

Key Takeaways

Employment

- In July 2025, non-farm employment in El Paso and Las Cruces increased by 3,900 jobs (1.1%) and 2,200 jobs (2.8%), on a Year-over-Year (YoY) basis. Meanwhile, Ciudad Juárez lost 8,000 jobs (-1.6%) during the same period.
- Between July 2024 and July 2025, the manufacturing sector in El Paso added 100 jobs (0.6%). Meanwhile, Ciudad Juárez lost 9,960 jobs (-3.2%) in this sector, and manufacturing employment stagnated in Las Cruces.

Border Encounters

- Total national border encounters decreased by 89.8% from the same period in 2024, while Southwest border encounters declined by 90.8%, falling from approximately 789,061 to 72,406 over the same period.
- All sectors along the Southwest border registered a decrease in encounters in the same period in 2024.¹ Moreover, encounters with nationals of all countries at the Southwest border recorded a significant decline during this period.

Remittances

- From January to June 2025, remittances to Mexico declined overall compared to the same period in 2024. Remittances to northern border states decreased by \$243.9 million (-7.0%), and remittances to non-border states decreased by \$1,523.9 million (-5.5%).²
- The top ten northern Mexican border cities in terms of remittances collectively experienced a notable increase of \$3.2 million (0.3%) the same period in 2024.³

Employment

Mixed Growth in Total Non-farm Employment in the Paso del Norte Region

Non-farm employment increased in El Paso and Las Cruces between July 2024 and July 2025, while Ciudad Juárez experienced YoY non-farm employment losses.

Nationally, the U.S. added 1,456,000 non-farm jobs (0.9%) on a YoY basis in July 2025, while Mexico added 112,895 jobs (0.5%). During the same period, El Paso and Las Cruces experienced YoY gains of 3,900 jobs (1.1%) and 2,200 jobs (2.8%), respectively. Meanwhile, Ciudad Juárez reported a loss of 8,000 jobs (-1.6%), marking the 22nd consecutive month of overall YoY non-farm job losses. These losses are primarily driven by a decline in the city's

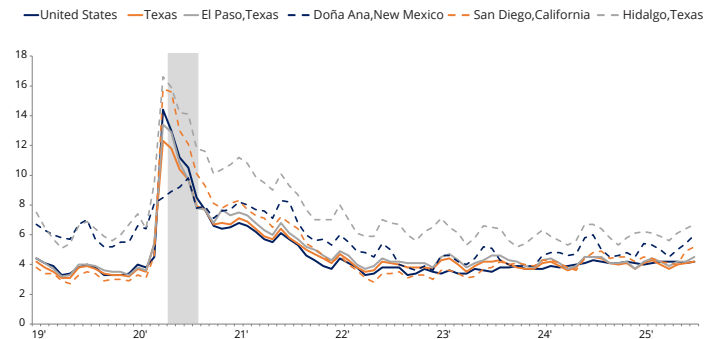
¹ The Southwest sectors include Big Bend, TX; Del Rio, TX; El Centro, TX; El Paso, TX; Laredo, TX; Rio Grande, TX; San Diego, CA; Tucson, AZ; and Yuma, AZ.

² The northern Mexican border states include Baja California, Coahuila, Chihuahua, Nuevo León, Sonora, and Tamaulipas.

³ The top ten northern Mexican border cities include Tijuana, Juárez, Mexicali, Reynosa, Guadalupe, Nuevo Laredo, San Luis Río Colorado, Nogales, Acuña, and Piedras Negras.

Quick-Glance Indicators

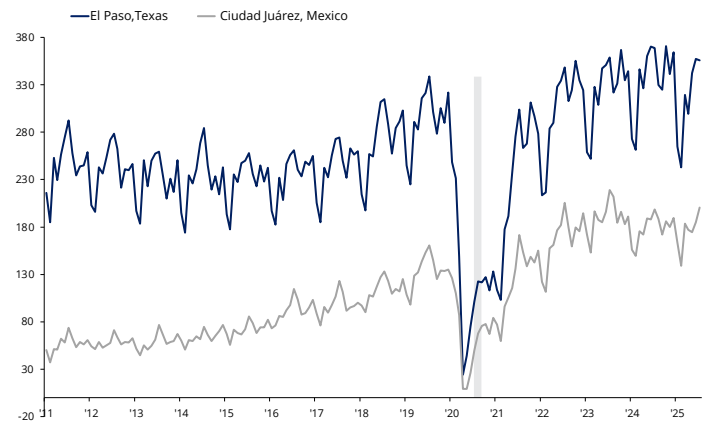
Unemployment Rates for U.S., State, and Selected MSA Economies



Note: Data as of July 2025. The shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).

Source: Hunt Institute calculations using U.S. Bureau of Labor Statistics data.

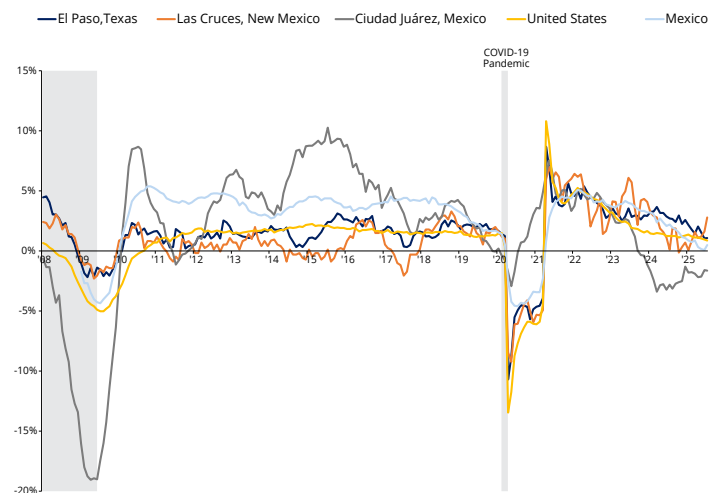
El Paso and Ciudad Juárez Air Passengers, Thousands



Note: Data as of July 2025. Shaded area indicates recession as defined by the National Bureau of Economic Research (2020 recession began in February and ended in April).

Source: Hunt Institute using El Paso International Airport and Grupo OMA data.

Paso del Norte Total Non-Farm Employment (Year-over-Year, %)



Note: Preliminary data for July 2025. Shaded areas indicate recession as defined by the National Bureau of Economic Research (The 2008 recession began in late 2007 and lasted until mid-2009. 2020 recession began in February and ended in July).

Source: Hunt Institute calculations using data from the U.S. Bureau of Labor Statistics and Instituto Mexicano del Seguro Social.

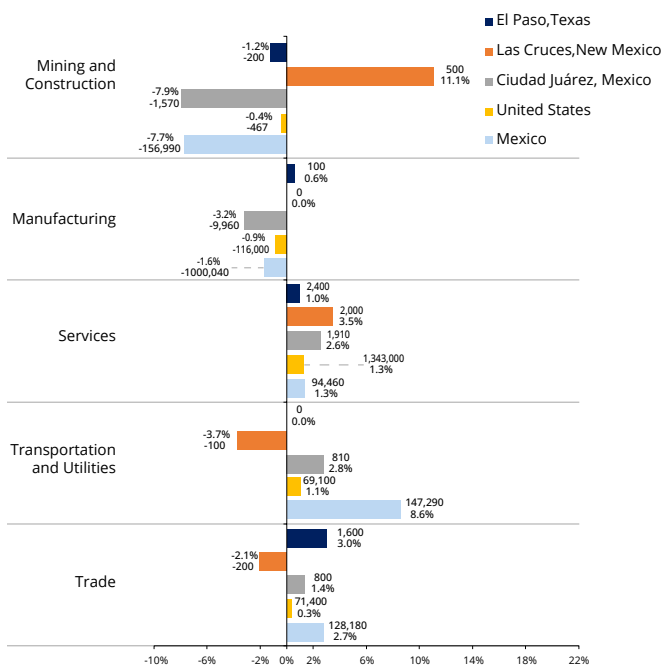
PASO DEL NORTE ECONOMIC INDICATOR REVIEW

September 2025

manufacturing sector, which lost approximately 9,960 jobs (-3.2%) during this period. A local branch of the manufacturing organization Index warns that employment in Ciudad Juárez fell as higher wages, recent tariffs, and Mexico's new judicial reform discouraged foreign direct investment and slowed manufacturing.⁴

The Hunt Institute tracks five non-farm employment sectors in the Paso del Norte region. In El Paso, the following sectors experienced employment growth on a YoY basis from July 2024 to July 2025: services grew by 2,400 jobs (1.0%), trade by 1,600 jobs (3.0%), and manufacturing by 100 jobs (0.6%), while mining and construction lost 200 jobs (-1.2%), and the transportation, warehousing, and utilities sector remained unchanged (0.0%). Las Cruces registered growth in two out of the five sectors: services by 2,000 jobs (3.5%), mining and construction by 500 jobs (11.1%), while manufacturing remained unchanged (0.0%), the trade sector lost 200 jobs (-2.1%), and the transportation sector by 100 jobs (-3.7%).

Paso del Norte Total Non-Farm Employment by Sector, (Year-over-Year)



Note: Preliminary data for July 2025. Services excludes Transportation and Utilities, and Trade

Source: Hunt Institute calculations using data from the U.S. Bureau of Labor Statistics and Instituto Mexicano del Seguro Social.

Border Encounters

Border Encounters Plunge in First Seven Months of 2025

The total national border encounters as well as Southwest border encounters experienced a steep drop in the first seven months of 2025 compared to the same period in 2024, decreasing by 89.8% and 90.8%, respectively.

⁴ Mariana Hernández and José Luis González, Reuters. "In Mexican border town, thousands of jobs lost due to Trump tariffs", Reuters (Toronto, Canada), September 1, 2025. <https://www.reuters.com/business/world-at-work/mexican-border-town-thousands-jobs-lost-due-trump-tariffs-2025-09-01>

All sectors of the Southwest border experienced a decline in encounters from January to July 2025, compared to the same period in 2024; the Tucson, Yuma, and San Diego sectors recorded the largest relative decreases at 95.1%, 94.0%, and 93.3%, respectively, while Big Bend registered the smallest decline at 46.8%. Moreover, El Paso experienced a significant decrease in border encounters, falling by approximately 89.9%. This sharp drop in Southwest border encounters in the initial seven months of 2025 was driven by federal immigration enforcement policies, including reinstating Remain in Mexico, ending catch-and-release, and suspending many asylum claims. According to the Department of Homeland Security, these actions led to a dramatic decline in daily border encounters during the first months of 2025.⁵

United States Border Patrol (USBP) encounters include Title 8 Apprehensions and Title 42 Expulsions with demographic categories such as family unit encounters (FMU), unaccompanied children (UC), and single adult encounters (SA).⁶ Over the period January to July 2025, 76.6% of encounters at the Southwest border involved single adults, 13.8% involved family units, and 9.7% involved unaccompanied children.

Southwest Border encounters by citizenship also dropped significantly over this time. Encounters with Nicaraguan nationals dropped by 97.4%, making the largest percentage decline among all nationalities. Additionally, encounters with Ecuadorian and Peruvian citizens declined by 97.3% and 96.7%, respectively.

Southwest Border Encounters by Sector

Sector	2025			Total		B-A	B-A (Δ%)
	FMU	SA	UC	A Jan- July 2024	B Jan- July 2025		
Big Bend, TX	121	1,454	40	3,037	1,615	-1,422	-46.8%
Del Rio, TX	1,252	6,499	639	77,324	8,390	-68,934	-89.1%
El Centro, CA	140	989	59	9,199	1,188	-8,011	-87.1%
El Paso, TX	1,128	12,862	1,317	151,855	15,307	-136,548	-89.9%
Laredo, TX	460	4,686	747	18,769	5,893	-12,876	-68.6%
Rio Grande, TX	2,749	7,820	2,502	56,056	13,071	-42,985	-76.7%
San Diego, CA	2,069	10,745	582	201,104	13,396	-187,708	-93.3%
Tucson, AZ	1,512	9,166	1,003	240,546	11,681	-228,865	-95.1%
Yuma, AZ	532	1,222	111	31,171	1,865	-29,306	-94.0%
Southwest Border Total	9,963	55,443	7,00	789,061	72,406	-716,655	-90.8%
National Total	10,276	64,729	7,113	806,653	82,118	-724,535	-89.8%

Note: Numbers in parentheses indicate negative numbers. Numbers are by calendar year; USBP reports by fiscal year from October to September. FMU are family unit encounters, UC are unaccompanied children's encounters and SA are single adult encounters.

Source: Hunt Institute calculations using data from the U.S. Customs and Border Protection.

⁵ U.S. Department of Homeland Security, "History Made, Again: Trump Administration Crushes Border Records in July," news release, August 1, 2025. <https://www.dhs.gov/news/2025/08/01/history-made-again-trump-administration-crushes-border-records-july>

⁶ Apprehensions refers to the physical control or temporary detainment of a person by USBP between POEs who is not lawfully in the U.S. which may or may not result in an arrest. Title 42 Expulsions refers to individuals encountered by USBP and OFO and expelled to the country of last transit or home country in the interest of public health under Title 42 U.S.C. 265 from March 21, 2020, to May 11, 2023

From January to July 2025, encounters with Mexican citizens decreased by 253,600 compared to the same period in 2024, the largest total decline among all nationalities.

Southwest Border Encounters by Citizenship

Citizenship	A Jan-July 2024	B Jan-July 2025	B-A	B-A (Δ%)
Brazil	16,364	592	-15,772	-96.4%
China	20,127	820	-19,307	-95.9%
Colombia	60,475	2,194	-58,281	-96.4%
Cuba	5,171	1,373	-3,798	-73.4%
Ecuador	69,885	1,88	-67,997	-97.3%
El Salvador	22,816	1,951	-20,865	-91.4%
Guatemala	99,654	8,564	-91,090	-91.4%
Haiti	368	44	-324	-88.0%
Honduras	49,225	4,575	-44,650	-90.7%
India	12,483	1,176	-11,307	-90.6%
Mexico	293,553	39,966	-253,587	-86.4%
Nicaragua	17,061	452	-16,609	-97.4%
Other	62,991	4,269	-58,722	-93.2%
Peru	19,384	636	-18,748	-96.7%
Romania	591	55	-536	-90.7%
Russia	485	107	-378	-77.9%
Turkey	4,802	553	-4,249	-88.5%
Venezuela	33,567	3,172	-30,395	-90.6%

Note: Encounters involving Canada, Ukrainian, Philippine, and Burmese citizenship were excluded due to the availability of data.
Source: Hunt Institute calculations using data from U.S. Customs and Border Protection.

Remittances

Remittance Declines Persist in Northern Mexican Border States in the First Half of 2025

During the first half of 2025, Mexico registered an overall decline of \$1,767.8 million (-5.6%) compared to the same period in 2024. Over that same timeframe, the Mexican border states experienced an even sharper contraction of \$243.9 million (-7.0%).

From January to June 2025, non-border Mexican states continued to be the primary recipients of remittances, though they recorded a decline of \$1,523.9 million (-5.5%) compared to the same period in 2024. In contrast, most border states registered a sharper contraction in remittances during the same period, with Nuevo León recording the largest decrease, totaling \$159.3 million (-22.2%). Unlike the other border states, Baja California was the only one to post growth, with remittances rising by \$116.3 million (16.7%) when comparing January-June 2025 to the same period in 2024. In the first half of 2025, it also received the largest amount in

remittances among border states, totaling \$811.6 million. Despite most Mexican border cities registering declines in remittances, the top ten northern border cities experienced overall growth from January to June 2025 compared to the same period in 2024. Total remittances to these cities increased by \$3.2 million (0.3%). Within this group, Tijuana experienced the largest YoY increase of \$61.4 million (16.1%), followed by Mexicali and Acuña, with \$24 million (18.6%) and \$0.4 million (0.9%), respectively. In contrast, Ciudad Juárez registered a decline of \$22.5 million (-11.8%).

Remittances to Mexican Border States, Million USD

Region	A Jan- June 2024	B Jan-June 2025	B-A	B-A (Δ%)
Baja California	\$695.4	\$811.6	\$116.3	16.7%
Coahuila	\$464.2	\$411.7	-\$52.5	-11.3%
Chihuahua	\$710.4	\$649.0	-\$61.3	-8.6%
Nuevo León	\$718.7	\$559.4	-\$159.3	-22.2%
Sonora	\$419.90	\$352.7	-\$67.2	-16.0%
Tamaulipas	\$482.8	\$463.0	-\$19.8	-4.1%
Border States	\$3,491.3	\$3,247.4	-\$243.9	-7.0%
Non-Border States	\$27,835.2	\$26,311.3	-\$1,523.9	-5.5%
Mexico	\$31,326.50	\$29,558.7	-\$1,767.8	-5.6%

Note: Border states refer to the Mexican states along its northern border. The figures are preliminary.
Source: Hunt Institute calculations using data from Banco de México.

Top Ten Mexican Border Cities Receiving Remittances, Million USD

Region	A Jan- June 2024	B Jan-June 2025	B-A	B-A (Δ%)
Tijuana	\$382.2	\$443.6	\$61.4	16.1%
Juárez	\$191.4	\$168.9	-\$22.5	-11.8%
Mexicali	\$128.5	\$152.4	\$24.0	18.6%
Reynosa	\$69.8	\$59.0	-\$10.8	-15.5%
Nuevo Laredo	\$53.4	\$48.1	-\$5.3	-9.9%
Acuña	\$41.0	\$41.3	\$0.4	0.9%
Guadalupe	\$66.9	\$37.1	-\$29.7	-44.5%
San Luis Río Colorado	\$42.9	\$38.0	-\$4.9	-44.5%
Nogales	\$43.5	\$35.5	-\$8.0	-18.4%
Piedras Negras	\$35.8	\$34.5	-\$1.3	3.6%
Total	\$1,055.1	\$1,058.4	\$3.2	0.3%

Note: Top ten from January- July 2025 on Mexico's northern border.
Source: Hunt Institute calculations using data from Banco de México.

About Hunt Institute for Global Competitiveness

Since 2014, the Hunt Institute for Global Competitiveness at The University of Texas at El Paso has provided economic analysis of the Paso del Norte Region that includes the binational communities of El Paso, Texas; Las Cruces, N.M.; and Ciudad Juárez, Mexico. The mission of the Hunt Institute is to produce high-quality market analysis tools that strengthen regional and binational cross-border social and economic development.

