Publication Date: Friday, 26 de December de 2025

Commercial activity continued to grow during the third quarter, with notable increases in sales in Santander led by vehicles, technological equipment, and cultural and entertainment products. The rebound was driven by improved inventories, incentives, and greater consumer confidence, reinforcing positive business expectations.



Major cities in the northeast region recorded improvements in employment and declines in the unemployment rate (UR), with Bucaramanga below the UR national average and Cúcuta reaching its second-lowest historical level. However, the increase in employment was concentrated on informal jobs.



Manufacturing showed signs of recovery, driven by Santander amid the rebound in fuels and, to a lesser extent, by growth in food and chemicals. The increase was supported by stronger demand and operational stability. In contrast, the fall in the department of Boyacá deepened due to lower construction materials and beverages.

