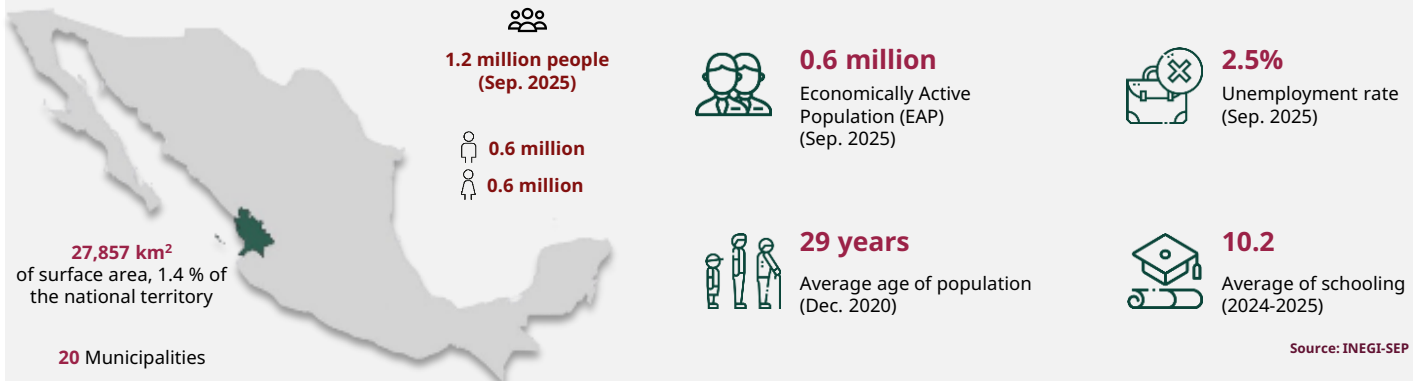


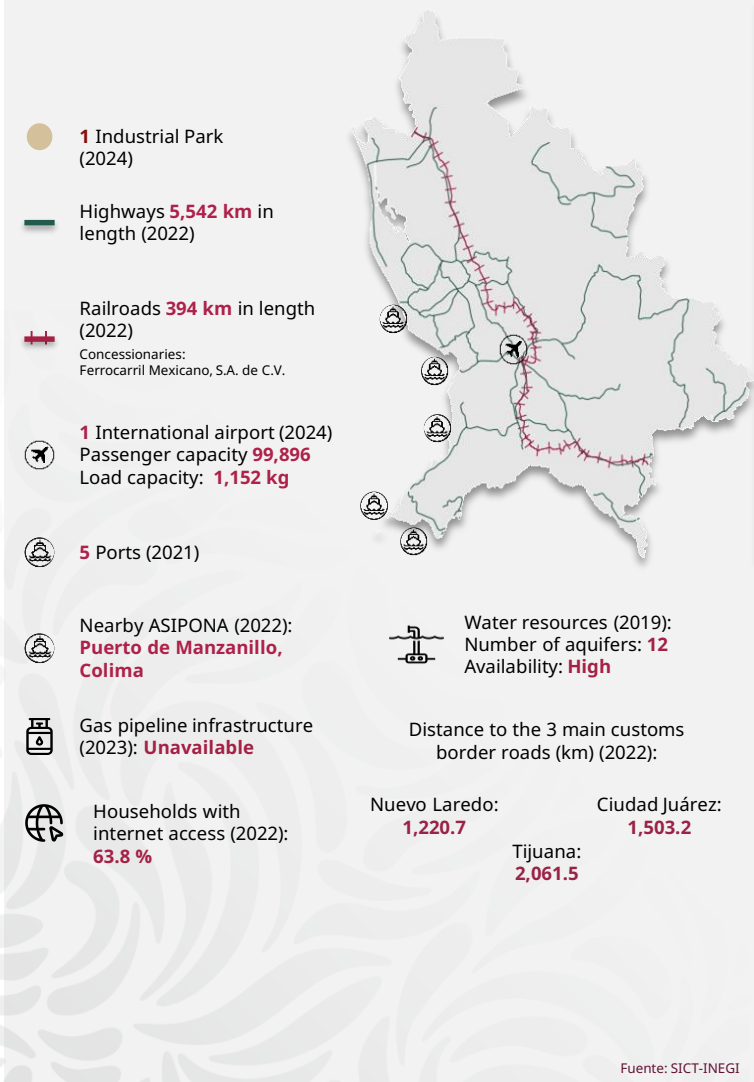


Nayarit

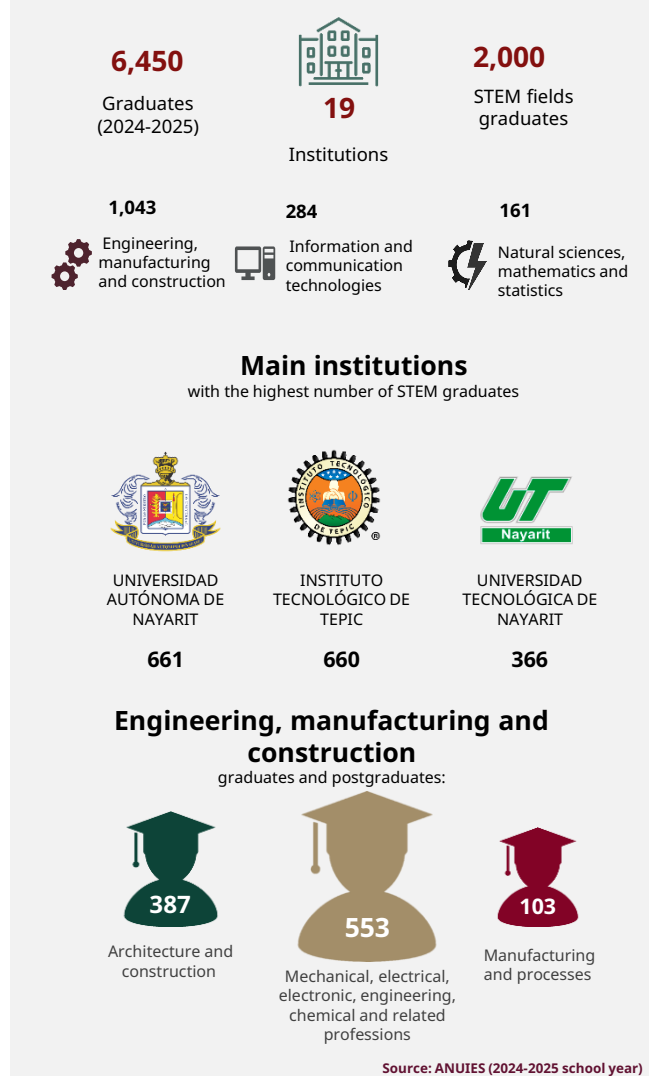
December 2025



INFRASTRUCTURE AND RESOURCES



MEXICAN TALENT IN HIGHER EDUCATION





Nayarit

December 2025

MSMEs



72,937
enterprises

- Micro 69,179
- Small 3,298
- Medium-sized 460

Source: INEGI - DENUE (Oct. 2025)

POTENTIAL SECTORS



Mass media
information



Transportation,
postal services
and warehousing



Mining

Source: Data MX

FOREIGN TRADE



59
M USD
International purchases



267
M USD
International sales

Main export sectors



94
M USD
Edible fruits



58
M USD
Vegetables, plants,
roots and tubers



45
M USD
Beverages, alcoholic
liquids and vinegar

Fuente: SE. Balanza Comercial de Mercancías de México (Sep. 2025)

MAIN INDICATORS



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



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



0.7 %
National GDP
(2023)



-1.5 %
Economic activity growth
(2024)



26
Position by economic growth
(2024)

Source: INEGI

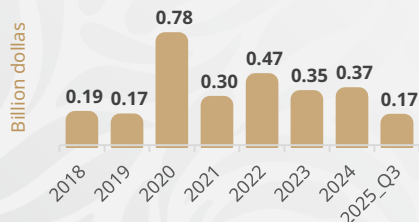
FOREIGN DIRECT INVESTMENT

Historic FDI
(2018 - Q3 2025)

2.80
(BUSD)

Top 3 by investment origin country

- 1 Canada 1.1 BUSD
- 2 U. S. A. 0.85 BUSD
- 3 Spain 0.72 BUSD



FDI by sector (Billion dollars)



Source: SE (Q3 2025)



Gobierno de
México

Economía
Secretaría de Economía