations and residents, we have created a community where

Life is in place.

An authentic atmosphere, freedom to be yourself, and a place we are proud of.





**Come here to visit,
or to stay.**

For work, visiting destinations, socializing or family – or all of the above. Both people and businesses.



**Thriving means
quality of life.**

People of all ages, companies and organizations thrive in the Jakobstad region.



**Find your
own place.**

Success can mean many different things – but in the Jakobstad region, we tend to achieve it regardless.

Quick facts

Business in the Jakobstad Region.



8 900+
companies.



22 200
workplaces



2000 mil
yearly export value.



Entrepreneurial
spirit.



Flexible
networks.



Environmental
thinking
pioneers.



A photograph showing three children's hands, each holding a small amount of blueberries. The children are wearing grey, textured sweaters. The background is a blurred green field. The text "Key figures and population development." is overlaid in white, bold font across the center of the image.

Key figures and population development.

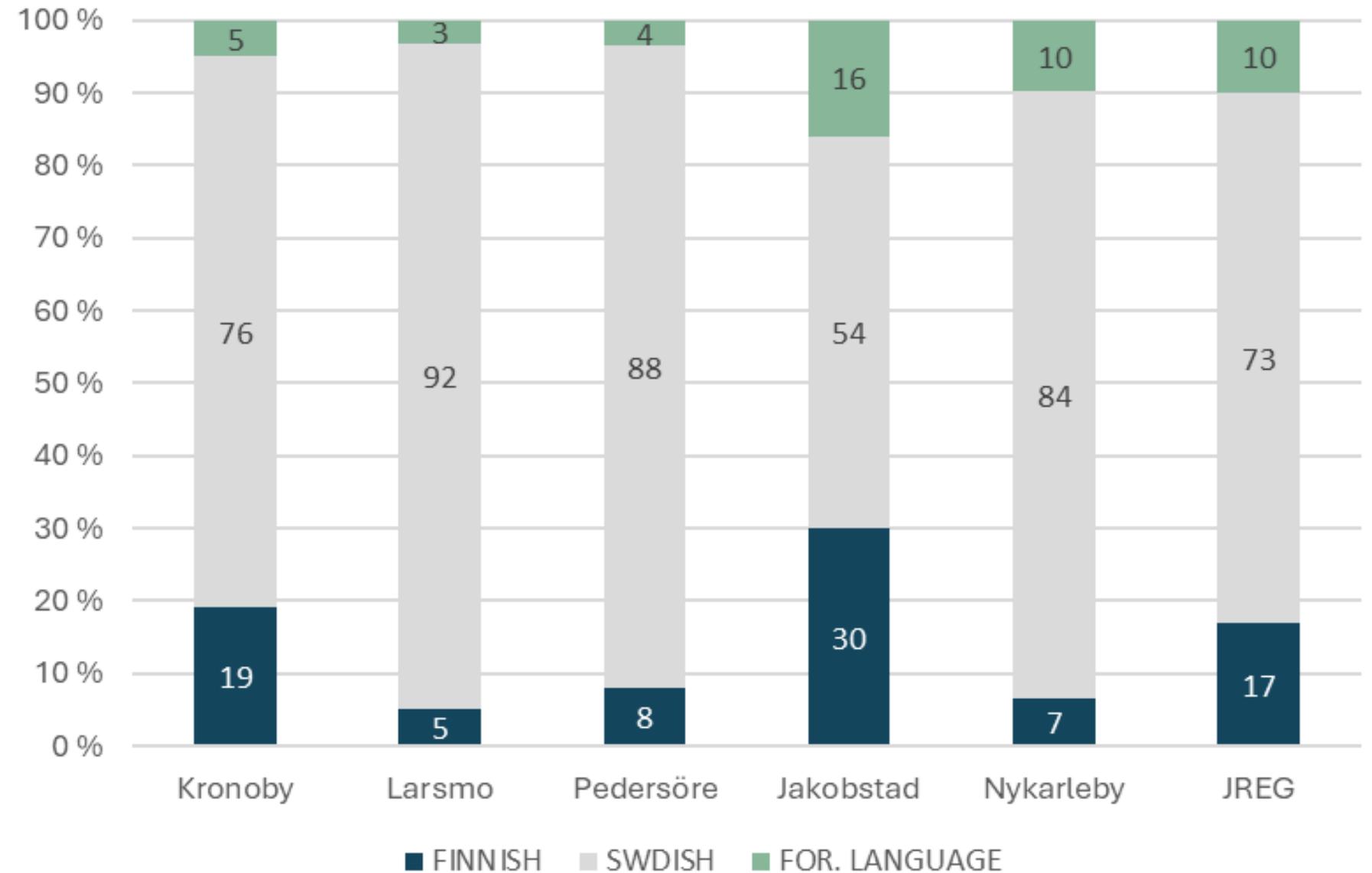


Key figures

	Population 12-2025	Workplaces 2023	Employment- rate 2023 (%)	Unemploy- ment 2023 (%)	Companies 2024
Jakobstad region	50 577	22 221	80%	6,79%	8 933
Jakobstad	19 666	11 285	74%	10,61%	2 924
Pedersöre	11 287	4 428	86%	4,14%	1 849
Nykarleby	7 392	3 161	81%	4,92%	1 980
Kronoby	6 269	2 178	82%	5,84%	1 500
Larsmo	5 963	1 169	86%	2,54%	680

Language distribution. (%)

- Work-based immigration is increasing, and the region must prepare for a multicultural society.
- The challenge is the decline in the proportion of Finnish speakers – there is a need to attract Finnish-speaking migrants to the region.
- Over 4.0 different national languages are spoken in the region.

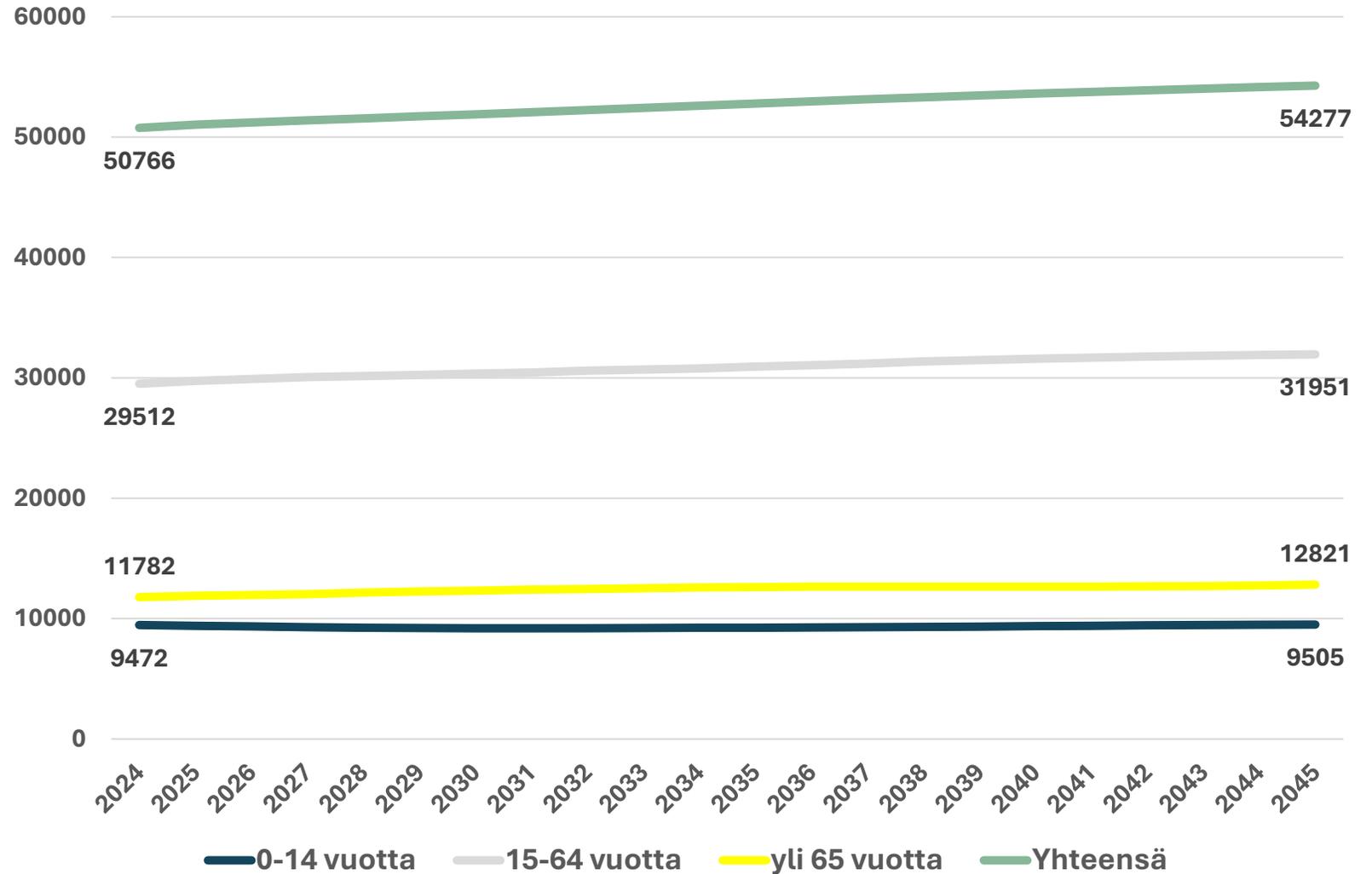


Population Change 2014-2024. (amount)

JAKOBSTAD REGION SK 154	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Nativity	595	590	564	588	557	545	569	564	554	592	552
Mortality	437	458	461	484	505	449	456	519	530	542	529
Natural Increase	158	132	103	104	52	96	113	45	24	50	23
Immigration among municipalities	1585	1748	1692	1712	1661	1692	1627	1624	1599	1545	1570
Emmigration among municipalities	1891	2075	2122	2018	2024	1973	1896	1764	1902	1880	1917
Net among municipalities	-306	-327	-430	-306	-363	-281	-269	-140	-303	-335	-347
Mobility in JREG	3227	3758	3173	3356	3505	3347	3166	3008	3383	2807	2968
Immigration	427	410	380	498	363	447	406	413	600	886	545
Emmigration	204	179	260	249	245	281	179	152	167	169	165
Net migration	223	231	120	249	118	166	227	261	433	717	380
Total net migration	-83	-96	-310	-57	-245	-115	-42	121	130	382	33
Population change	75	36	-207	47	-193	-19	71	166	154	432	56
Total change	65	19	-202	23	-181	0	71	161	154	427	56
Population 31.12.2023	49939	49958	49756	49779	49598	49598	49669	49830	49984	50411	50467

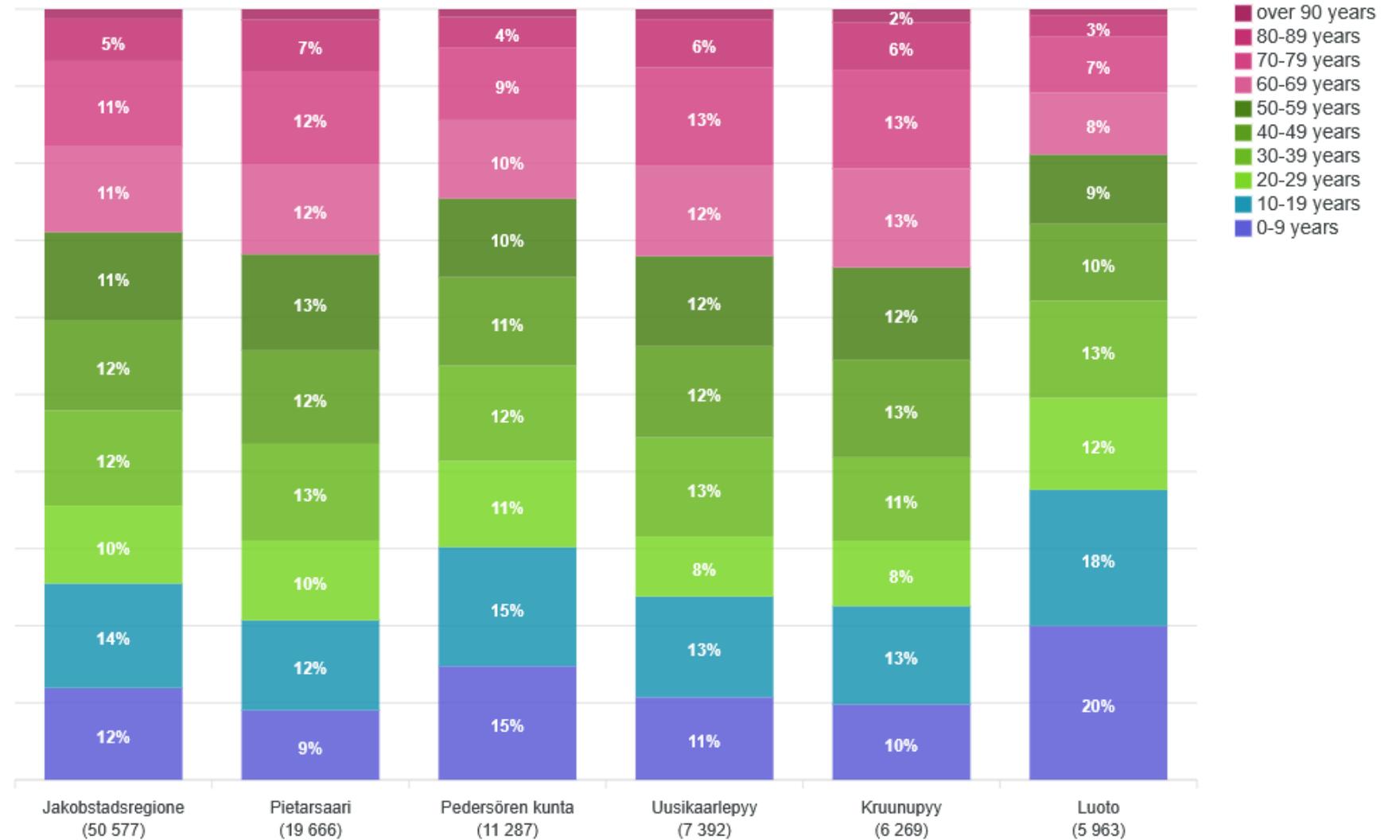
Jakobstad region, Population prognosis. (amount)

- The working-age population is expected to grow, mainly due to international migration.
- The region should prepare for growth, especially in the event of major new establishments and investments.
- The number of elderly people is increasing, as elsewhere in Finland, but the increase in the working-age population is greater.
- The number of children is not decreasing regionally.



Age groups.

Jakobstad Region 10 year age groups. (%)



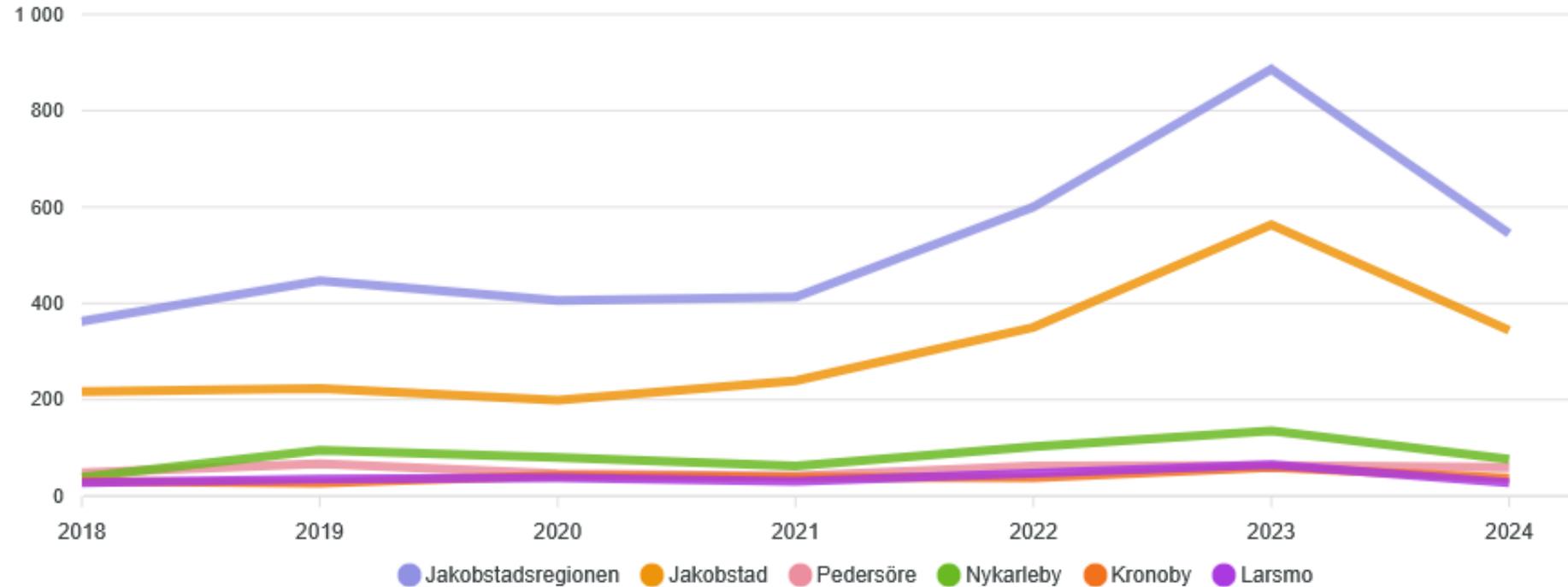
- We do not yet have an ageing population in the region.
- The age groups are relatively even.
- It is important to attract back those who have moved outside the region to study.
- This means that the working age groups remain intact even without immigration – in some municipalities, the proportion of the working population is increasing.

Population.

Jakobstadsregionen

- International immigration has increased significantly in recent years but declined in 2024.
- The figures for 2023 include the majority of Ukrainians who have applied for a municipality of residence in Finland.
- The majority of immigrants are of working age.
- This means an increasingly multicultural and multilingual society in the region.

Jakobstad region, immigration. (amount)





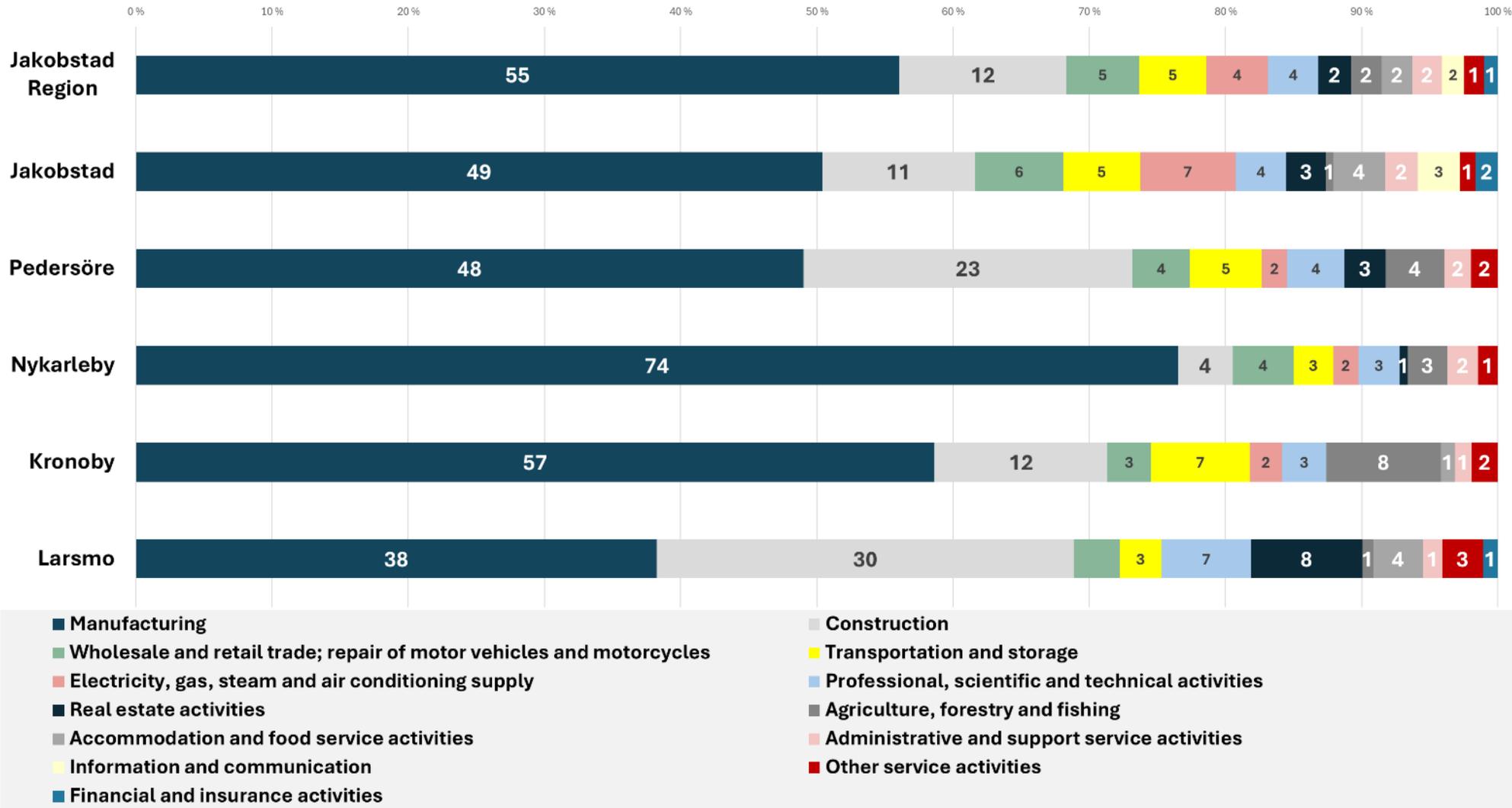
Business and economy.



Made in the Jakobstad region. An export-oriented region.



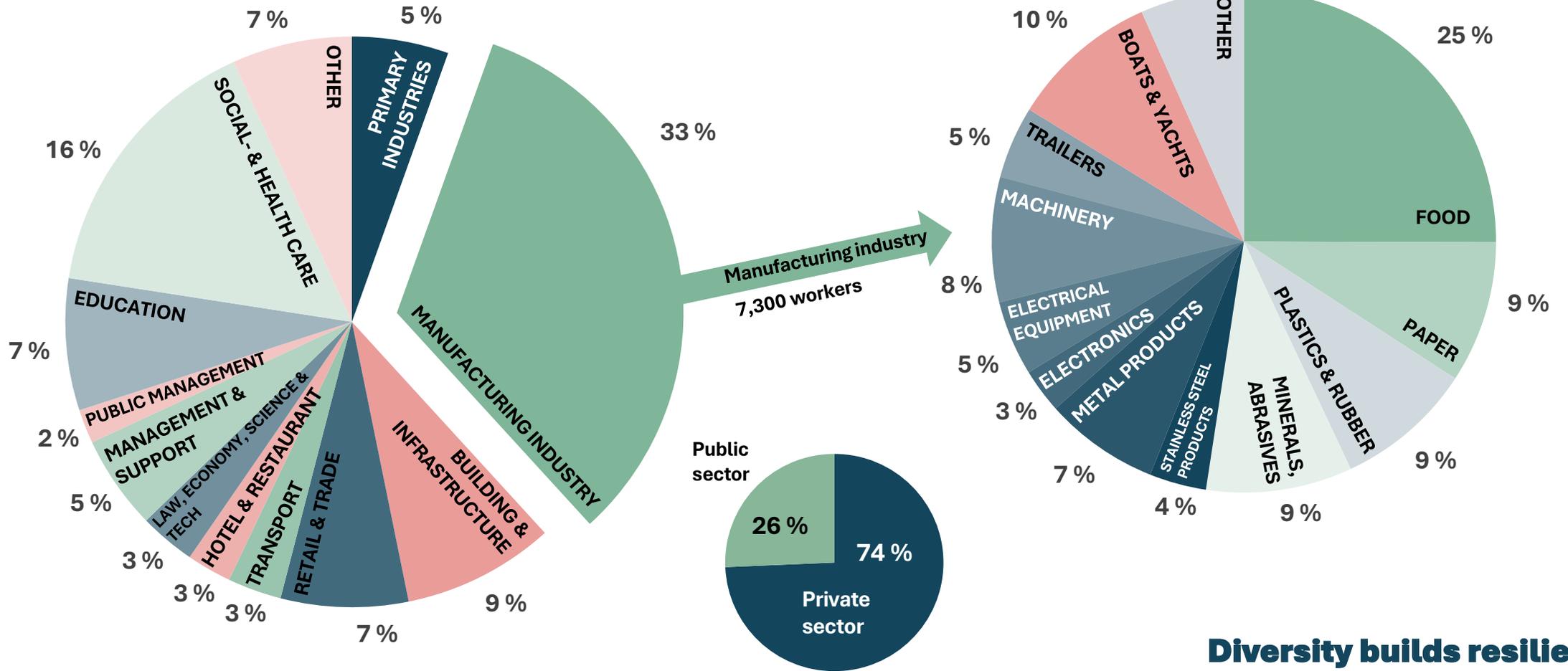
Industry shares, added value. (%)



- The manufacturing industry is one of the strongest and most diverse in Finland and is growing.
- Service and support services are also a growing sector.
- The food industry has grown strongly in recent years.
- All municipalities in the region have a strong manufacturing industry.
- Right now, the construction industry is the fastest growing sector in the Jakobstad region.

Diversified economy.

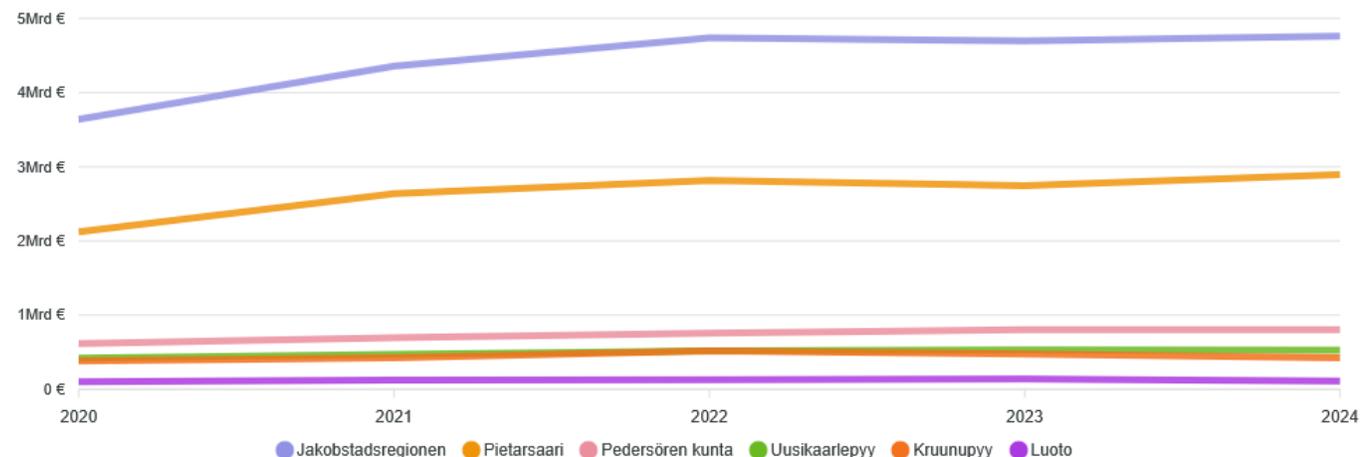
22 200 workplaces
8 900 companies



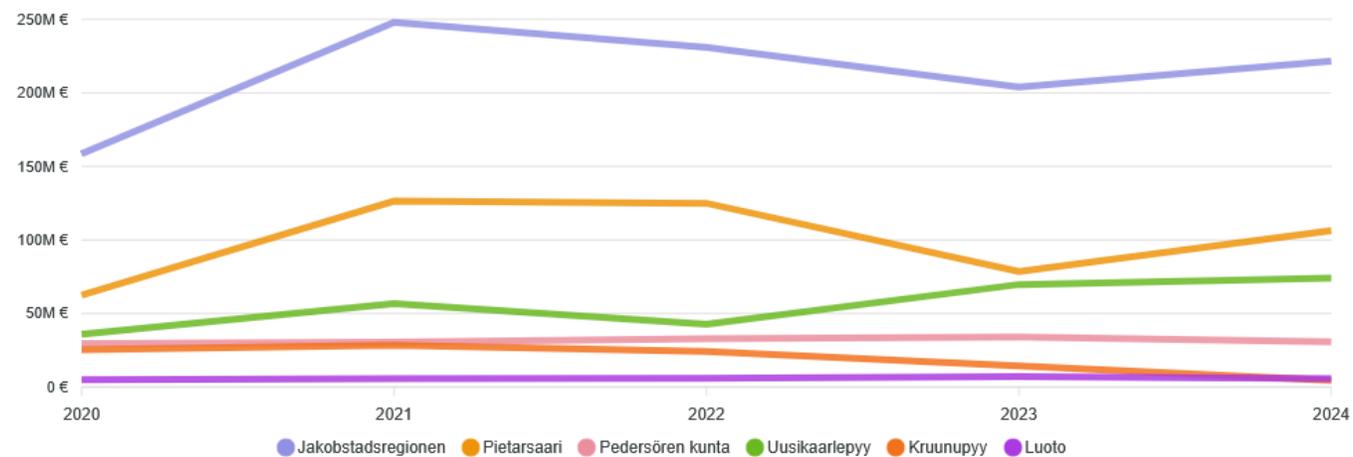
Diversity builds resilience

Turnover & profits. (private sector)

Turnover



Profits

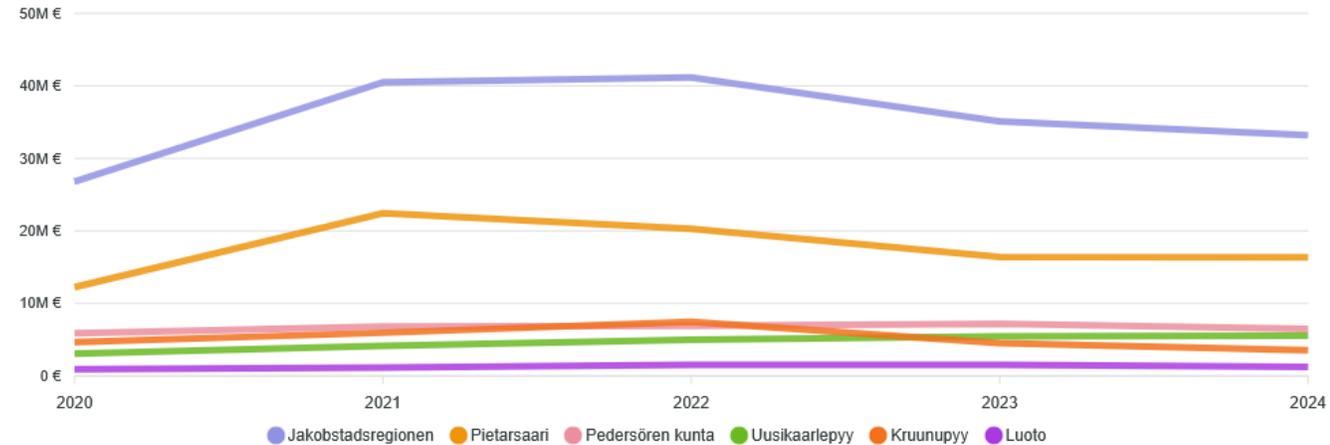


Business.

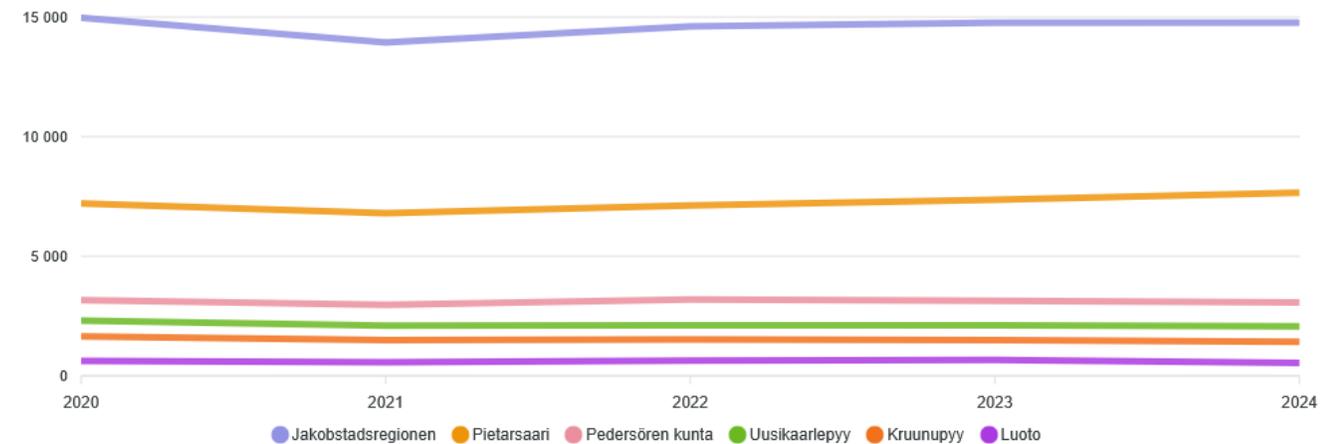
- Corporate taxes have decreased slightly despite increased turnover and earnings.
- Staff numbers are increasing slowly.

Taxes & personnel. (private sector)

Taxes



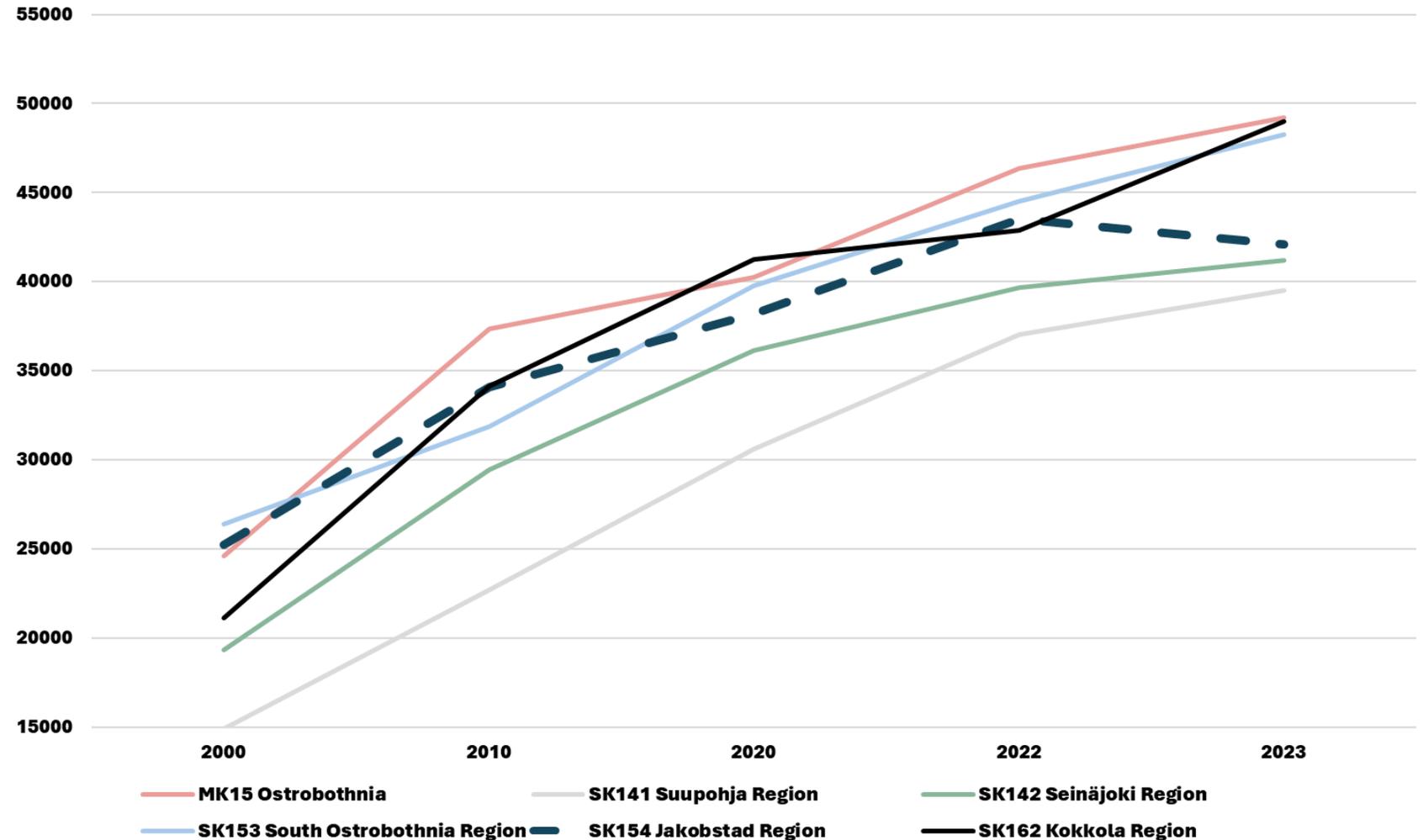
Personnel



Economy.

- A negative trend after 2022, also in comparison with neighbouring regions.
- What is the reason for this?
- How can we reverse the trend?
- Gross domestic product (GDP) is the value of all goods and services produced in a country during a year, here regionally and divided by the number of inhabitants.

GDP per capita.

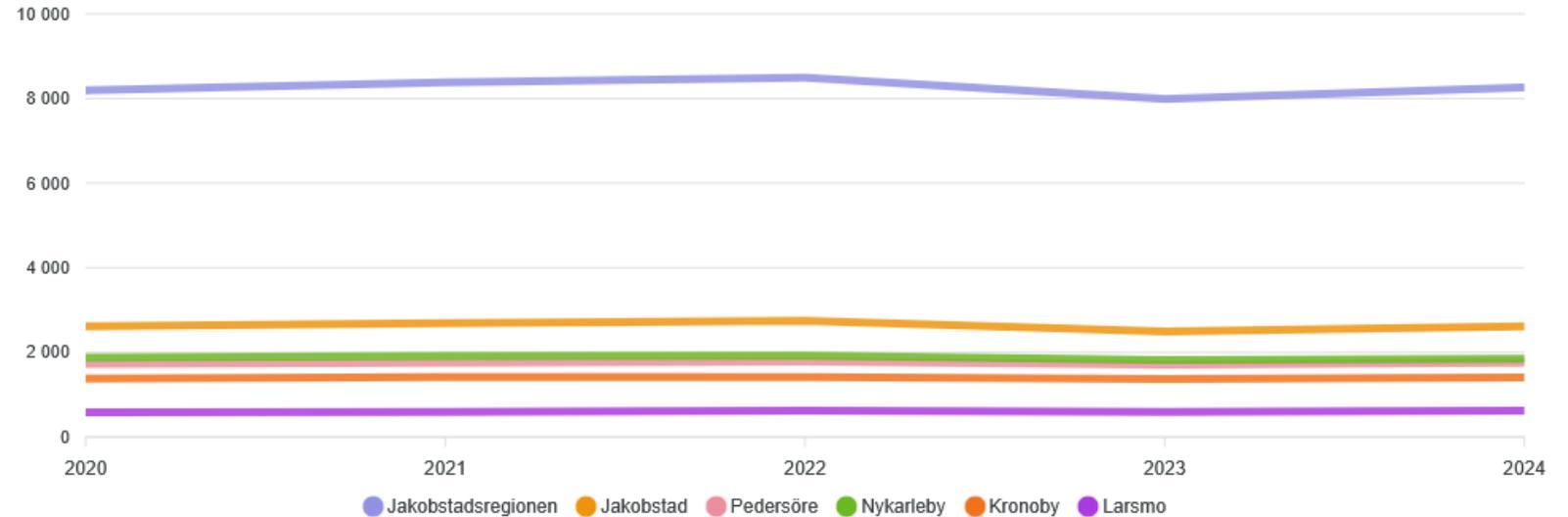


Ekonomi.

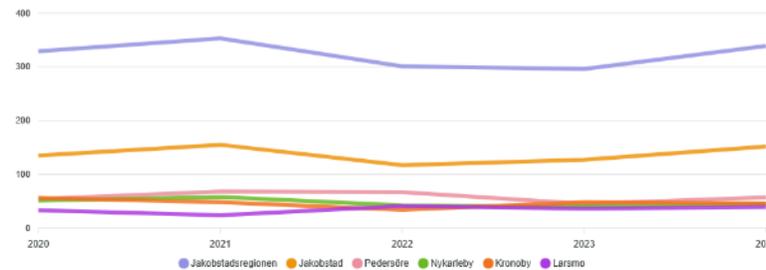
- The number of active companies is increasing.
- Most closures are not bankruptcies, but normal closures.
- In 2025, 417 companies were started in the region, 104 of which were through Concordia's business advisory services.
- In 2024, 346 companies were established, of which 150 were through Concordia.

Company development.

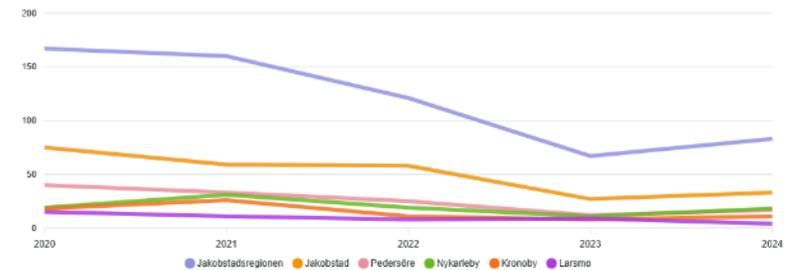
Active companies



New companies



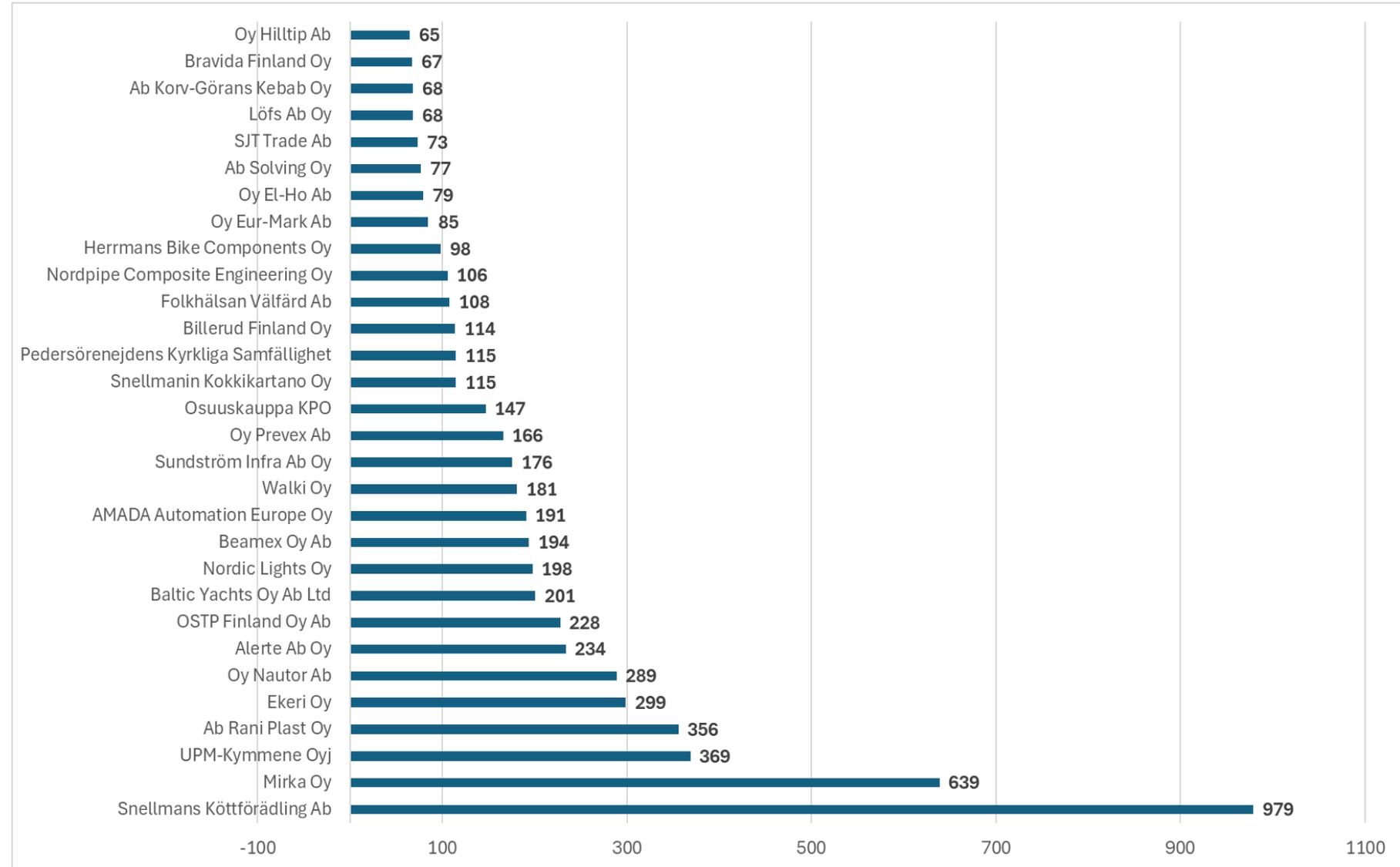
Companies, shut down



Economy.

- A total of over 8,900 companies.
- Approximately 80% of companies in the region have fewer than 20 employees.
- Around place 20, companies have fewer than 100 employees.

30 largest companies. (employees)





UPM



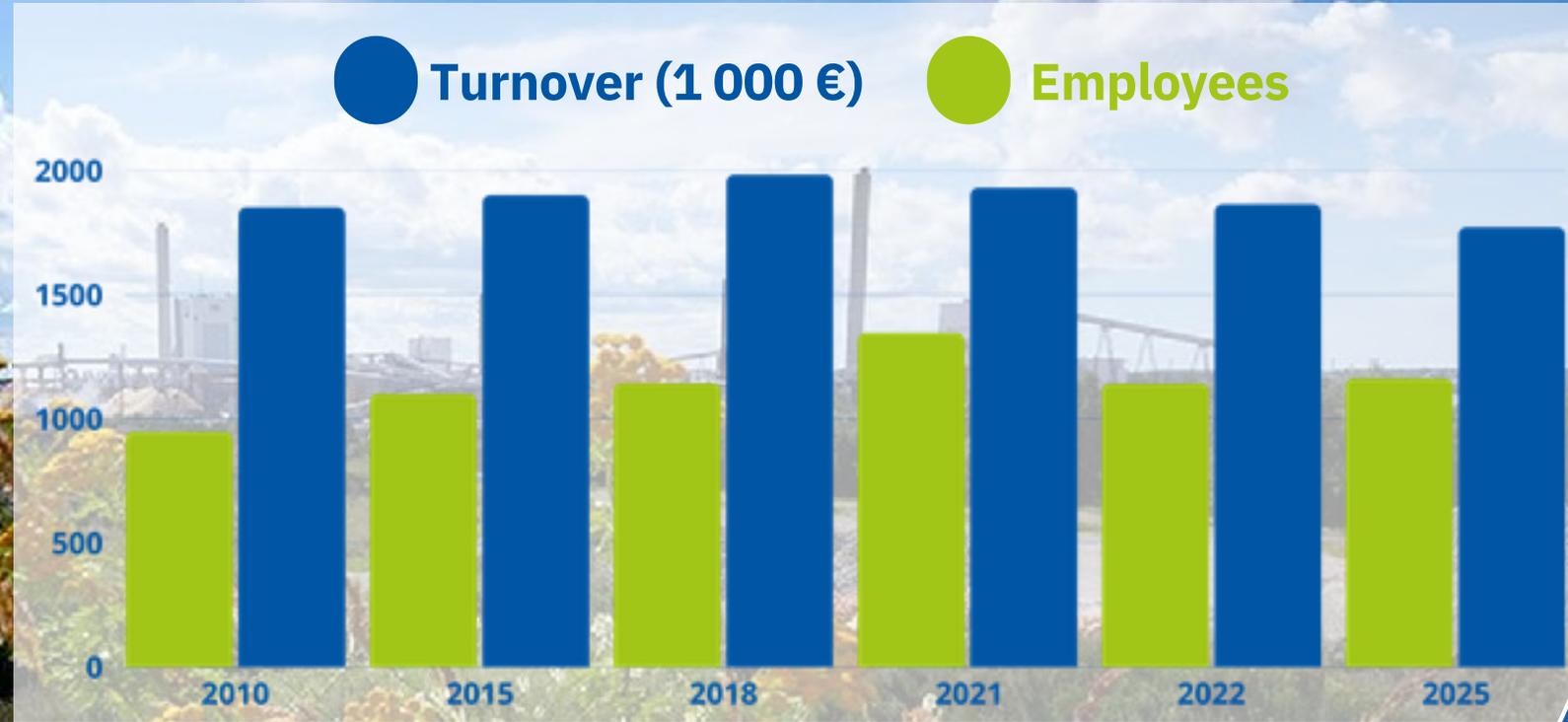
BILLERUD



OSTP



Turnover 2025
EUR 1,16 billion



9
Industrial
companies

50
Service
companies

1 770
Employees

370
Hectares

78 %
to export

AIP is developing

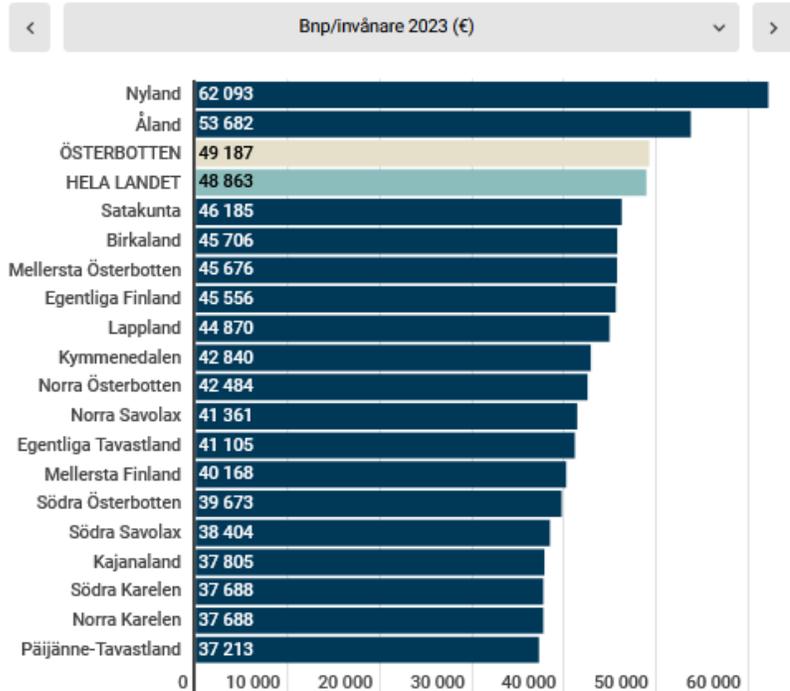


GDP per capita, Ostrobothnia & JREG. (SW)



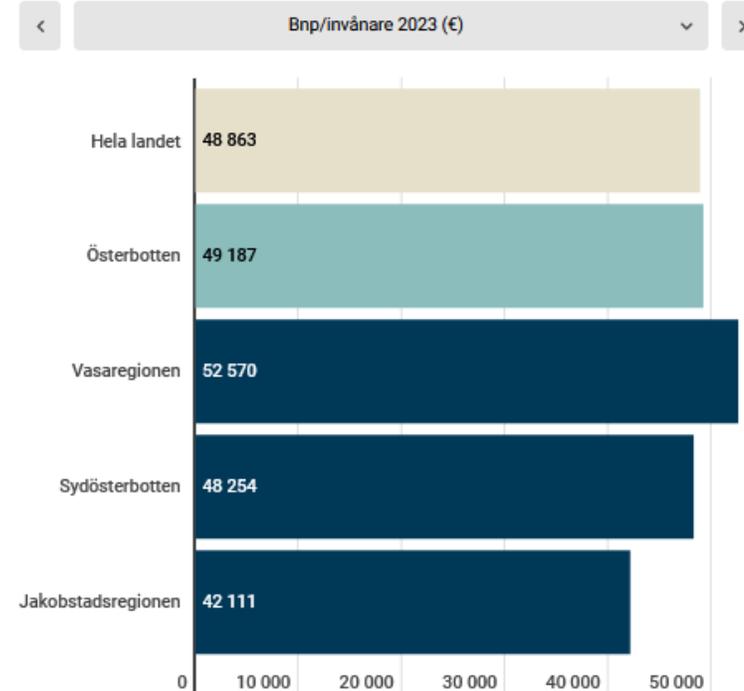
Landskap

Källa: Statistikcentralen, Regionalräkenskaper



Ekonomiska regioner

Källa: Statistikcentralen, Regionalräkenskaper



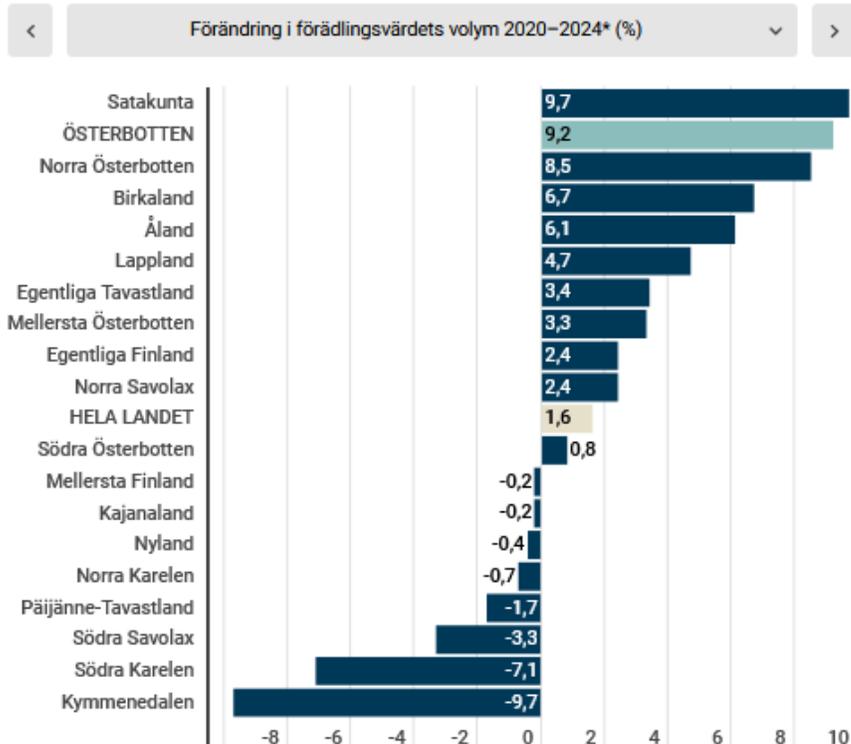
- Ostrobothnia is slightly above the national average.
- The Jakobstad region is slightly below average in terms of GDP per capita.
- The Jakobstad region is slightly below its neighbouring regions.

Added value, change, Ostrobothnia & JREG. (SWE)



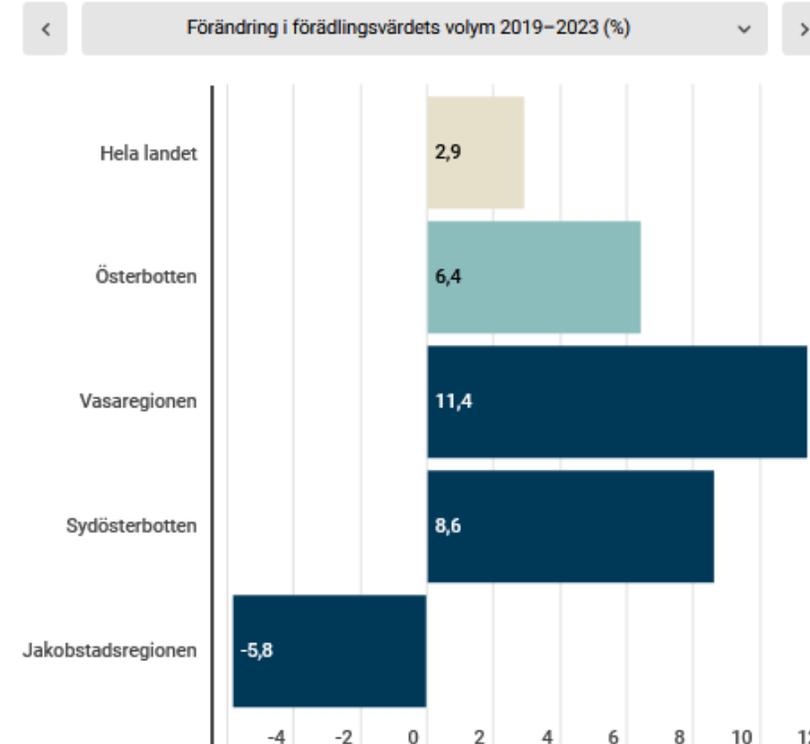
Landskap

Källa: Statistikcentralen, Regionalräkenskaper



Ekonomiska regioner

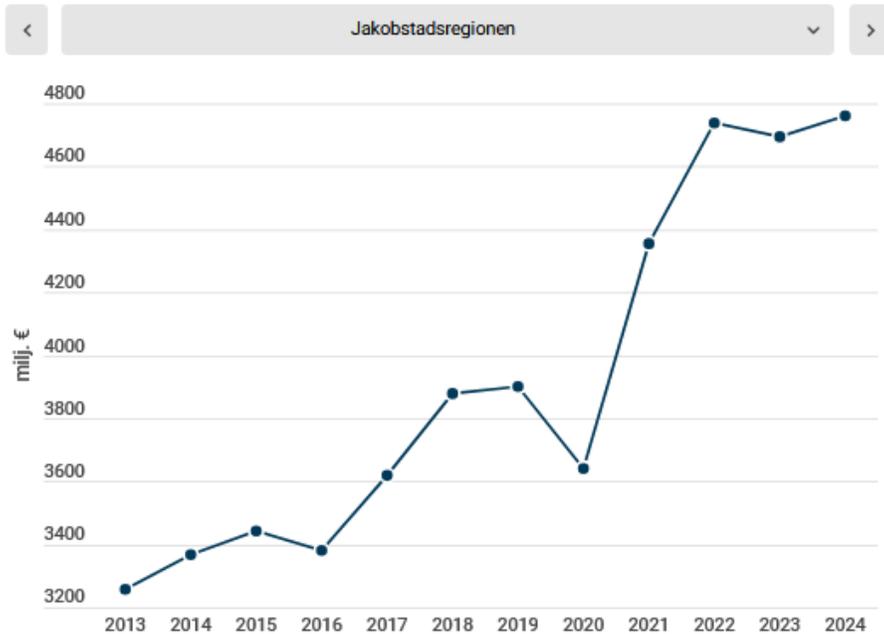
Källa: Statistikcentralen, Regionalräkenskaper



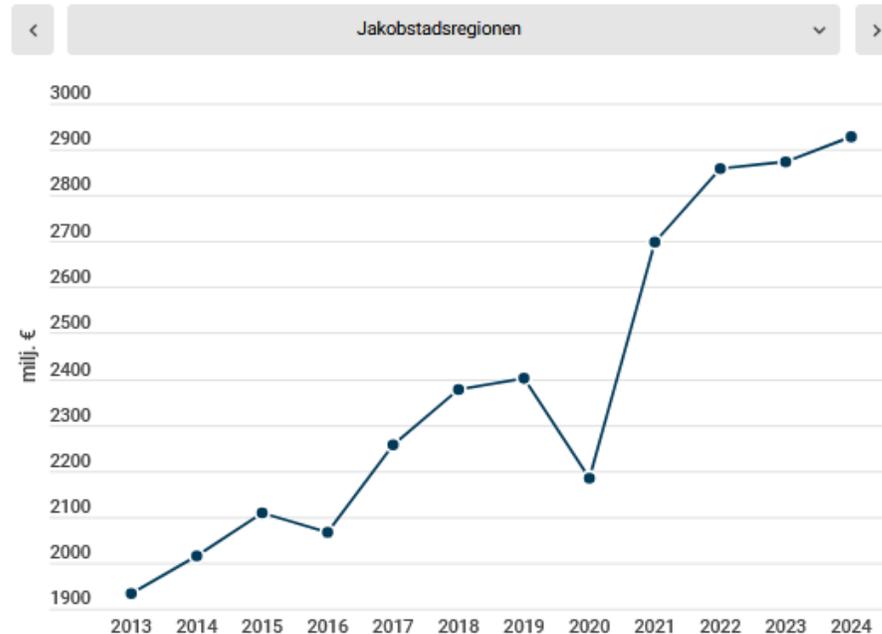
- Ostrobothnia is well positioned in terms of added value between 2020 and 2024.
- The Jakobstad region is the only region in the comparison with a negative trend.
- Here we need to analyze possible causes and find measures for more positive development.

Turnover, JREG. (SW)

Företagens omsättning 2013–2024



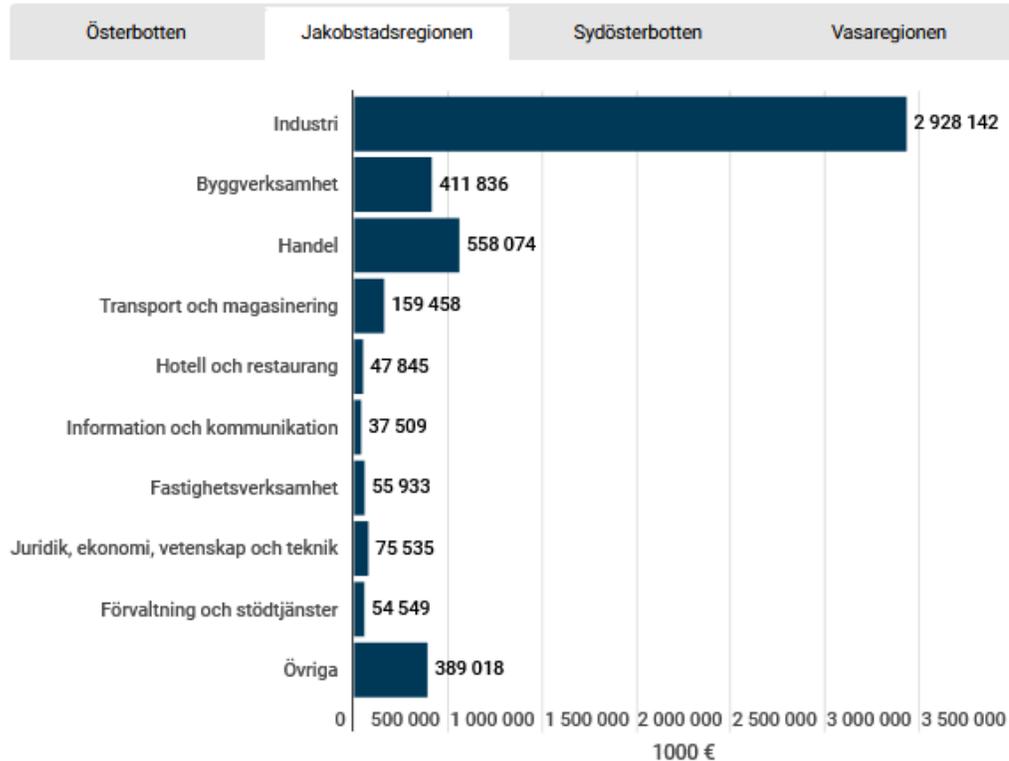
Industriföretagens omsättning 2013–2024



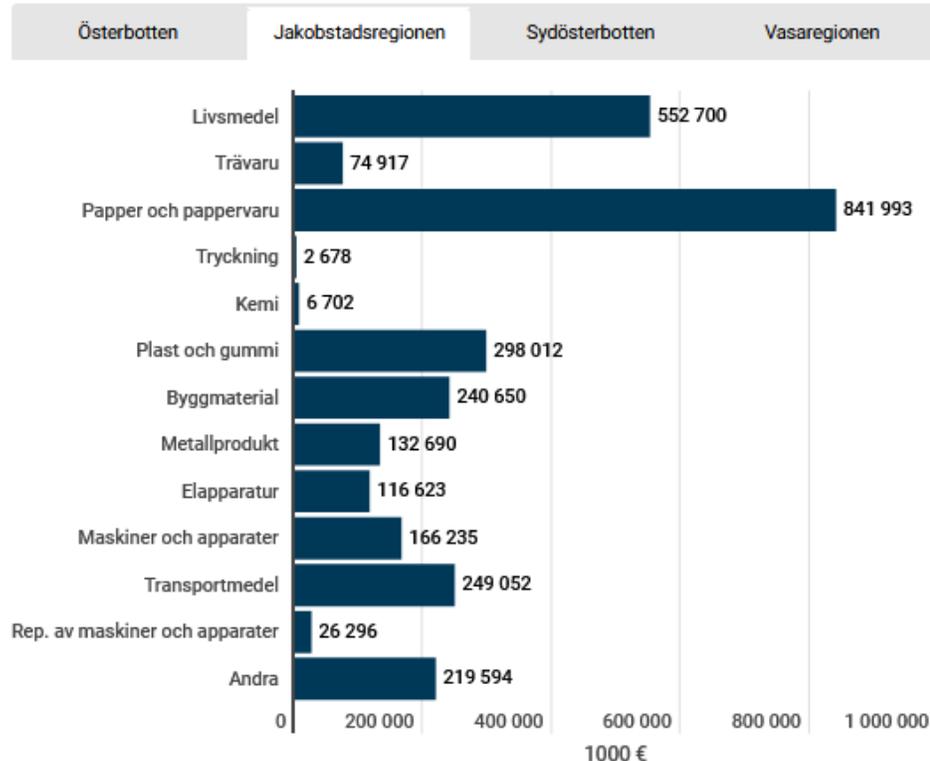
- Both overall business volume and industrial business development have been positive, but have levelled off since 2022.
- In 2020, we see the impact of the pandemic on turnover.

Turnover according to industry, JREG. (SW)

Företagens omsättning 2023



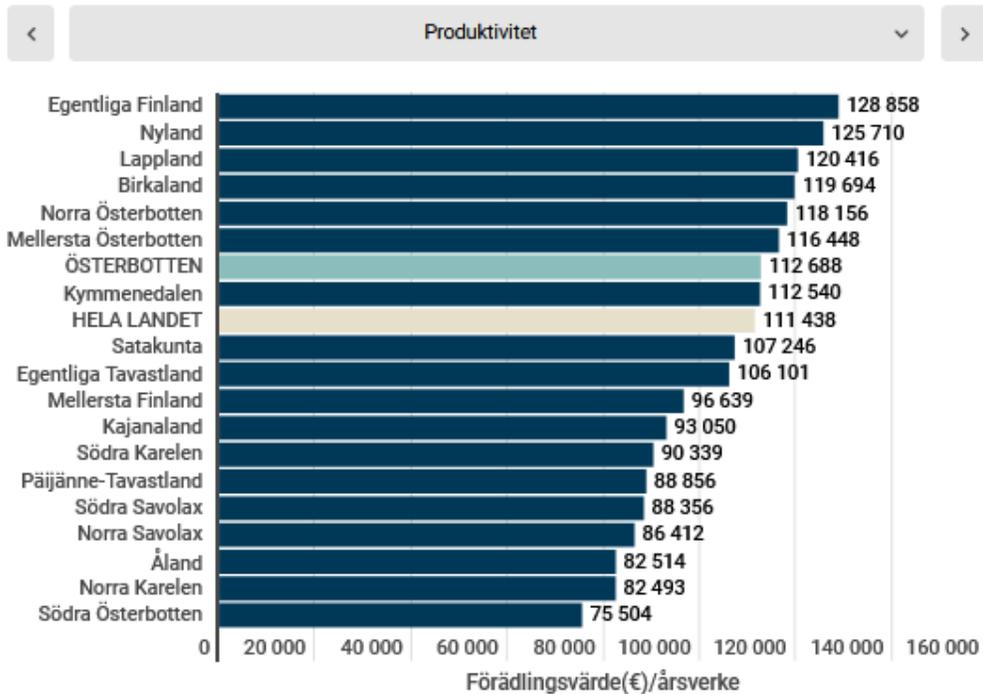
Industriföretagens omsättning 2023



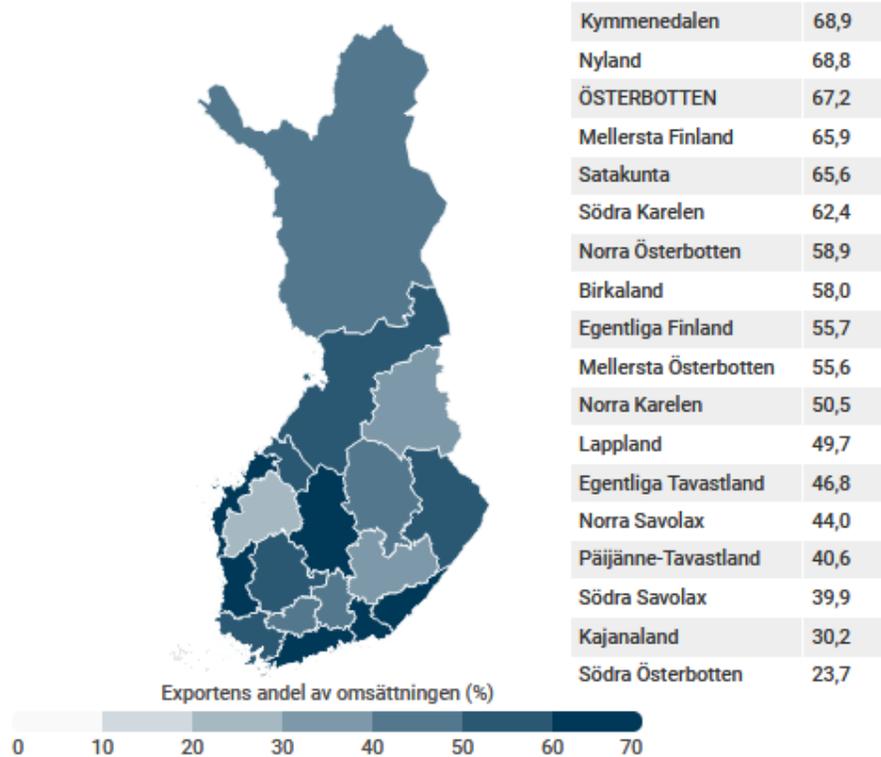
- In terms of turnover, the paper industry is the largest.
- The food industry is catching up, having grown significantly over the past 10 years.
- The metal sector is relatively large when metal products, machinery, equipment and means of transport are considered.
- Plastics and rubber are also a major industry.

Productivity, Ostrobothnia. (SW)

Industriföretagens förädlingsvärde och produktivitet 2024



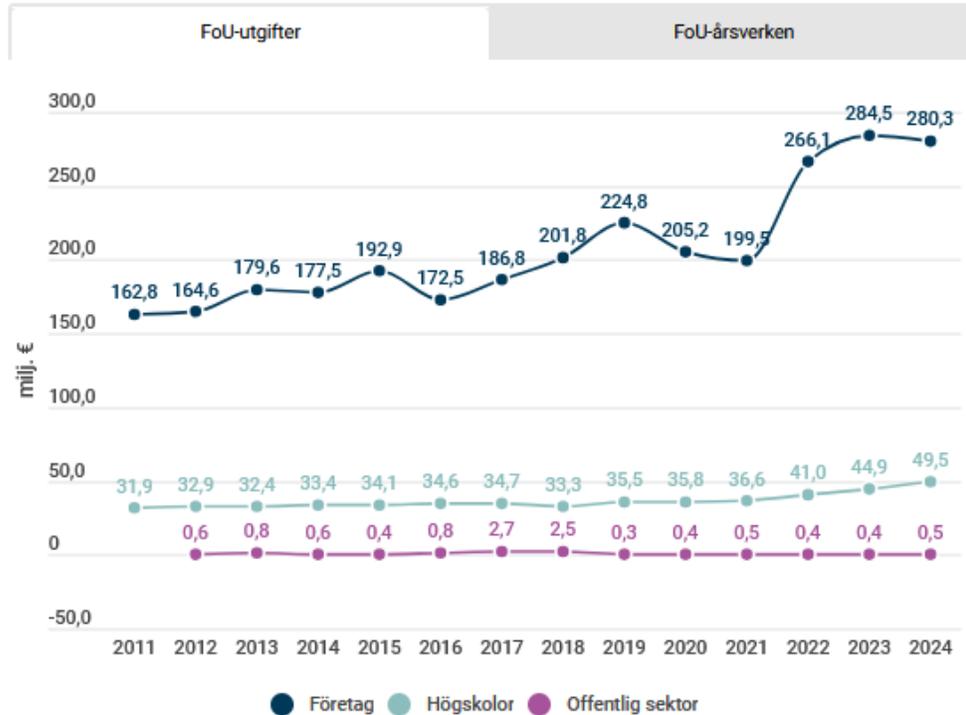
Industriföretagens export 2023



- The Jakobstad region's share of exports is at least as large as that of the whole of Ostrobothnia.
- Ostrobothnia's productivity is above the national average.
- The Jakobstad region's productivity development could be an area for improvement; we should analyze this more closely.

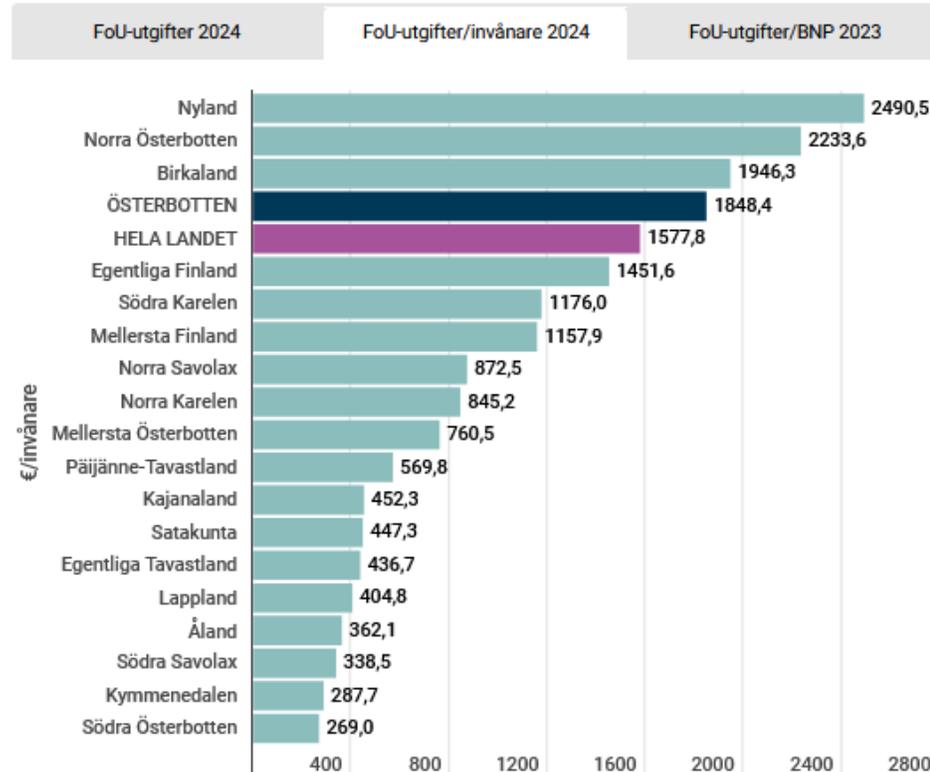
Research and development, Ostrobothnia.

FoU-verksamhet i Österbotten 2011–2024



Download data

FoU-utgifter per landskap



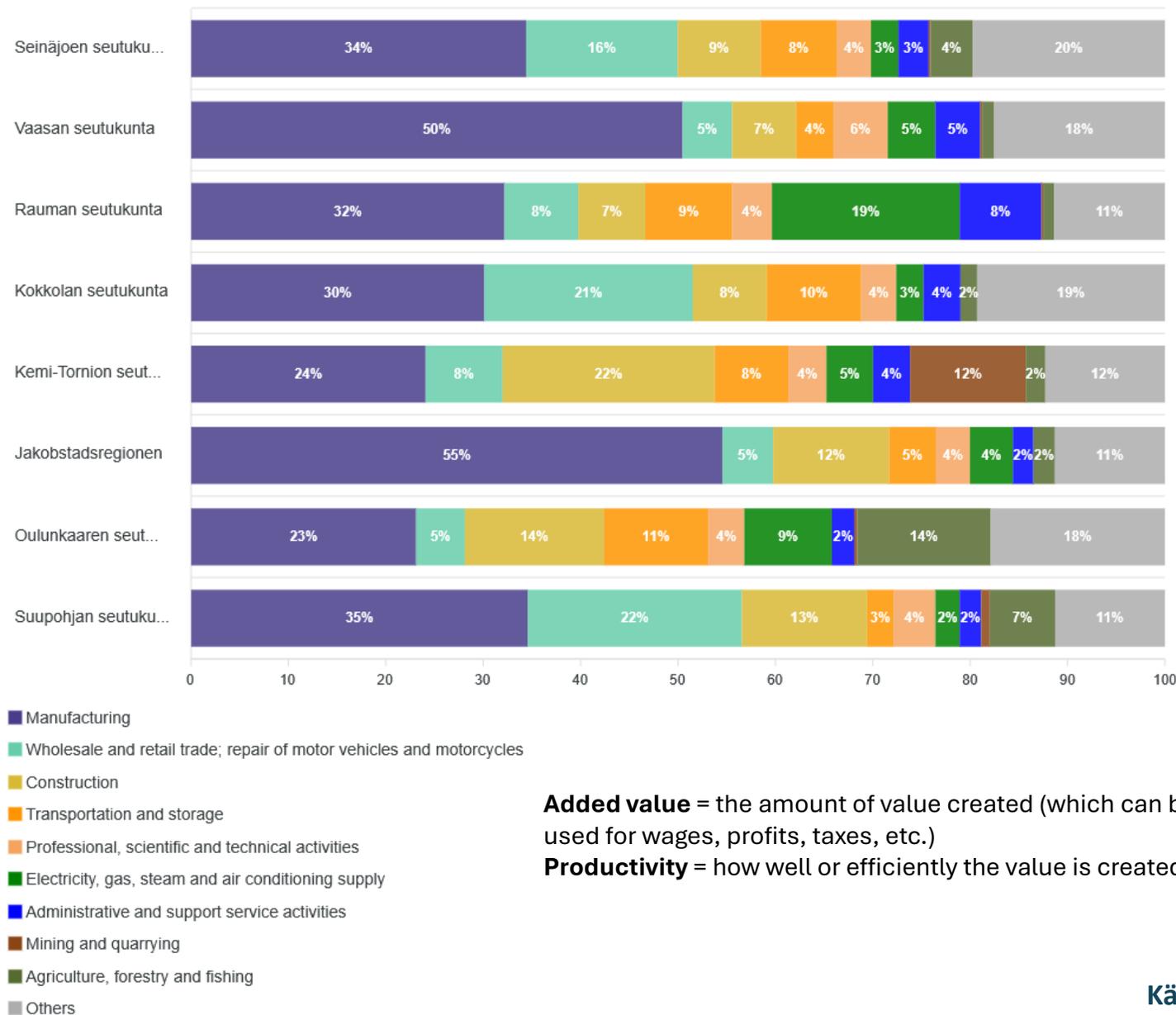
- Major investments in R&D in Vaasa in the private sector are clearly visible in statistics from 2021 onwards.
- The Jakobstad region should investigate its own export development.
- Ostrobothnia is slightly above the national average.
- The public sector invests relatively little in R&D.
- Positive trend in higher education since 2019.

Branches. Regional comparison

- Industry in the Jakobstad region is strong compared to other regions.
- One growing sector is 'other', which includes services and support for industry.
- To some extent, this also includes IT and telecoms.
- The private sector generates direct and indirect tax revenue for the municipalities.

Industry structure in the Jakobstad region & other economic regions.

(added value)



Added value = the amount of value created (which can be used for wages, profits, taxes, etc.)

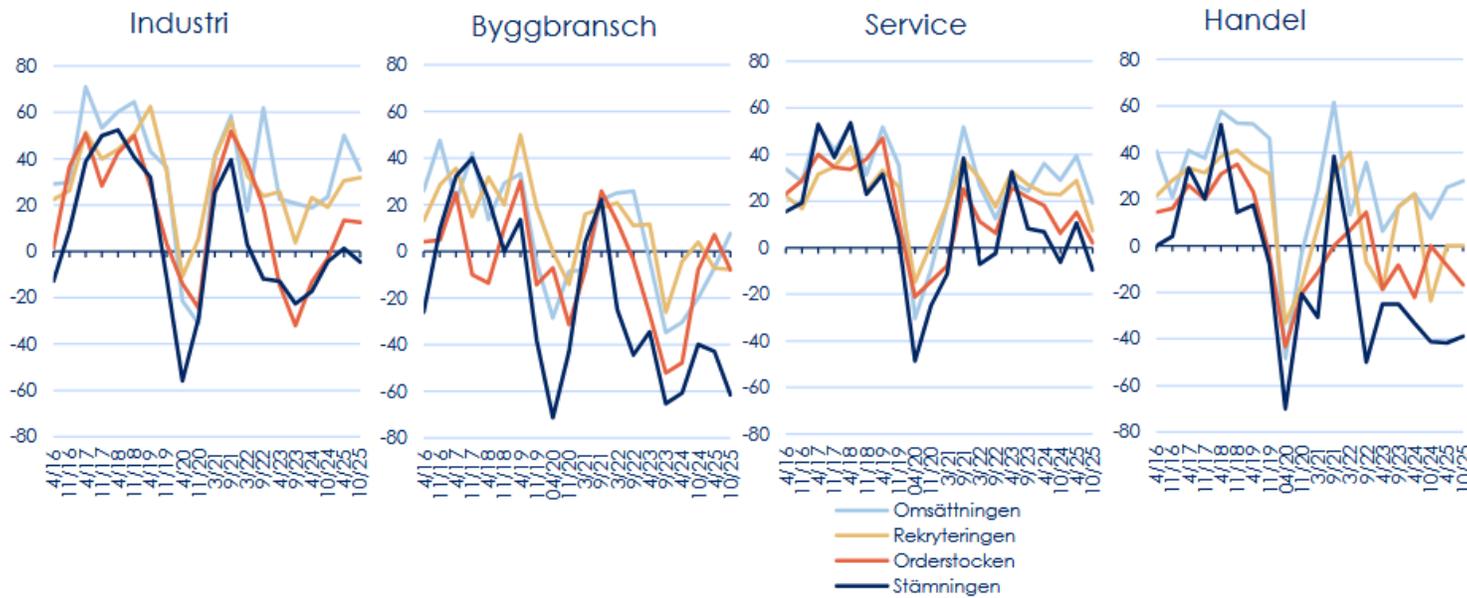
Productivity = how well or efficiently the value is created

Business Panel 10/2025 (SW)

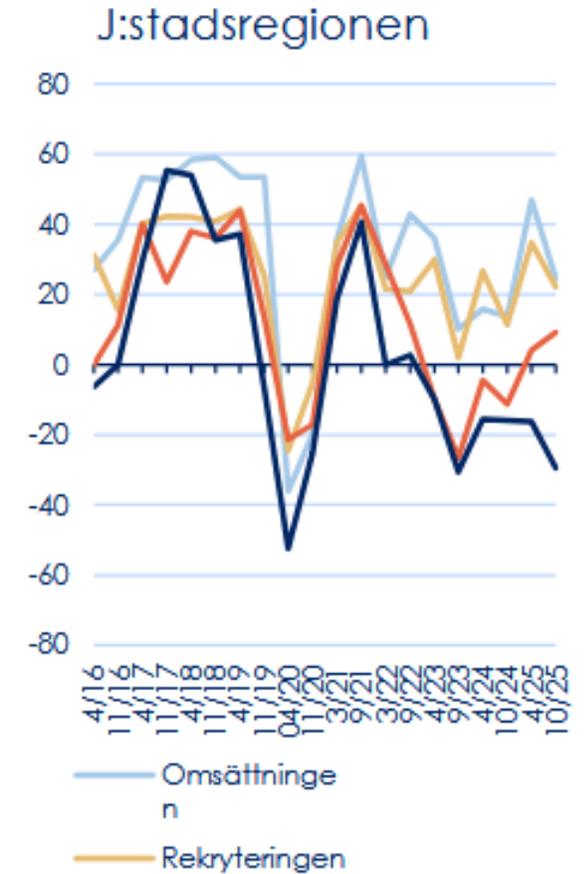
<https://www.ostro.chamber.fi/wp-content/uploads/2025/10/2510-Business-Panel-bilder.pdf>

Balance figures by industry shares, Ostrobothnia

Saldotalen branschvis



Balance figures for the Jakobstad region





Labour market.

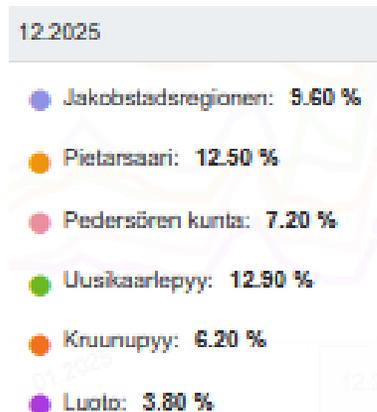
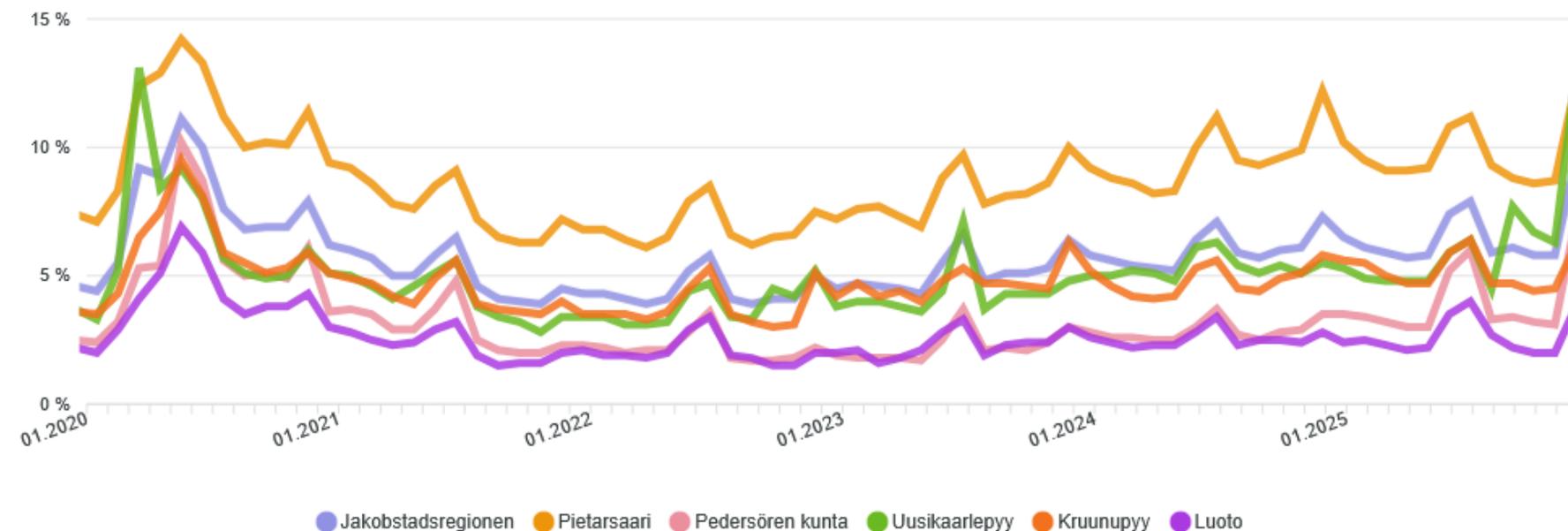


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Labour market.

- The Jakobstad region has the lowest unemployment rate in mainland Finland.
- Many industries have a good order intake, while others face challenges.
- Recently, both unemployment and, above all, layoffs have increased – the number of job vacancies has decreased.
- The new employment area creates opportunities, but proactivity is needed.

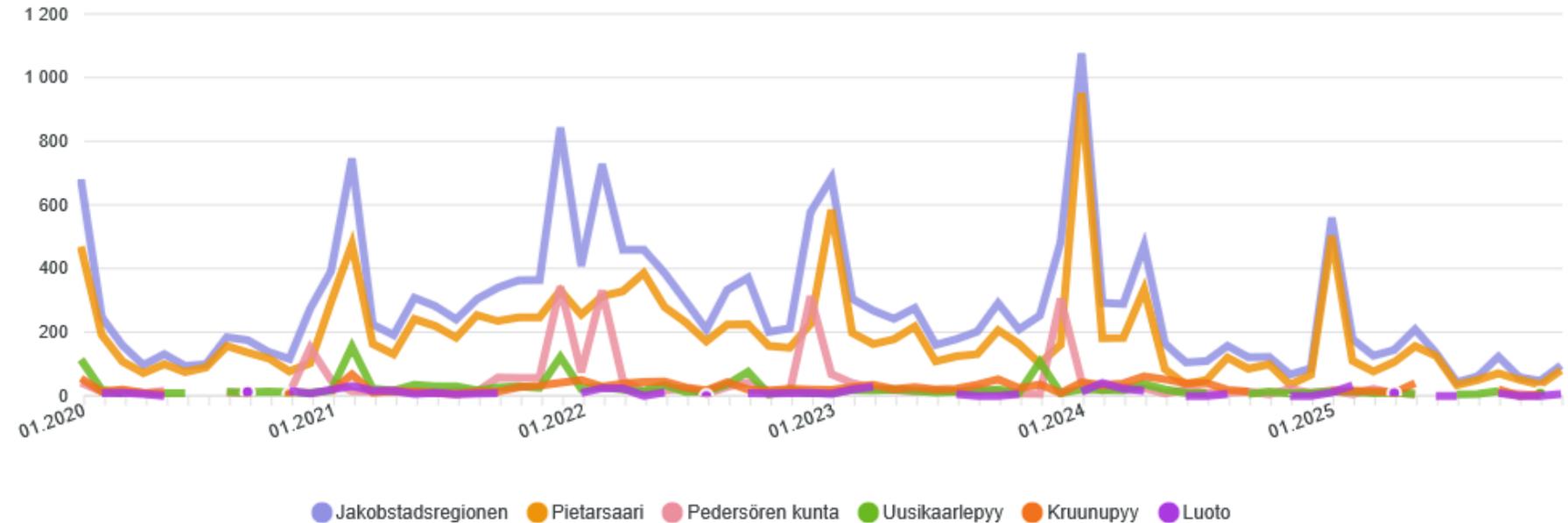
Unemployment in the Jakobstad region since the pandemic. (%)



Labour market.

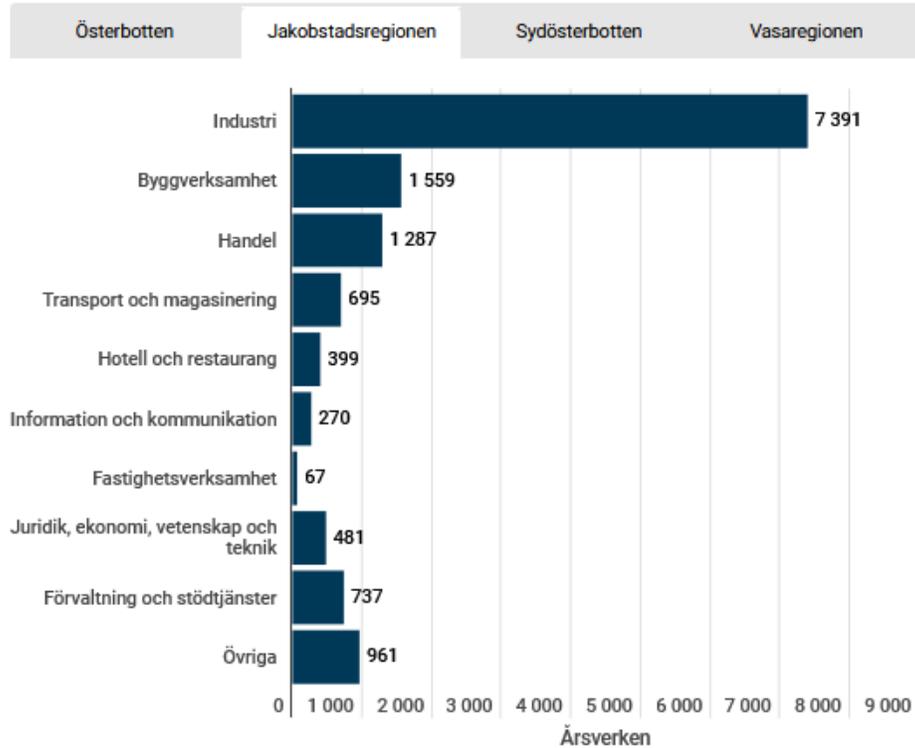
- Job vacancies during the month always peak after the turn of the year when summer jobs appear in the statistics.
- Over the past year, we have seen a clear decline in the number of job vacancies on the job market.
- We have seen an increase in the volume of 'hidden jobs' and higher activity among staffing agencies in recent years.

Jobs on Jobmarket during the month (count)

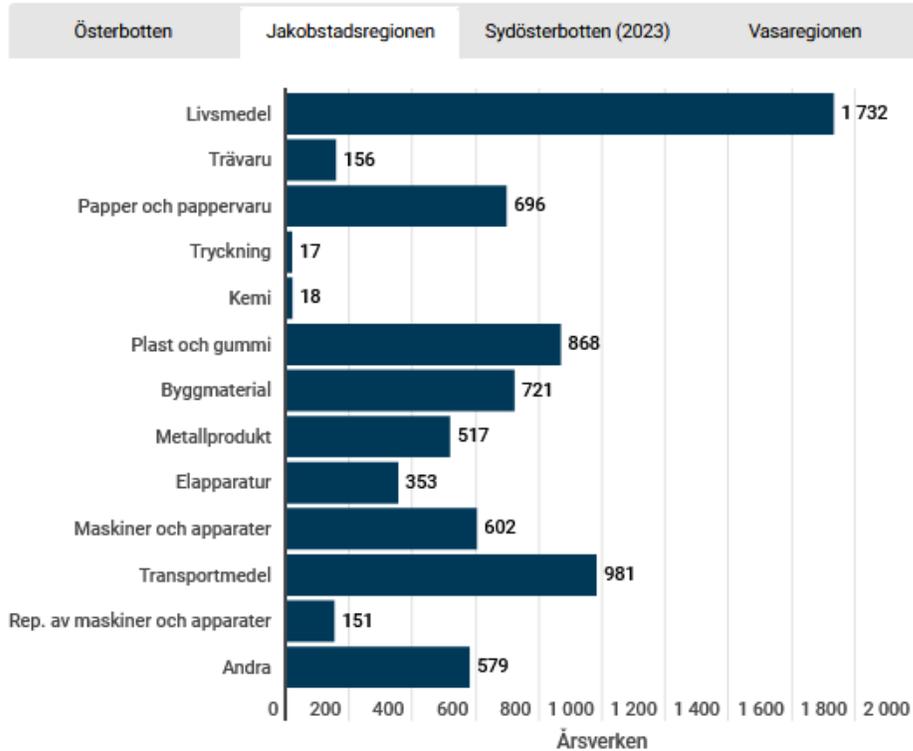


Personnel according to industries, JREG. (SW)

Företagens personal 2024



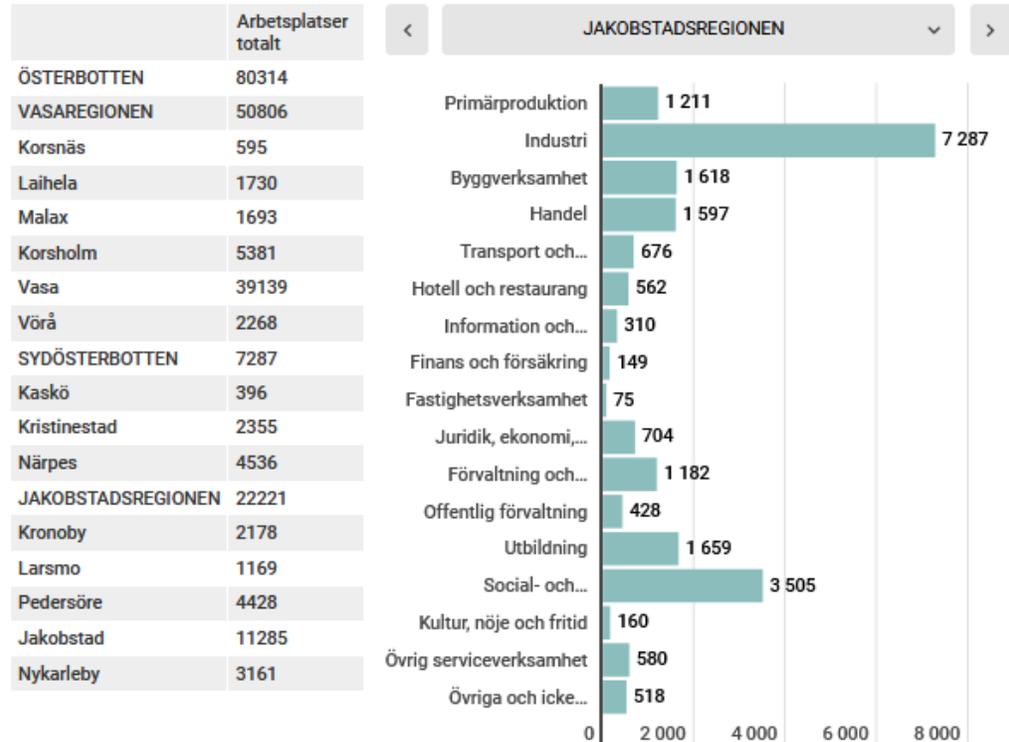
Industriföretagens personal 2024



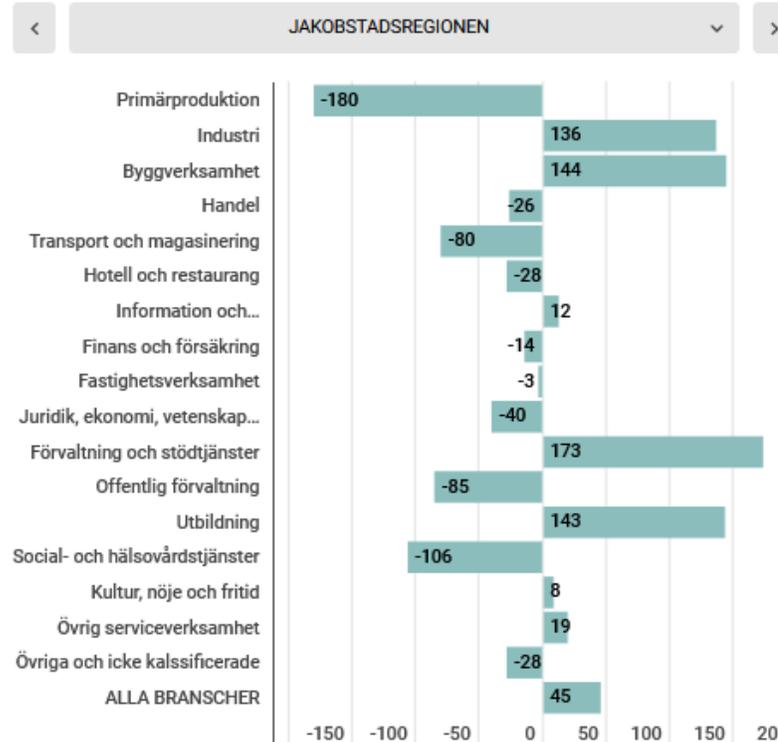
- On the left, the turnover of all companies; on the right, only industry (TOL code C) personnel.
- The Jakobstad region has the most jobs in the food industry, which is also growing.
- The second most jobs are in transport, which also includes the boat industry and trailers.
- The paper industry has a high turnover in relation to the number of jobs.

Personnel according to industries & change, JREG. (SW)

Arbetsplatser totalt och enligt näringsgren 2023



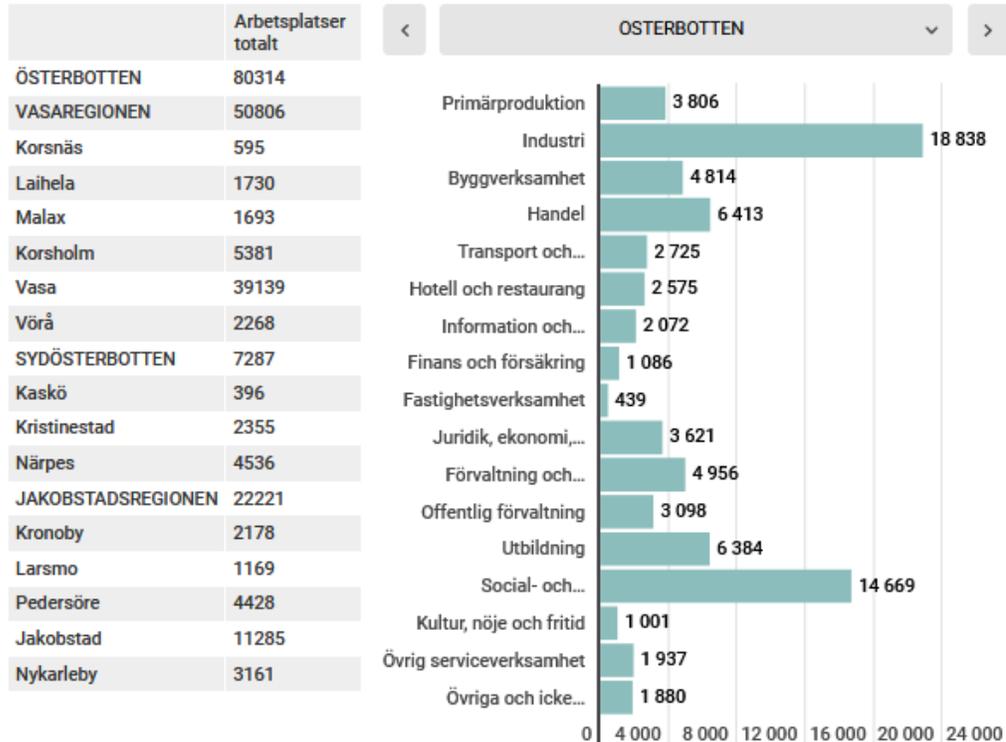
Förändring i mängden arbetsplatser 2019–2023



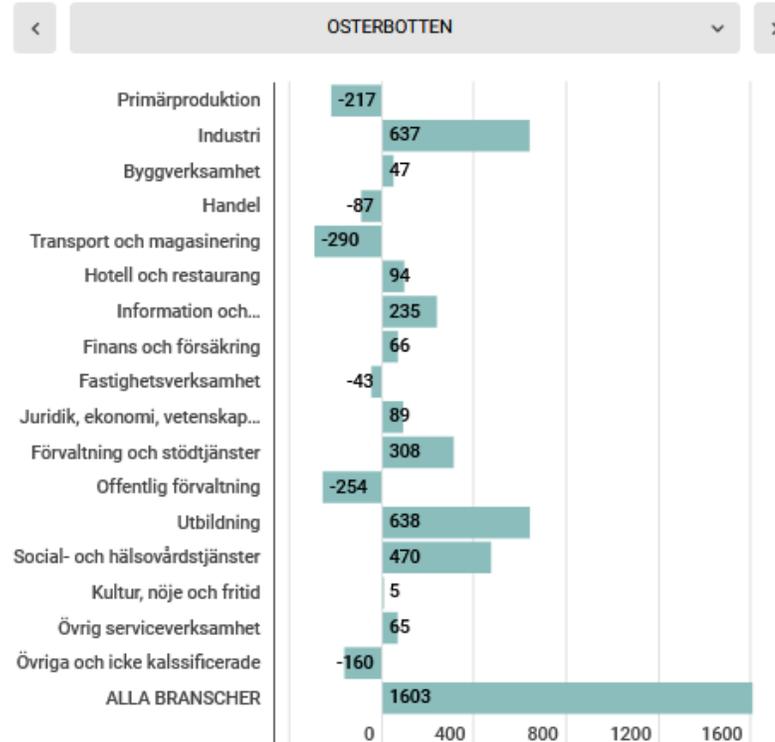
- The number of employees in primary production is declining, even though we have relatively large volumes of forestry, meat and grain production.
- The number of jobs in social and health care is clearly declining now.
- Industrial jobs are increasing, but less than in Ostrobothnia as a whole.
- The construction industry is increasing its number of employees.
- Public sector is declining, while education is increasing its number of employees.

Personnel according to industries & change, Ostrobothnia. (SW)

Arbetsplatser totalt och enligt näringsgren 2023



Förändring i mängden arbetsplatser 2019–2023



Here is a comparison for Ostrobothnia

- Industry, administration and support services, and education are clearly on the rise.
- Here, the number of employees in social and health care is increasing, which is not the case in the Jakobstad region.

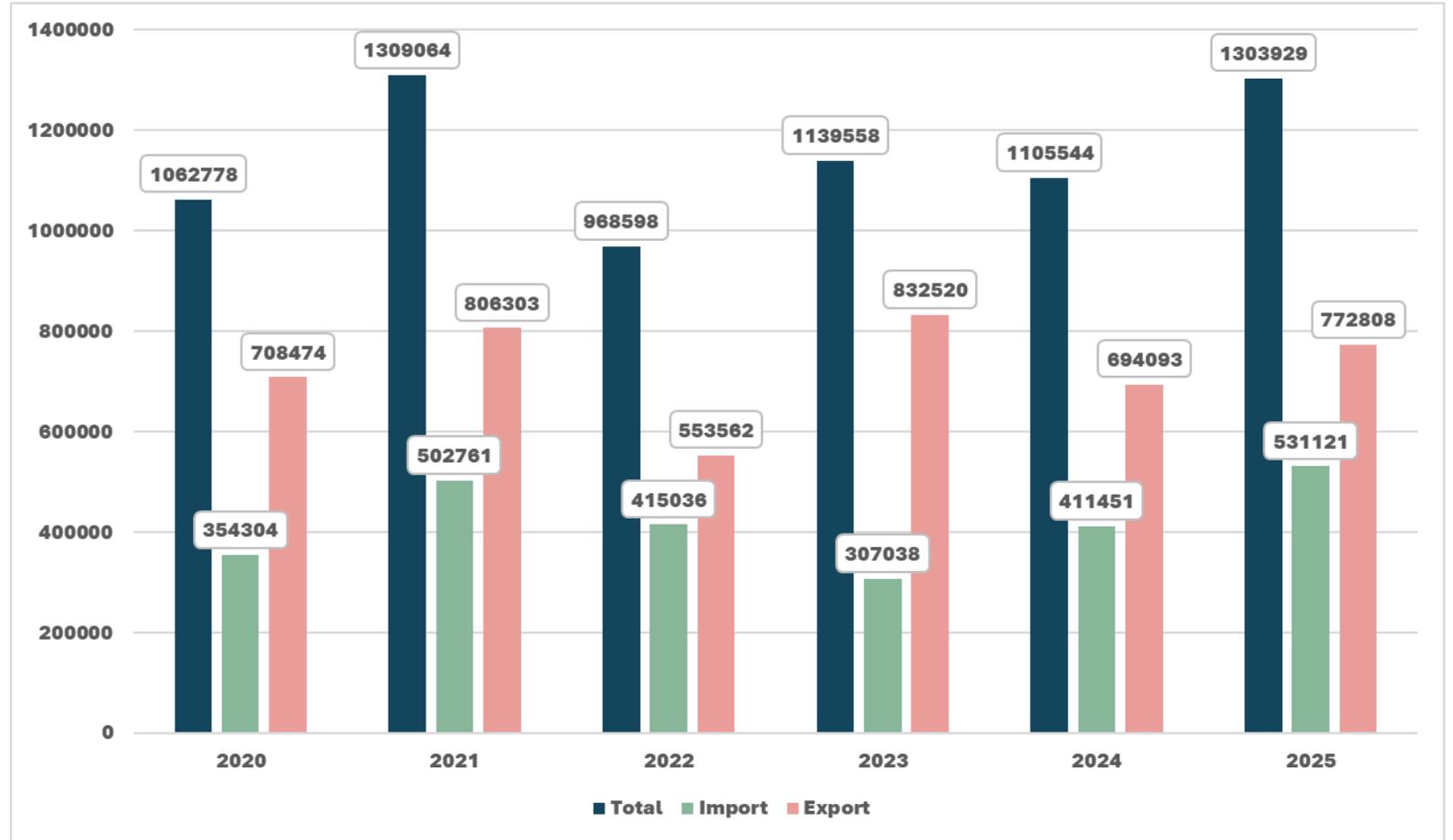


Logistics and infrastructure.

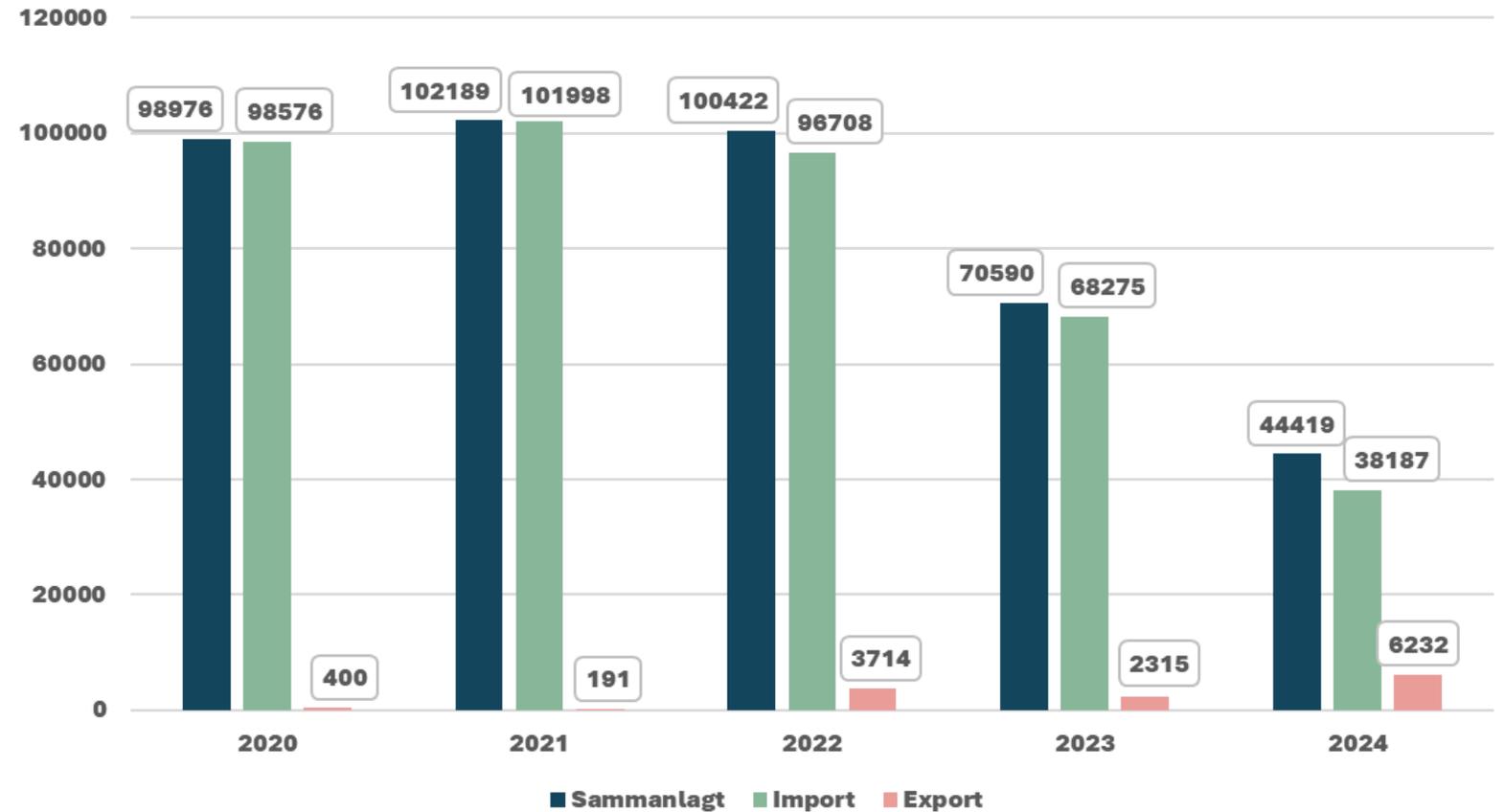


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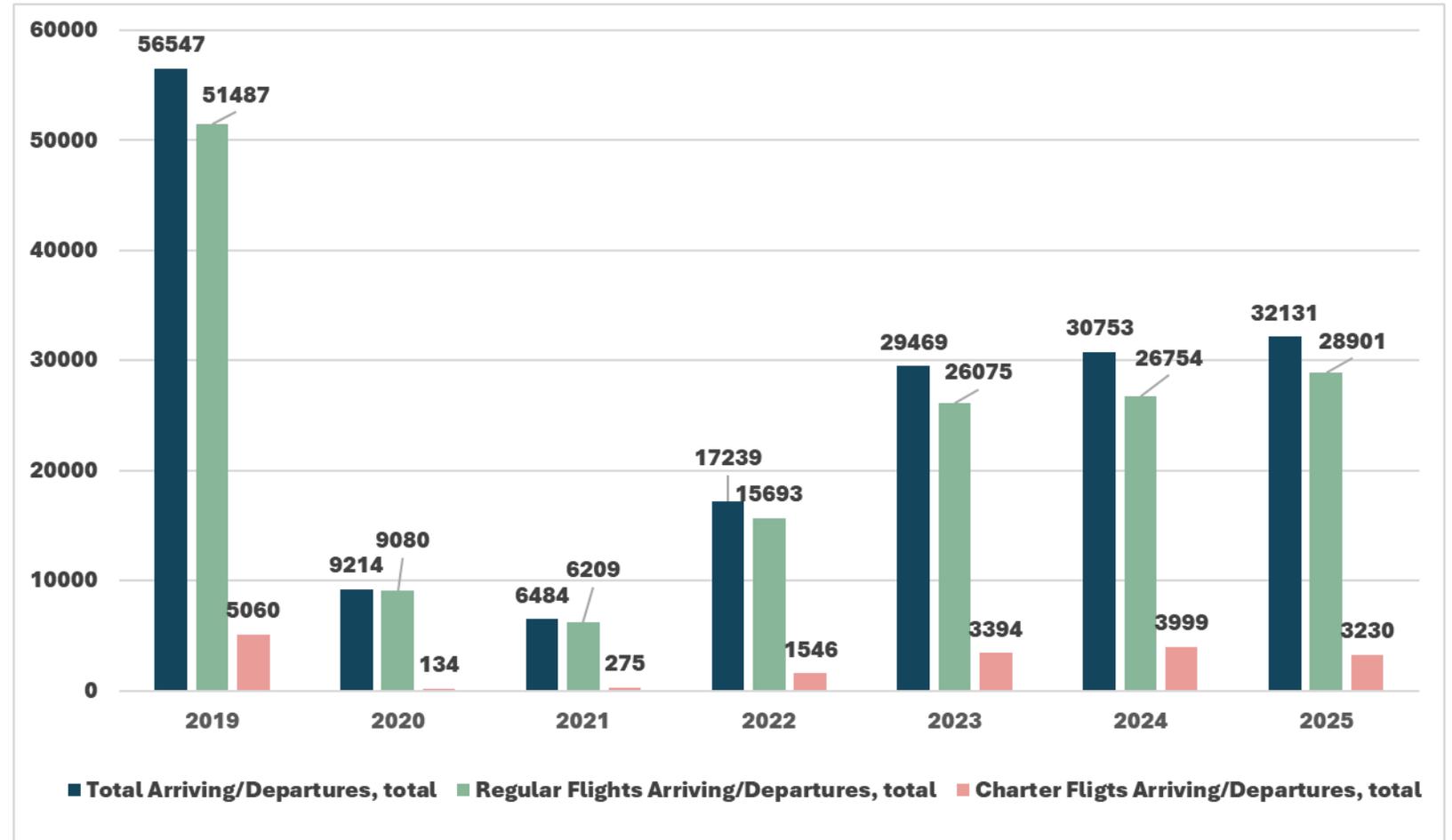
Port of Jakobstad, international. (tons)



Port of Jakobstad, domestic. (tons)



Flights, Kokkola-Pietarsaari.



Commuting

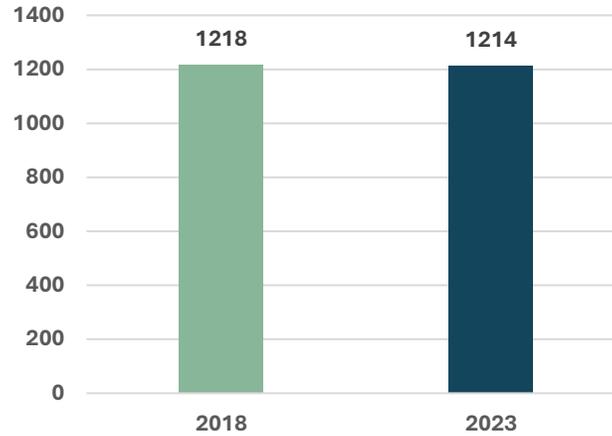
2018 and 2023 (count)

- Commuting between key neighbouring areas (both regions and municipalities).
- Comparison of changes between 2018 and 2023.
- Commuting to Kokkola remains stable
- Commuting to the Vaasa area has increased.
- More detailed information can be requested from Concordia.

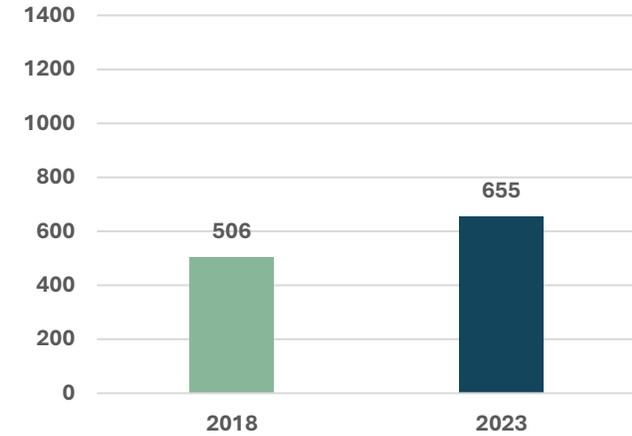


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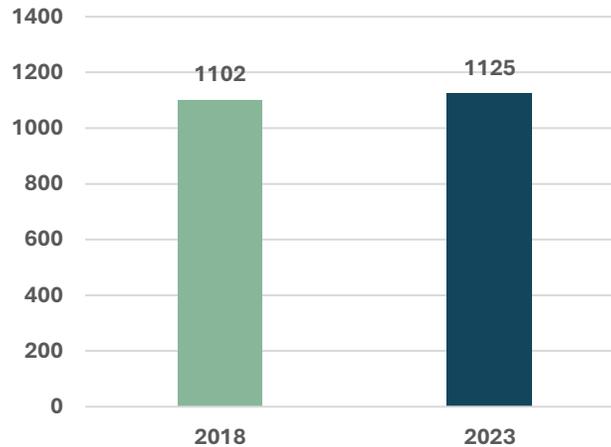
From Jakobstad region -> Kokkola



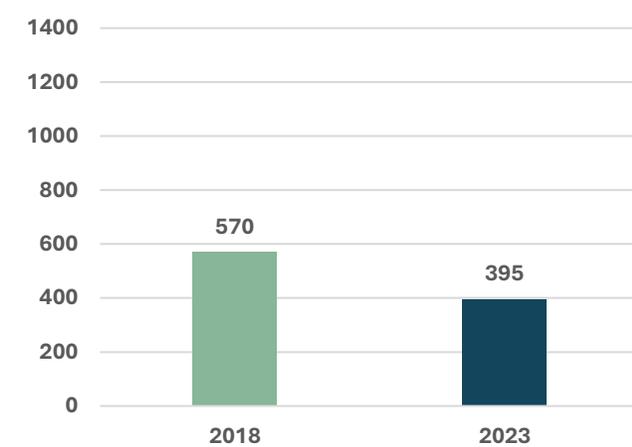
Jreg -> Vaasa + Korsholm + Vörå



From Kokkola -> Jakobstad region



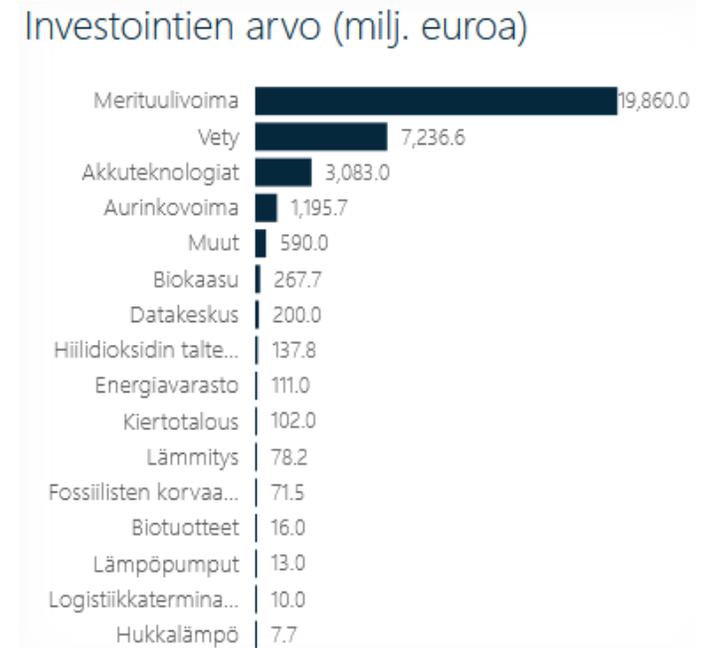
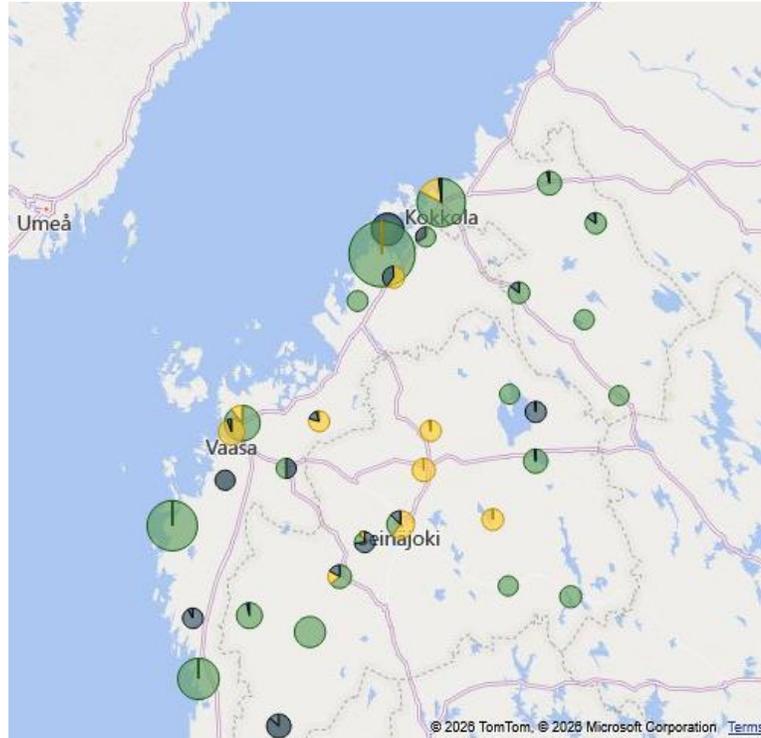
From Vaasa + Korsholm + Vörå -> Jreg



Growth potential in Western Finland and the Jakobstad region.

- How will large-scale establishments and investments in the Jakobstad region and nearby regions affect the economy, housing and the labour market?
- How can our existing companies develop and grow, both with and without new establishments?
- The green transition as a driving force.
- Are the municipalities prepared for the infrastructure and services that these investments require?
- **Nationally, a total of over €300 billion in EK's data window**
- <https://ek.fi/tutkittua-tietoa/vihreat-investoinnit/>

- **Central Ostrobothnia, Ostrobothnia and Southern Ostrobothnia:**
- Total €32.9 billion
- Of which €19.8 billion is offshore wind power and €7.3 billion is onshore wind power



The impact of tourism in the Jakobstad region

Visit Pietarsaari – Jakobstad Ab was established in 2024. The city of Jakobstad is the sole shareholder, but agreements on tourism marketing have been made with Pedersöre, Larsmo, Kronoby, and Nykarleby. In addition to the CEO, the company has one employee. The company's purpose is to promote tourism in the Jakobstad region and to increase the region's visibility and attractiveness as a tourist destination. The company works closely with tourism companies and develops tourism services.

Tourism strengthens the vitality, employment, and service structure of the region. Key impacts:

- Supports local business (accommodation, restaurants, shops)
- Strengthens the preservation of services for locals
- Increases the region's visibility and attractiveness

From the 2024 Tourism and Employment Study in the Jakobstad region:

- Direct tourism revenue: €26.1 million and total impact of tourism €36 million
- Employment impact: 146 direct person-years and total employment impact 175 person-years



Visit Pietarsaari – Jakobstad Oy Ab
www.visitpietarsaari.fi
Salutorget 1, 68600 Pietarsaari

CEO: Matilda Engström
matilda.engstrom@visitpietarsaari.fi
+358 44 493 8834

Useful links

Web and newsletter:

- <https://www.jakobstadsregionen.fi/en/>

Contact: (forename.surname@concordia.jakobstad.fi)

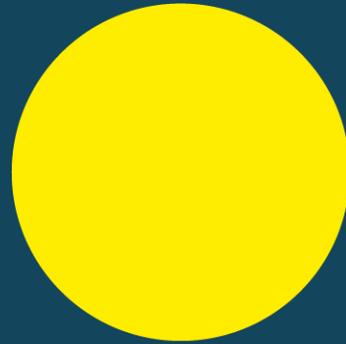
- <https://www.jakobstadsregionen.fi/en/contact-us/>
- [Company an service register](#)
- [Work Here!](#)
- [Regional map](#)

[YouTube](#) – [LinkedIn](#) – [Instagram](#) - [Facebook](#)

Busines Svices:

- [I have a business idea](#)
- [Business services](#)





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www.jakobstadsregionen.fi | www.pietarsaareenseutu.fi
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