



# Seguin & Guadalupe County Business Growth Report

*Company announcements, primary employment, housing development and wage indicators*

|                                                                                      |                                                   |                                            |                                                          |
|--------------------------------------------------------------------------------------|---------------------------------------------------|--------------------------------------------|----------------------------------------------------------|
| <b>\$270M+</b>                                                                       | <b>570</b>                                        | <b>+22.7%</b>                              | <b>17,000+</b>                                           |
| Minimum capital investment in four major new-location announcements since April 2023 | Committed direct jobs tied to those announcements | Seguin population growth from 2022 to 2025 | Dwelling units reported in the city development pipeline |

## Executive takeaway

**Seguin is adding rooftops and primary employment at the same time.** The strongest recent announcements are concentrated in manufacturing and industrial production, including beverage manufacturing, metal processing, truck accessories and automotive structural components. These projects bring new payroll into the market and strengthen the demand base for housing, retail, services and commercial real estate.

### The base-employment signal

Four major new-location announcements from April 2023 through July 2026 represent at least **\$270 million** in committed capital investment and approximately **570 direct jobs**. A recently delivered \$75 million Maruichi stainless-tube facility adds another 106 jobs to the broader recent industrial story, although its original announcement occurred in September 2022.

### What this report measures

- New and expanding employers that create or retain primary jobs in Seguin.
- Population growth, residential permits and the planned subdivision pipeline.
- Guadalupe County resident employment and workplace wage benchmarks.
- Forward-looking catalysts, including Seguin Exchange and the planned TSTC campus.

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# 1. Major business announcements

The following projects were announced or advanced during the last three years. Investment and job figures are minimum commitments where the source uses that terminology.

| Company              | Date      | Capital | Jobs | Project summary                                                                              | Ref. |
|----------------------|-----------|---------|------|----------------------------------------------------------------------------------------------|------|
| Premium Waters       | Apr. 2023 | \$80M   | 60   | 27-acre beverage manufacturing facility; announced average annual wage of \$60,000.          | [1]  |
| Aceroteca Metals     | Jun. 2023 | \$10M   | 20   | 59,000-sf metal service center and the company's first U.S. facility.                        | [2]  |
| Ranch Hand / Lippert | Nov. 2025 | \$80M   | 320  | Approximately 400,000-sf plant consolidating Texas production; targeted move-in during 2026. | [3]  |
| H-One / KTH Texas    | Jul. 2026 | \$100M+ | 170  | 300,000-sf automotive structural-component plant; operations expected in April 2028.         | [4]  |

## Major new-location announcements, 2023-2026

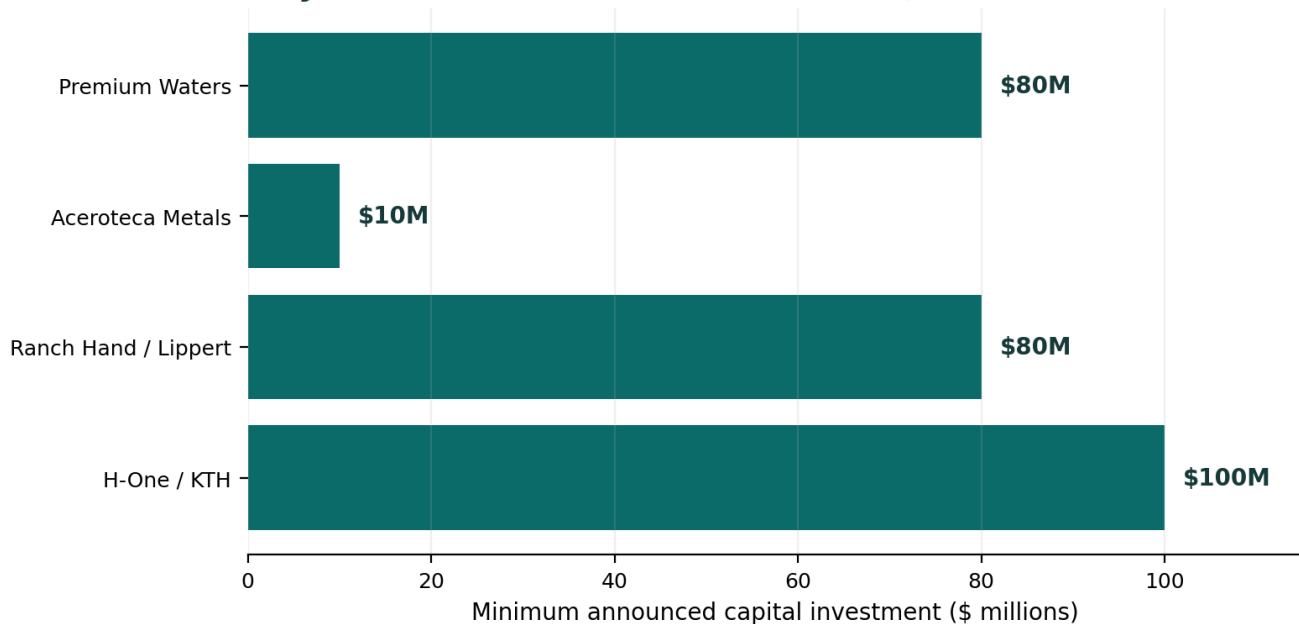


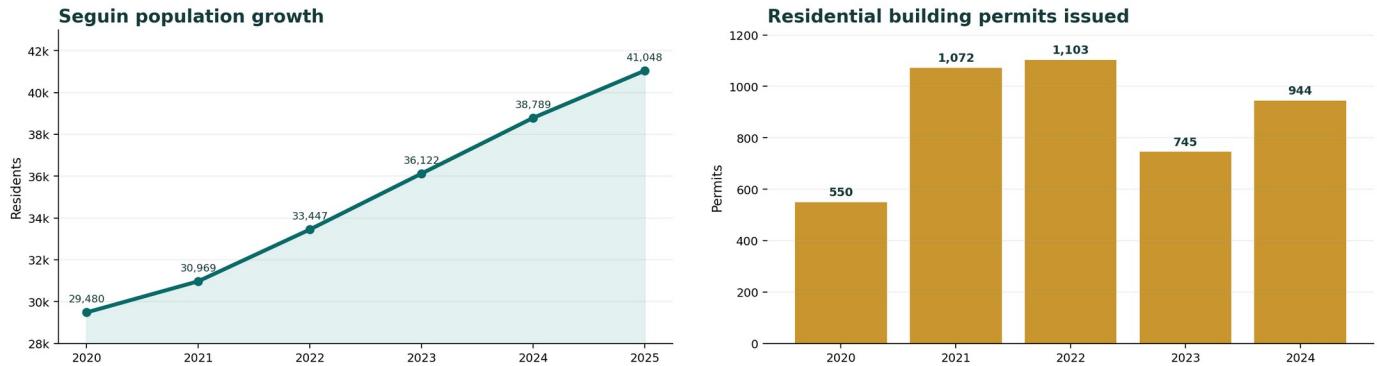
Figure 1. Conservative minimum investment commitments; KTH media reports have cited a larger total project value, while the city announcement states a minimum \$100 million commitment.

## Additional recent industrial delivery

**Maruichi Stainless Tube Texas.** Announced in September 2022 and scheduled to begin operations in 2024, the 125,000-sf project represented \$75 million in investment and at least 106 jobs. It is included as context because the facility was delivered during the report's recent growth period. [5]

## 2. Population and residential development

**Seguin reached an estimated 41,048 residents in 2025.** That represents 22.7% growth from 2022 and 39.2% growth from the 2020 population-estimate base. The pace is significant because it is occurring alongside industrial recruitment rather than being driven solely by bedroom-community expansion. [6]

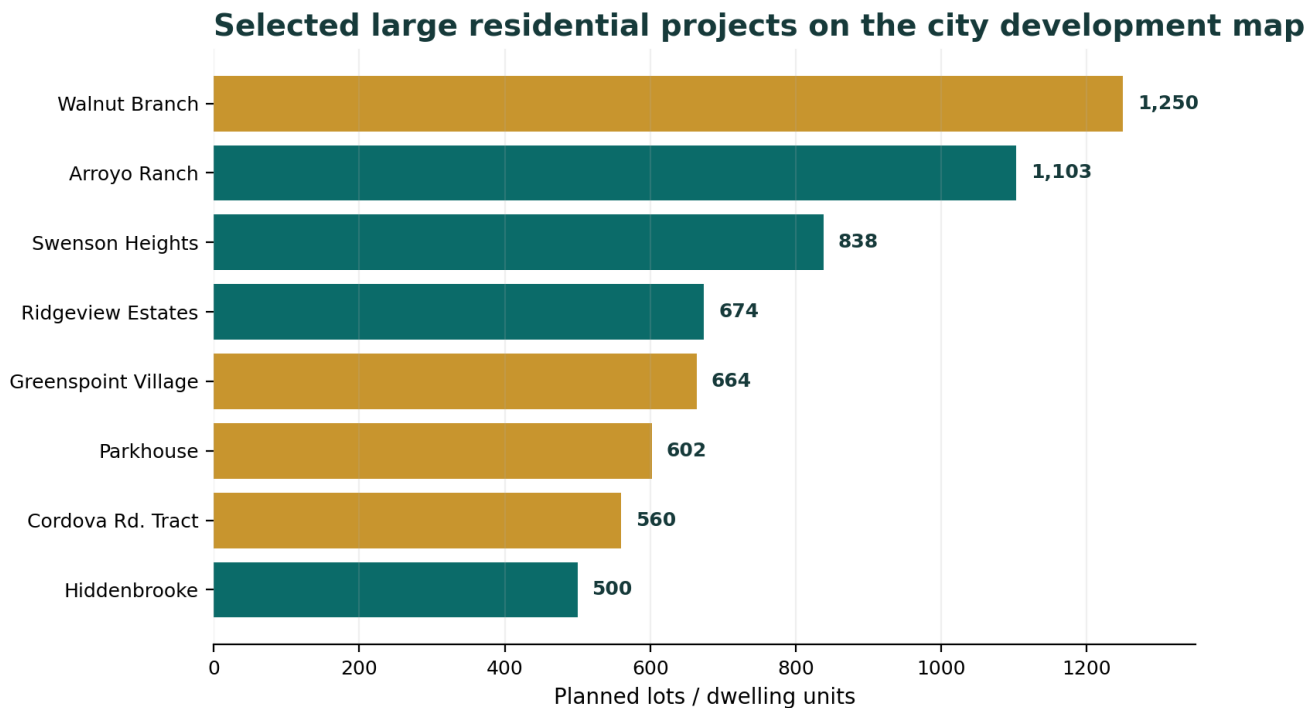


Figures 2 and 3. U.S. Census Bureau population estimates and City of Seguin residential permit data. Residential permits are a construction-pipeline proxy, not a count of completed homes or verified starts.

### Housing activity indicators

- The city issued 4,414 residential building permits from 2020 through 2024. The city housing page reported another 659 permits through September 12, 2025. [7]
- Seguin reported 27 subdivisions under construction and more than 17,000 dwelling units in the development pipeline in May 2025. [8]
- The July 1, 2026 city development map continues to show dozens of single-family and multifamily projects at construction, platting, concept-plan and development-study stages. [9]

### Selected large projects on the July 2026 map



Blue bars identify projects shown as under construction on the city map; gold bars identify large approved or planning-stage projects. Project counts are lots or dwelling units as labeled by the city.

### 3. Employment and wage trends

Guadalupe County resident employment increased from 85,408 in 2022 to 93,532 in 2025 - a gain of 8,124 employed residents, or 9.5%. The annual growth rate was approximately 4.2% in 2023, 4.0% in 2024 and 1.1% in 2025. This series measures employed county residents, including residents who commute outside the county. [10]

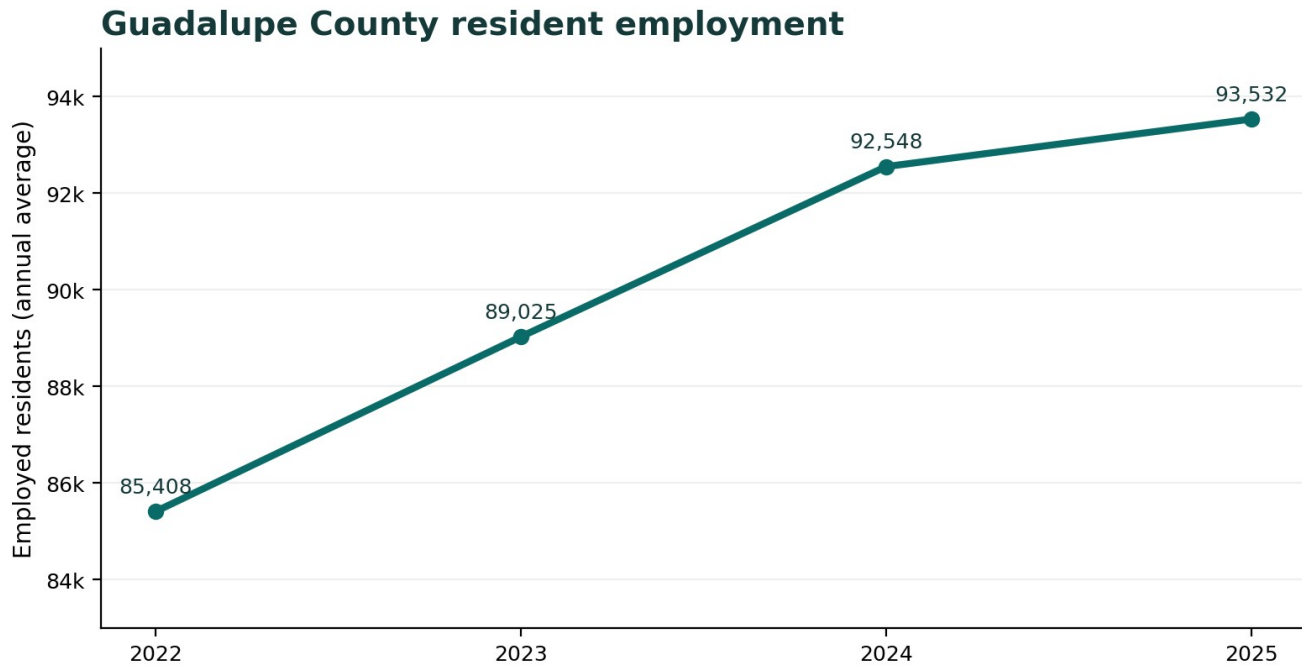


Figure 4. Annual average employed residents, not seasonally adjusted. Source: BLS Local Area Unemployment Statistics via FRED.

|                                                                            |                                                              |                                                          |                                                         |
|----------------------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------|
| <b>49,697</b>                                                              | <b>\$1,217</b>                                               | <b>\$63,284</b>                                          | <b>+3.0%</b>                                            |
| Covered payroll jobs physically located in Guadalupe County, December 2025 | Average weekly wage in Guadalupe County, fourth quarter 2025 | Annualized equivalent of the Q4 2025 average weekly wage | Increase in average weekly wage from Q4 2024 to Q4 2025 |

#### How announced wages compare

| Indicator            | Annual wage / payroll signal                      | Interpretation                                           |
|----------------------|---------------------------------------------------|----------------------------------------------------------|
| Premium Waters       | \$60,000 average announced wage                   | Near the current countywide all-industry wage benchmark. |
| Ranch Hand / Lippert | \$20 million annual payroll for at least 320 jobs | Implies approximately \$62,500 per job before benefits.  |
| Guadalupe County     | \$63,284 annualized Q4 2025 average               | Broad workplace benchmark across covered industries.     |

Wage comparisons are directional. Announced project averages, committed payroll and QCEW average weekly wages are not identical measures and may include different job mixes, hours and benefits.

## 4. Forward-looking growth catalysts

### Seguin Exchange

**Infrastructure construction began in June 2026 on the 544-acre Seguin Exchange at Interstate 10 and State Highway 46.** The mixed-use project is planned for more than 750,000 square feet of retail space and more than 250 acres of industrial development. KTH is the first announced industrial user, with a 40-acre site. [11]

- Industrial land and direct interstate access expand Seguin's capacity for another cycle of primary-employer recruitment.
- Retail, hospitality, medical, entertainment and multifamily components can help capture spending generated by population and payroll growth.
- The project creates a visible development node at the intersection of the I-10 and SH 46 corridors.

### Texas State Technical College campus

**SEDC acquired a 133-acre site at SH 46 and Cordova Road in August 2025 for a future permanent TSTC campus.** The planned programs are intended to support advanced manufacturing, welding, industrial systems, engineering, health care and emerging technologies. The campus is a long-term workforce asset for both Guadalupe and Comal counties. [12]

### Manufacturing workforce investment

**Caterpillar announced up to \$5 million of Texas investment in July 2026 as part of its five-year Building the Future Workforce initiative.** The Seguin event underscored the importance of training and talent pipelines to the city's established advanced-manufacturing base. [13]

#### Market implication

The near-term story is not simply population growth. Seguin is building a reinforcing cycle: primary jobs support household formation and retail demand; residential growth expands labor availability; and workforce investments make the market more competitive for the next employer.

## 5. Client-facing conclusions

- The city has a credible base-employment narrative supported by approximately \$270 million in conservative minimum investment commitments and 570 announced direct jobs since April 2023.
- Seguin's population grew 22.7% in three years, while the city maintained a large residential pipeline and issued thousands of permits.
- Guadalupe County resident employment grew 9.5% from 2022 to 2025, and the Q4 2025 average workplace wage annualizes to approximately \$63,300.
- Several large projects are not yet fully reflected in historical employment totals, making the announced pipeline important for forward-looking real estate analysis.
- Seguin Exchange and TSTC provide land, retail infrastructure and workforce capacity for continued development beyond the current cycle.

## Sources and methodology

Sources were accessed July 9-10, 2026. Project figures are based on public announcements and may change as construction, hiring and incentive milestones are completed. Links below are active in the electronic PDF.

- [1] Seguin EDC - Premium Waters, Inc. to Build New \$80 Million Manufacturing Facility in Seguin, Texas (April 19, 2023)
- [2] Seguin EDC - Aceroteca Metals LLC Breaks Ground on New Metal Service Center (June 6, 2023)
- [3] Seguin EDC - Lippert Breaks Ground for New Ranch Hand Production in Texas (November 4, 2025); project investment, jobs and payroll commitments reported from City incentive documents and San Antonio Express-News coverage.
- [4] City of Seguin - H-One (KTH) Announces Manufacturing Hub in Seguin (July 8, 2026)
- [5] Seguin EDC - Maruichi Stainless Tube Texas Corporation to Build \$75 Million Facility (September 7, 2022)
- [6] U.S. Census Bureau QuickFacts - Seguin city, Texas; 2020-2025 population estimates
- [7] Seguin EDC - Housing in Seguin; residential permits and housing market activity
- [8] Seguin EDC - Seguin among nation's fastest-growing cities (May 19, 2025)
- [9] City of Seguin GIS - Seguin Development map, export date July 1, 2026
- [10] Federal Reserve Bank of St. Louis FRED - Employed Persons in Guadalupe County, TX (annual LAUS series); BLS QCEW County Employment and Wages in Texas, Q4 2025
- [11] NewQuest - Groundbreaking on the 544-acre Seguin Exchange (June 15, 2026)
- [12] Seguin EDC - Acquisition of 133-acre site for future TSTC campus (August 22, 2025)
- [13] Seguin EDC / Office of the Texas Governor - Caterpillar manufacturing workforce investment (July 2, 2026)
- [14] U.S. Bureau of Labor Statistics - County Employment and Wages in Texas, Fourth Quarter 2025

## Methodology notes

- Residential building permits are used as a public proxy for homebuilding activity. A permit is not the same as a construction start, completion or occupied housing unit.
- LAUS resident employment measures employed people who live in Guadalupe County, regardless of where they work. QCEW employment measures covered payroll jobs located at workplaces in the county.
- Average weekly wage is annualized by multiplying by 52 for comparison. It is not a median salary and may reflect overtime, bonuses, industry mix and changes in hours.
- Announced capital investment and job counts are forward-looking commitments and may be phased over several years.

**Disclaimer:** This report is for general market-information purposes and is not an appraisal, feasibility study, investment recommendation or guarantee of future performance. Information is believed reliable but has not been independently audited and is subject to revision.

### FOR MORE INFORMATION

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