



Nayarit

March 2025



1.3 million people
(2024)

27,857 km²
of surface area, 1.4% of
the national territory

20 Municipalities

West Region

0.6 million **0.6 million**

Source: INEGI



0.6 million

Economically Active
Population (EAP)
(2024)



29 years

Average age
of population
(Dec. 2020)



10.0

Average of
schooling
(2022-2023)



2.0 %
with
respect to
the EAP

Unemployment
rate
(2024)

Source: INEGI - SEP

Infrastructure and resources

1 Industrial Park
(2024)

Highways **5,542 km** in
length (2022)

Railroads **394 km** in length
(2022)

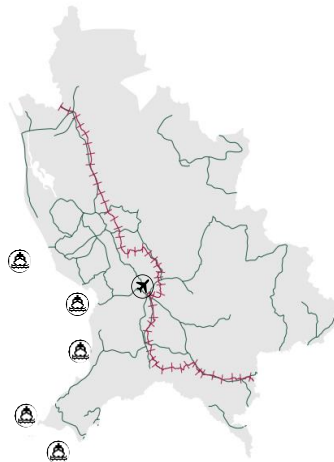
Concessionaries:
Ferrocarril Mexicano, S.A. de C.V.

1 International airport (2024)
Passenger capacity **99,896**
Load capacity: **1,152 kg**

5 Ports (2021)

Nearby ASIPONA (2022):
Puerto de Manzanillo,
Colima

Gas pipeline infrastructure
(2023): **Unavailable**



Water resources (2019):
Number of aquifers: **12**
Availability: **High**



Households with
internet access (2022):
63.8 %

Distance to the 3 main customs border roads
(km) (2022):

Nuevo Laredo:
1,220.7

Tijuana:
2,061.5

Ciudad Juárez:
1,503.2

Source: SICT-INEGI-SEDECO

Mexican talent in higher education

6,209

Graduates
(2023-2024)



19

Institutions

1,408

STEM fields
graduates

933

Engineering,
manufacturing
and construction

329

Information and
communication
technologies

146

Natural sciences,
mathematics and
statistics

Main institutions

with the highest number of STEM graduates



Instituto
Tecnológico de
Tepic

631



Universidad
Tecnológica de Nayarit

363



Universidad
Autónoma de Nayarit

190

Engineering, manufacturing and construction

graduates and postgraduates:



387

Architecture and
construction



461

Mechanical, electrical,
electronic, engineering,
chemical and related
professions



85

Manufacturing
and processes

Source: ANUIES (2023-2024 school year)



Gobierno de
México

Economía
Secretaría de Economía



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MSMEs



71,423
enterprises

- Micro **67,560**
- Small **3,403**
- Medium-sized **460**

Source: INEGI - DENU (Mar. 2025)

Potential sectors



Mass media information



Transportation, postal services and warehousing



Mining

Source: Data MX

Main indicators

30 GDP position
\$ 11 B USD at market prices (2023)



-1.2 %
Economic activity growth (Sep. 2024)

\$ 8,255
USD of GDP per capita (Dec. 2023)



29
Position by economic growth (Sep. 2024)

0.7 %
National GDP (2023)

Source: INEGI

Foreign trade



73
M USD

International purchases



353
M USD

International sales

Main export sectors



113
M USD

Edible fruits



91
M USD

Vegetables, plants, roots and tubers



56
M USD

Beverages, alcoholic liquids and vinegar

Fuente: SE. Balanza Comercial de Mercancías de México (2024)

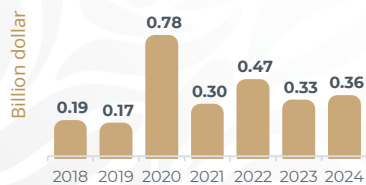
Foreign Direct Investment

Top 3 by investment origin country of 2024

- 1 Canada 1.05 B USD
- 2 U. S. A. 0.75 B USD
- 3 Spain 0.71 B USD

Historic FDI (2018 - 2024)

2.61
(B USD)



FDI by sector (Billion dollars)



Source: SE (2024)

