

PERSONA AI

# Louisiana Economic Vitals

## Friday, January 23, 2026

Days Through Friday

Persona AI



# PREFACE

*Louisiana Economic Vitals* is a weekly report prepared by LED's State Economic Competitiveness (SEC) team. This report provides readers with data from federal and state governmental entities, as well as other credible third-party sources. All data has been independently analyzed and summarized to ensure clarity, brevity, and practical utilization.

## LOUISIANA ECONOMIC DEVELOPMENT JANUARY 2026 ANNOUNCEMENTS:

[Gov. Landry Announces Whole-of-Louisiana Energy Strategy, Positions State to Unleash Energy Dominance on a Global Scale](#)

January 22<sup>nd</sup>, 2026

[State of Louisiana and Persona AI Launch Humanoid Pilot at SSE Steel Fabrication](#)

January 22<sup>nd</sup>, 2026

[Newlab New Orleans Breaks Ground at Former Naval Support Activity Site](#)

January 21<sup>st</sup>, 2026

[Performance Health Partners Announces Acquisition by Sentact](#)

January 21<sup>st</sup>, 2026

[Viking Attachments Expands to Full-Scale U.S. Manufacturing and Testing Operations in Morgan City](#)

January 20<sup>th</sup>, 2026

[Amplirical Announces Groundbreaking for Headquarters Expansion](#)

January 16<sup>th</sup>, 2026

[Louisiana Attracts Major Walmart Reinvestment in Acadiana Distribution Center](#)

January 15<sup>th</sup>, 2026

[Louisiana NOW: A New Standard](#)

January 14<sup>th</sup>, 2026

[\\$450 Million ATALCO, Federal Partnership Revitalizes Louisiana Facility, Secures Critical U.S. Supply Chain](#)

January 13<sup>th</sup>, 2026

[Louisiana Impact Fund Launches to Keep Companies, Jobs & Wealth in Louisiana](#)

January 13<sup>th</sup>, 2026

[G-Unit Film & Television Louisiana, LLC, State Finalize Agreement for Entertainment Redevelopment in Shreveport](#)

January 12<sup>th</sup>, 2026

[Louisiana Wins Back-to-Back Platinum Deal of the Year, Signaling a New Era of National Competitiveness](#)

January 5<sup>th</sup>, 2026

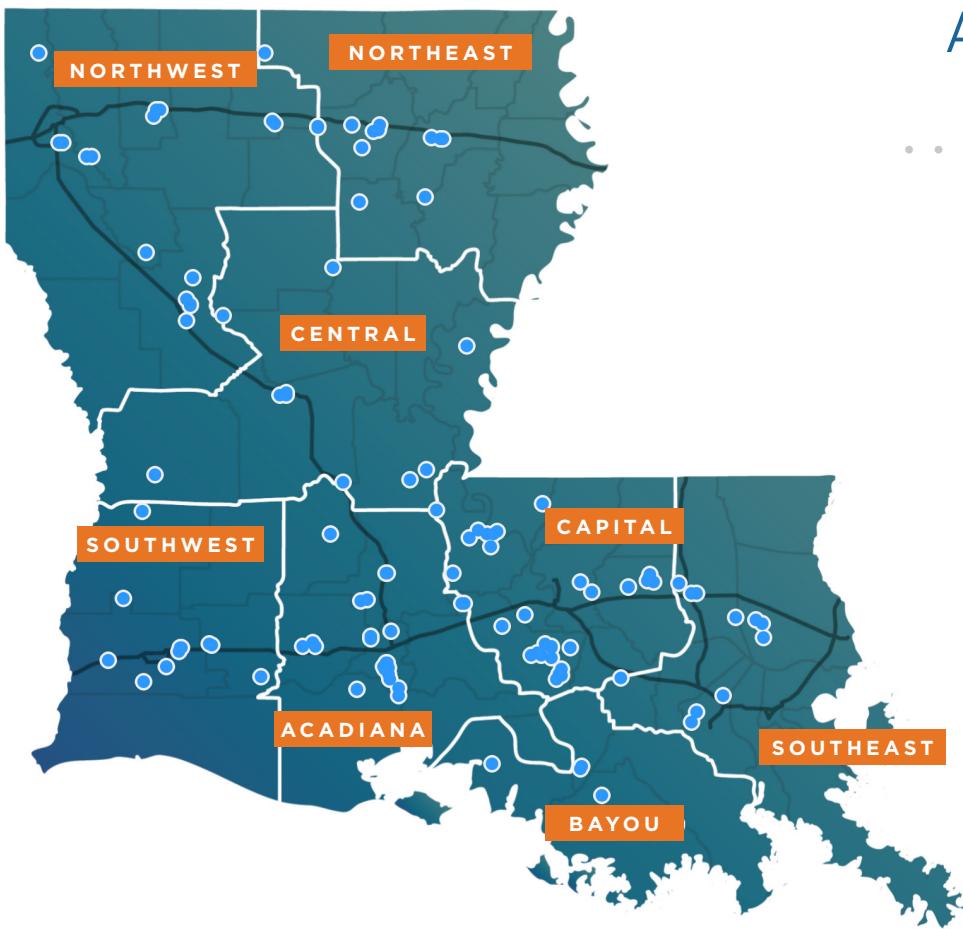
# LED PROJECT PIPELINE

Since Governor Landry took office in January 2024, LED has announced 76 projects representing over \$75.9 billion USD in new investment and more than 11,570 direct new jobs across Louisiana.

As of January 16, 2026, LED is actively tracking and involved in 191 distinct projects with a combined value exceeding \$239.5 billion and the potential to create more than 51,520 direct new jobs.

## CERTIFIED SITE PROGRAM

Since the launch of its Certified Sites Program, LED has certified 164 industrial sites, with all or portions of 36 sites advancing into active commerce. At full build-out, these projects represent more than \$34.5 billion in capital investment, over 6,350 direct new jobs, and more than \$407 million in total annual wages statewide. Currently, there are 125 actively marketed certified sites across every region of Louisiana.



### Active Certified Sites by Region

Acadiana	.....	23
Bayou	.....	6
Capital	.....	25
Central	.....	9
Northeast	.....	13
Northwest	.....	17
Southeast	.....	18
Southwest	.....	14

TOTAL **125**

# 1. LABOR MARKET ACTIVITY

The following tables present data on the employment situation for the Louisiana regions. Each indicator is intended to capture a different but complementary dimension of labor market health.

Source: [bls.gov](https://www.bls.gov)

**Table 1. Total Private Employment (in Thousands), by CBSA, Not Seasonally Adjusted**

Category	Nov-25	Oct-25	Nov-24	Change	
				MoM	YoY
Alexandria	48.9	48.8	48.8	0.2%	0.2%
Baton Rouge	361.3	359.3	358.4	0.6%	0.8%
Hammond	39.6	39.2	39.9	1.0%	-0.8%
Houma-Bayou Cane-Thibodaux	76.2	75.6	75.8	0.8%	0.5%
Lafayette	164.4	164.2	162.5	0.1%	1.2%
Lake Charles	88.8	88.6	88.7	0.2%	0.1%
Monroe	78.6	78.2	77.7	0.5%	1.2%
New Orleans-Metairie	429.1	426.9	426.4	0.5%	0.6%
Shreveport-Bossier City	142.7	142.3	141.8	0.3%	0.6%
Slidell-Mandeville-Covington	88.7	88.4	87.3	0.3%	1.6%

Note. November 2025 data is preliminary.

**Table 2. Total Private Average Weekly Hours, by CBSA, Not Seasonally Adjusted**

Category	Nov-25	Oct-25	Nov-24	Change	
				MoM	YoY
Alexandria	38.2	38.7	35.3	-1.3%	8.2%
Baton Rouge	36.4	36	38.2	1.1%	-4.7%
Hammond	33.2	32.3	32.1	2.8%	3.4%
Houma-Bayou Cane-Thibodaux	37.6	38.3	41	-1.8%	-8.3%
Lafayette	37.3	37	37.8	0.8%	-1.3%
Lake Charles	37.2	36.1	35.6	3.0%	4.5%
Monroe	32.2	32	34.8	0.6%	-7.5%
New Orleans-Metairie	36.6	35.9	35.5	1.9%	3.1%
Shreveport-Bossier City	36.9	35.5	36.1	3.9%	2.2%
Slidell-Mandeville-Covington	34.7	33.9	35.5	2.4%	-2.3%

Note. November 2025 data is preliminary.

**Table 3. Total Private Average Hourly Earnings, by CBSA, Not Seasonally Adjusted**

Category	Nov-25	Oct-25	Nov-24	Change	
				MoM	YoY
Alexandria	\$27.15	\$26.16	\$27.82	<span style="color: green;">3.8%</span>	<span style="color: red;">-2.4%</span>
Baton Rouge	\$33.37	\$33.96	\$31.96	<span style="color: red;">-1.7%</span>	<span style="color: green;">4.4%</span>
Hammond	\$21.83	\$22.00	\$20.22	<span style="color: red;">-0.8%</span>	<span style="color: green;">8.0%</span>
Houma-Bayou Cane-Thibodaux	\$29.85	\$29.99	\$28.92	<span style="color: red;">-0.5%</span>	<span style="color: green;">3.2%</span>
Lafayette	\$28.23	\$28.32	\$26.46	<span style="color: red;">-0.3%</span>	<span style="color: green;">6.7%</span>
Lake Charles	\$32.01	\$32.14	\$32.53	<span style="color: red;">-0.4%</span>	<span style="color: red;">-1.6%</span>
Monroe	\$27.56	\$28.39	\$31.09	<span style="color: red;">-2.9%</span>	<span style="color: red;">-11.4%</span>
New Orleans-Metairie	\$31.27	\$30.84	\$30.67	<span style="color: green;">1.4%</span>	<span style="color: green;">2.0%</span>
Shreveport-Bossier City	\$27.61	\$27.50	\$26.39	<span style="color: green;">0.4%</span>	<span style="color: green;">4.6%</span>
Slidell-Mandeville-Covington	\$33.43	\$33.81	\$33.86	<span style="color: red;">-1.1%</span>	<span style="color: red;">-1.3%</span>

Note. November 2025 data is preliminary.

Initial claims represent people in Louisiana who are newly filing for unemployment benefits and are a leading indicator of labor market weakness. Continued claims represent people in the state who are still receiving benefits and they reflect the persistence of unemployment. If both initial and continued claims are rising together, it suggests new layoffs and difficulty finding new employment. If initial claims rise but continued claims remain stable or fall, it might indicate a short-term shock rather than a potential recession. Declining continued claims, even if initial claims stay elevated, could signal that people are getting back to work quickly, and if continued claims rise while initial claims fall, that could signal a slowing rate of new layoffs, but ongoing unemployment problems.

Source: [laworks.net](http://laworks.net)

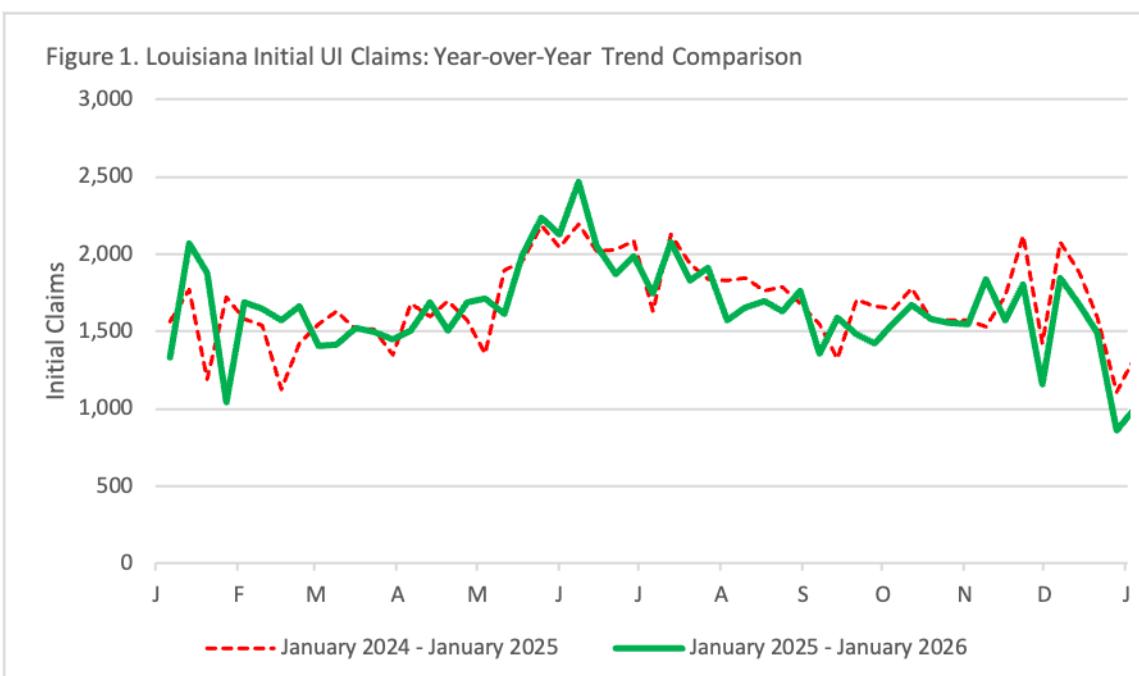
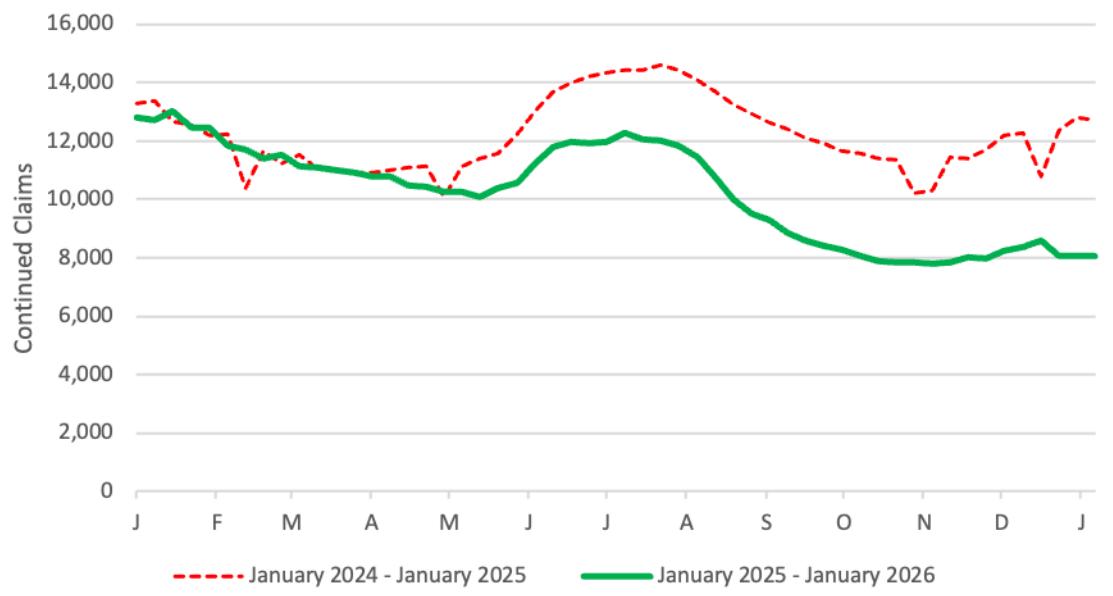


Figure 2. Louisiana Continued UI Claims: Year-over-Year Trend Comparison



## 2. COMMODITIES

The following tables provide data on the weekly prices of energy and agricultural commodities, reflecting the broader economic performance of these sectors.

Source: [eia.gov](http://eia.gov)

**Table 4. Energy Commodities, Weekly**

Commodity	1/16/26	1/9/26	1/17/25	Change	
				WoW	YoY
Brent Crude Oil	\$67.00	\$62.93	\$82.79	6.5%	-19.1%
WTI Crude Oil	\$60.12	\$57.56	\$79.28	4.4%	-24.2%
Henry Hub Natural Gas	\$3.00	\$2.91	\$5.47	3.1%	-45.2%
U.S. Regular Conventional Gas	\$2.70	\$2.67	\$3.01	1.1%	-10.3%

**Table 5. Agricultural Commodities, Daily Period of January 22, 2026**

Commodity	Listed Price	Dollar (\$)	Unit of Measurement	Change			
				Daily	Weekly	Monthly	YoY
Soybeans	\$1,066.50	\$10.67	\$/Bu	0.2%	1.3%	1.4%	0.1%
Wheat	\$513.50	\$5.14	\$/Bu	1.0%	0.6%	-0.7%	-7.3%
Lumber	\$597.51	\$5.98	\$/MBF	-2.4%	-2.1%	9.6%	5.0%
Palm Oil	\$4,198.00	\$41.98	\$/MT	1.1%	5.1%	4.0%	0.2%
Sugar (No. 11)	\$14.92	\$0.15	\$/Lb	1.0%	2.4%	-1.9%	-20.3%
Coffee	\$346.82	\$3.47	\$/Lb	-0.07%	-3.2%	-0.1%	0.4%
Corn	\$421.21	\$4.21	\$/Bu	-0.3%	0.2%	-5.88%	-14.0%
Rice	\$10.76	\$0.11	\$/CWT	-0.3%	1.5%	9.7%	-27.5%
Orange Juice	\$211.04	\$2.11	\$/Lb	3.0%	5.5%	-1.9%	-57.6%

### 3. LOUISIANA REAL ESTATE

Louisiana Realtors® produces monthly reports on local market updates for the state and its regions. The following figures illustrate regional new listings for single-family homes by month with a year-over-year comparison for 2023-2024 and 2024-2025. A list of parishes served by each regional entity is also provided.

Source: [louisiana.stats.showingtime.com](http://louisiana.stats.showingtime.com)

**Bayou Board of REALTORS®** - Assumption, Lafourche, St. Mary, Terrebonne; Greater Central

**Louisiana Realtors® Association** - Allen, Avoyelles, Catahoula, Evangeline, Grant, LaSalle, Natchitoches, Rapides, Winn;

**Greater Baton Rouge Association of Realtors®** - Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge, West Feliciana;

**Greater Fort Polk Area Realtors®** - Beauregard, Sabine, Vernon;

**New Orleans Metropolitan Association of Realtors®** - Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John;

**Northeast Realtors® of Louisiana** - Caldwell, Concordia, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union, West Carroll;

**Northwest Louisiana Association of Realtors®** - Bienville, Bossier, Caddo, Claiborne, DeSoto, Red River, Webster;

**Realtor® Association of Acadiana** - Acadia, Iberia, Lafayette, St. Landry, St. Martin, Vermilion;

**Southwest Louisiana Association of Realtors®** - Calcasieu, Cameron, Jefferson Davis;

and, although not included

**Northshore Area Board of Realtors®** - St. Tammany, Tangipahoa, Washington

Figure 3. Bayou Board of Realtors - New Listings by Month and Year-Over-Year Comparison

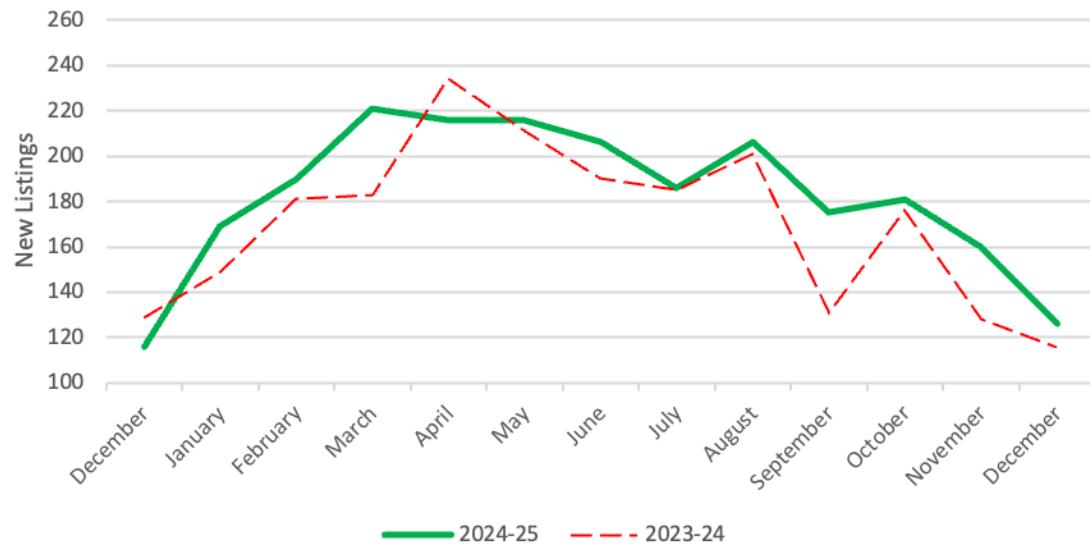


Figure 4. Greater Baton Rouge Association of Realtors - New Listings by Month and Year-Over-Year Comparison

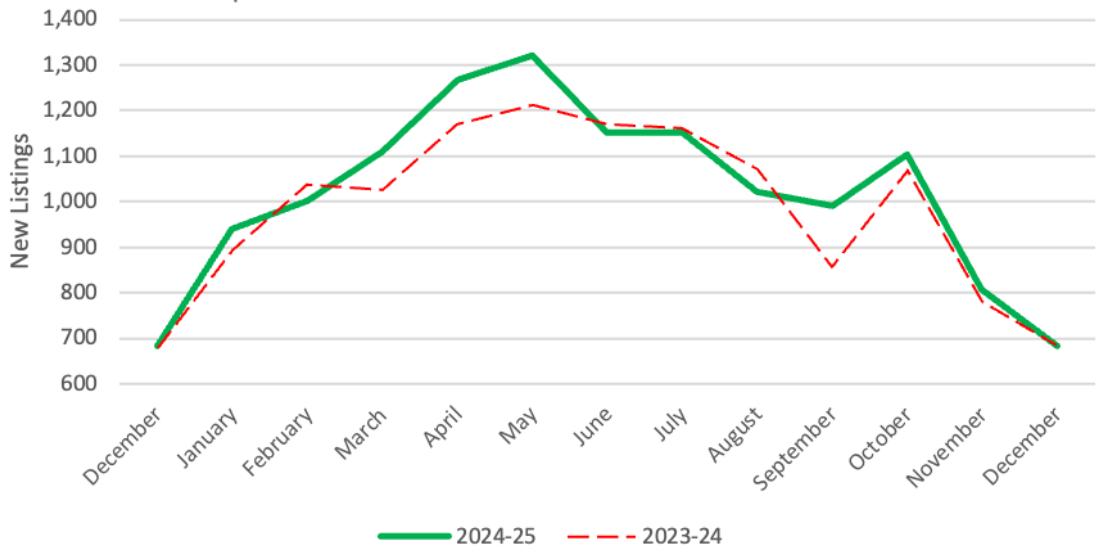


Figure 5. Greater Central Louisiana Realtors Association - New Listings by Month and Year-Over-Year Comparison

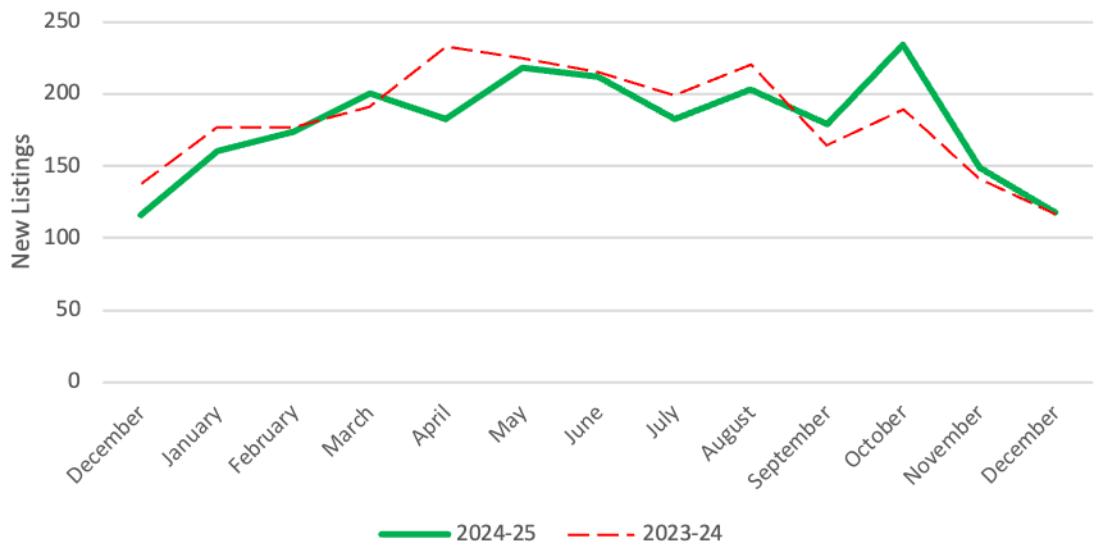


Figure 6. Greater Fort Polk Area Realtors - New Listings by Month and Year-Over-Year Comparison

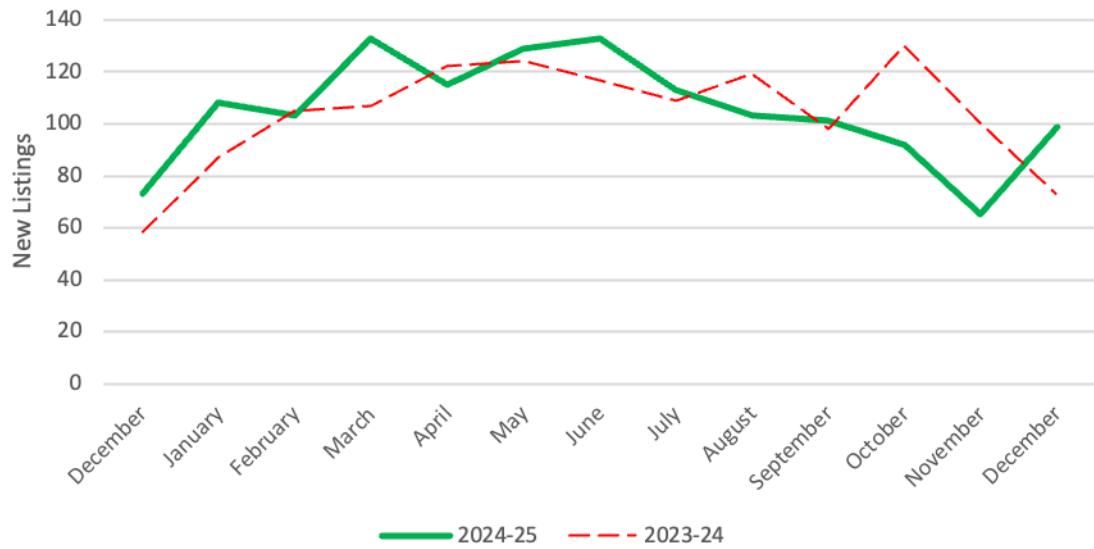


Figure 7. New Orleans Metropolitan Association of Realtors - New Listings by Month and Year-Over-Year Comparison

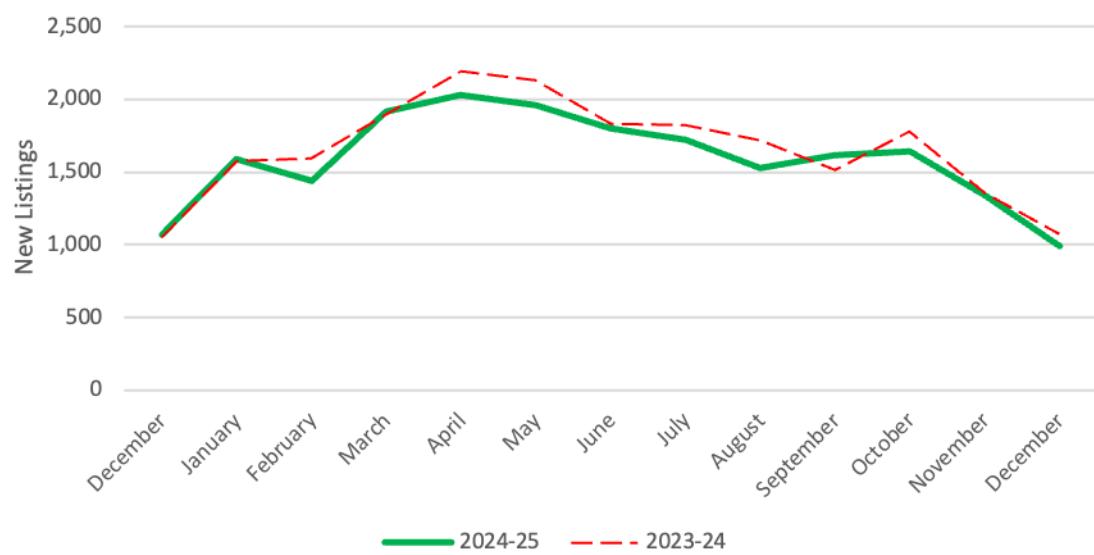


Figure 8. Northeast Realtors of Louisiana - New Listings by Month and Year-Over-Year Comparison

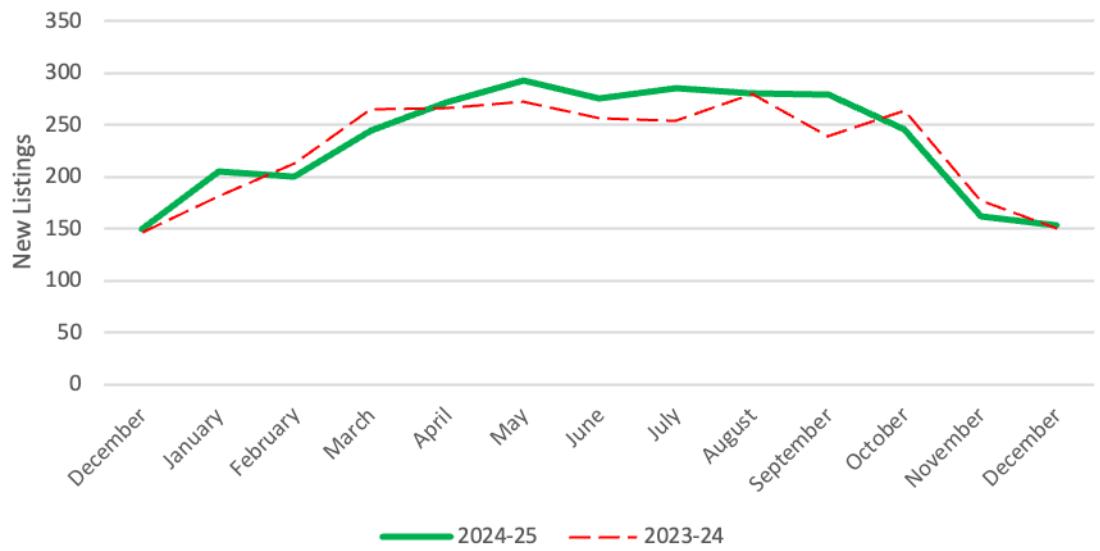


Figure 9. Northwest Louisiana Association of Realtors - New Listings by Month and Year-Over-Year Comparison

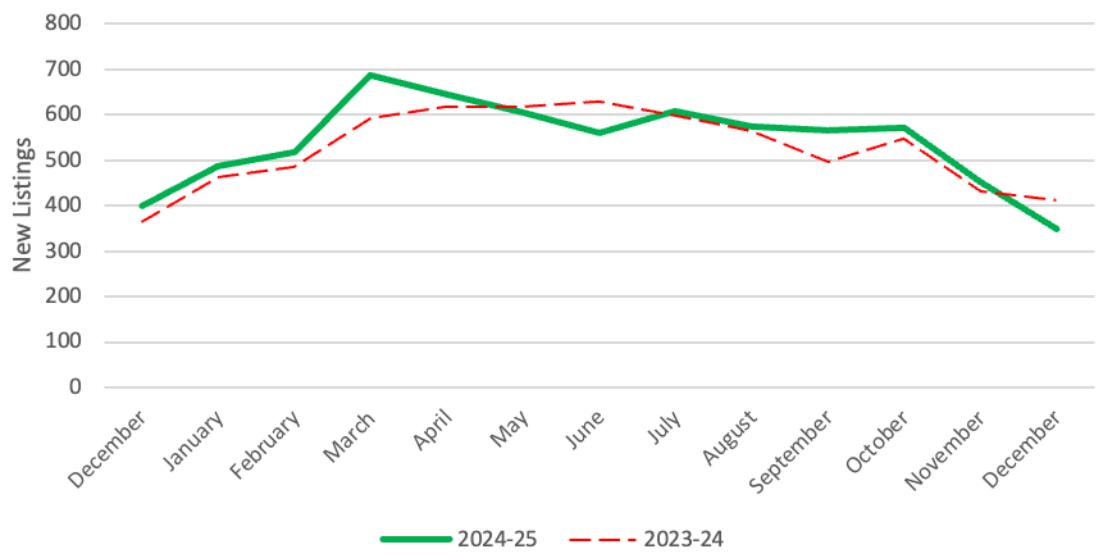


Figure 10. Realtor Association of Acadiana - New Listings by Month and Year-Over-Year Comparison

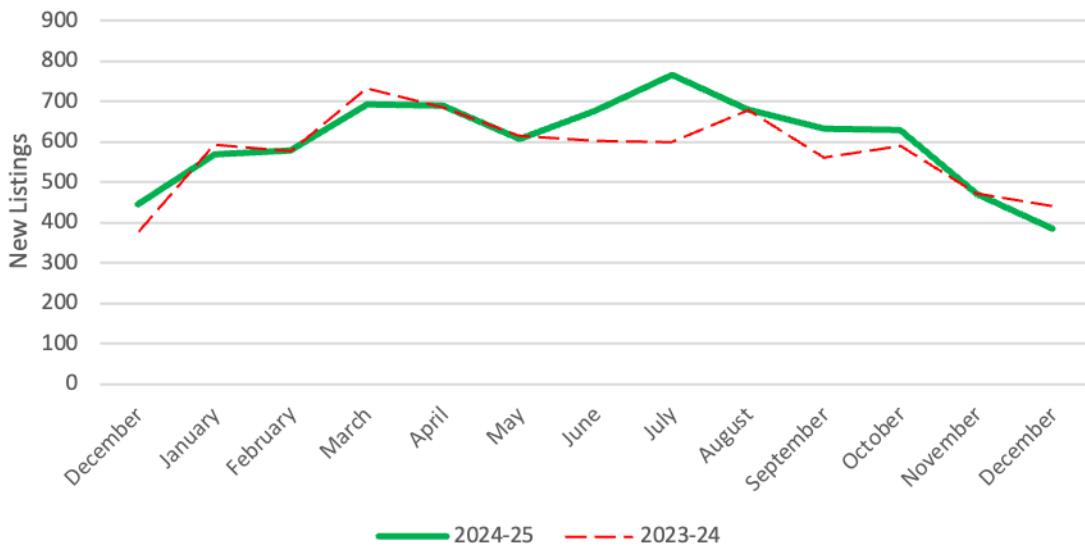
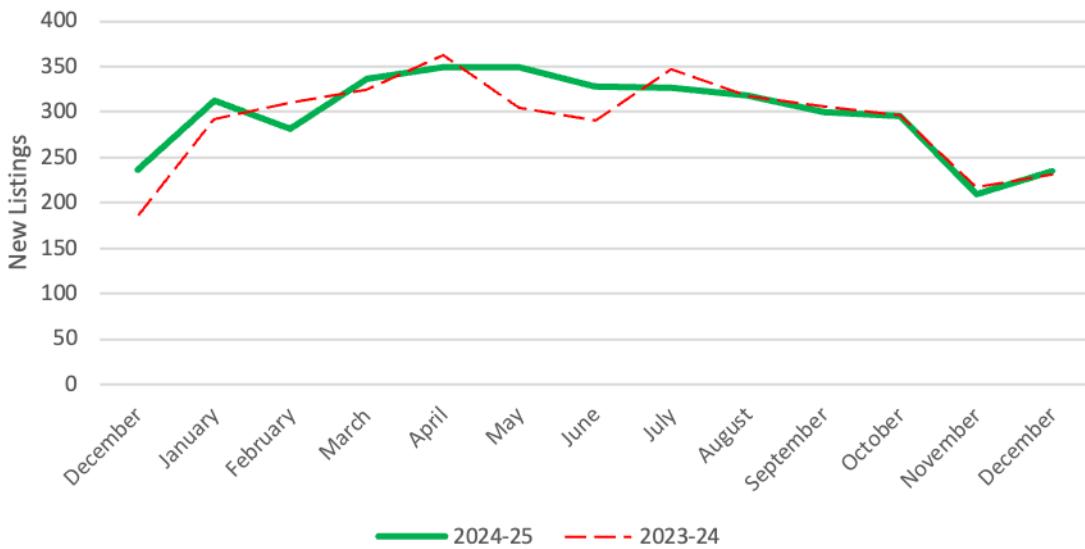


Figure 11. Southwest Louisiana Association of Realtors - New Listings by Month and Year-Over-Year Comparison



## 4. GDP FOR LOUISIANA & THE U.S.

The following table presents data for Louisiana's gross domestic product, personal income, and personal income per capita for the third quarter of 2025.

Source: [bea.gov](https://bea.gov)

**Table 6. Louisiana Real Gross Domestic Product and Personal Income, by Quarter**

Component	2025:Q3	2025:Q2	2024:Q3	Change	
				QoQ	YoY
Real GDP (millions of dollars)	\$65,411.2	\$64,849.7	\$64,548.7	0.9%	1.3%
Personal Income (millions of dollars)	\$74,050.6	\$74,160.6	\$71,441.3	-0.1%	3.7%
Per Capita Personal Income <sup>1</sup> (dollars)	\$16,125.0	\$16,146.0	\$15,536.8	-0.1%	3.8%

<sup>1</sup>Per capita personal income is total personal income divided by total quarterly population estimates.

Note: Data are seasonally adjusted. GDP is in millions of chained (2017) dollars at quarterly rates; Personal income and personal income per capita are in current dollars.

The following table presents a revised estimate for Q3:2025 U.S. gross domestic product. Real GDP for the U.S. increased at an annual rate of 4.4 percent (1.1 percent quarterly rate increase) in the third quarter of 2025 according to the updated estimate released by the U.S. Bureau of Economic Analysis. The increase in real GDP in the third quarter reflected an increase in all expenditure categories of GDP - consumer spending, exports, investment, and government spending - and a decrease in imports.

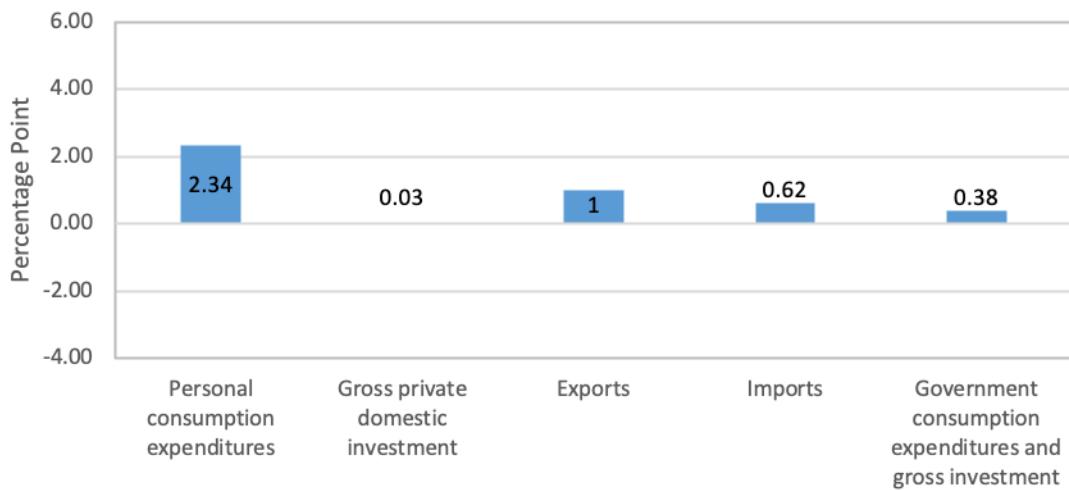
Source U.S. Bureau of Economic Analysis - [bea.gov](https://bea.gov)

**Table 7. U.S. Real Gross Domestic Product and Major Expenditure Components, by Quarter**

Component	2025:Q3	2025:Q2	2024:Q3	Change	
				QoQ	YoY
Gross Domestic Product (GDP)	\$6,006.7	\$5,942.8	\$5,869.7	1.1%	2.3%
Personal Consumption Expenditures	\$4,146.5	\$4,111.4	\$4,041.5	0.9%	2.6%
Gross Private Domestic Investment	\$1,095.8	\$1,095.7	\$1,098.1	0.01%	-0.2%
Net Exports of Goods and Services	(\$238.9)	(\$264.5)	(\$266.2)	-9.7%	-10.3%
Exports	\$677.2	\$661.8	\$666.1	2.3%	1.7%
Imports	(\$916.1)	(\$926.3)	(\$932.3)	-1.1%	-1.7%
Government Consumption Expenditures and Gross Investment	\$1,003.8	\$998.3	\$992.8	0.5%	1.1%

Note. Data are seasonally adjusted billions of chained (2017) dollars at quarterly rates; Imports are a subtraction in the calculation of GDP, therefore, an increase results in a negative contribution to GDP and are noted in red.

Figure 12. Contribution to Percent Change (4.4 Percent) in Real Gross Domestic Product (Percentage Points), Annualized Rate



# January

2026

## Economic Calendar

The *Louisiana Economic Vitals* economic calendar provides insights into upcoming events and data releases. It includes information on national economic indicators, such as GDP, employment figures, inflation rates, and central bank meetings.

Links to source are included.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1		2
4	5	6	7	8	9	10
		<a href="#">JOLTS</a> [Nov] <a href="#">State Employment</a> [Nov] <a href="#">Manufacturers' Shipments, Inventories &amp; Orders</a> [Oct]	<a href="#">Productivity &amp; Costs</a> [2025:Q3, Preliminary] <a href="#">International Trade</a> [Oct]	<a href="#">Employment</a> [Dec] <a href="#">U. of Michigan Sentiment</a> [Jan] <a href="#">New Residential Construction</a> [Sept & Oct]		
11	12	13	14	15	16	17
	<a href="#">Real Earnings</a> [Dec] <a href="#">CPI</a> [Dec] <a href="#">NFIB Small Business Optimism Index</a> [Dec] <a href="#">Federal Budget</a> [Dec] <a href="#">New Residential Sales</a> [Sept & Oct]	<a href="#">PPI</a> [Nov] <a href="#">Manufacturing &amp; Trade Inventory &amp; Sales</a> [Oct] <a href="#">Retail Sales</a> [Nov] <a href="#">Existing Home Sales</a> [Dec]	<a href="#">Import and Export Price Indexes</a> [Nov]	<a href="#">Metro Area Employment</a> [Nov] <a href="#">Industrial Production</a> [Dec] <a href="#">NAHB HMI</a> [Jan]		
18	19	20	21	22	23	24
		<a href="#">Pending Home Sales</a> [Dec]	<a href="#">GDP</a> [Q3 1 <sup>st</sup> ]	<a href="#">State GDP &amp; Personal Income</a> [2025:Q3]		
25	26	27	28	29	30	31
	<a href="#">Durable Goods</a> [Nov] <a href="#">State Jolts</a> [Nov] <a href="#">Consumer Confidence</a> [Jan]		<a href="#">International Trade</a> [Nov] <a href="#">Total Vehicle Sales</a> [Dec] <a href="#">Manufacturers' Shipments, Inventories &amp; Orders</a> [Nov]			