Earle Furman

The Upstate | Q3 2025

Retail

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RETAIL MARKET REPORT

"The Upstate retail market continues to experience healthy growth, driven by expanding residential development, tourism, job creation, and wage increases. The Upstate of South Carolina encompasses the I-85, I-385, and I-26 corridors, stretching from Clinton to the North Carolina state line. Given this large and diverse region, retail trends vary by submarket. In downtown Greenville and Spartanburg, new restaurants and retailers are steadily emerging, while areas like Woodruff—though growing—are not yet seeing the same level of retail expansion. Retail growth is ultimately a numbers game, shaped by population density, income levels, and accessibility. Areas in the Upstate that check all the boxes deliver compelling returns for both tenants and landlords. While the Upstate is currently considered a tier-two retail market, it is steadily evolving toward tier-one status. This is a healthy sign for the region, as it will attract new restaurants, shops, and shopping experiences across all areas—though the pace and character of growth will look different in Greenville, Spartanburg, and Woodruff alike."

Jimmy Wright | Shareholder | jwright@naiearlefurman.com | 864.678.5927

RETAIL OVERVIEW

Greenville's retail market remains resilient amid strong population and job growth that continues to outpace national trends. While store closures and bankruptcies created some near-term headwinds, the market's availability rate remains low at 3.9%, supported by consistent leasing demand of roughly 1.3 million SF annually. Experiential and service-based retailers have quickly filled vacated big-box space, while elevated construction costs have kept new development limited—just 79,000 SF is underway, well below pre-pandemic levels. Annual rent growth of 4.8% continues to outpace national averages, sustaining investor interest despite higher financing costs.

In Spartanburg, vacancy is at 4.2%, with steady absorption and moderate rent growth of 2.3% year over year. Across the Upstate, roughly 140,000 SF of retail space is under construction—down from about 190,000 SF a year ago—highlighting continued supply constraints despite healthy retail demand.

Retail Trends

	Q2	YOY
Vacancy	▲	▲
Rent/SF	▲	▲
Absorption	▼	▼
Construction	▼	▼

Market Indicators	Current Q3 2025	Prior Q2 2025	Year Ago Q3 2024
Inventory	92,006,502 SF	91,995,616 SF	91,863,548 SF
Vacancy	3.7%	3.6%	3.1%
Net Absorption	(53,368) SF	(11,937) SF	28,075 SF
Market Rent/SF	$15.80	$15.32	$14.70
Availability	3.6M SF | 3.9%	3.6M SF | 4.0%	3.5M SF | 3.8%
Under Construction	140,912 SF	147,985 SF	187,135 SF
Delivered	31,232 SF	39,332 SF	61,724 SF

Source: CoStar

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RETAIL OVERVIEW - COUNTY

	Inventory	Rental Rate	Vacancy	Availability	Net Absorption	Under Construction
Anderson	14.6M SF	$11.71	3.5%	4.1%	(34K) SF	-
Cherokee	3.5M SF	$12.94	6.0%	2.3%	25K SF	-
Greenville	39M SF	$18.15	3.5%	4.1%	(49K) SF	87K SF
Laurens	3.4M SF	$11.00	2.4%	2.4%	43K SF	-
Pickens	7.2M SF	$15.49	2.6%	3.1%	(4K) SF	-
Spartanburg	24M SF	$15.56	4.2%	4.2%	(34K) SF	54K SF

Source: CoStar

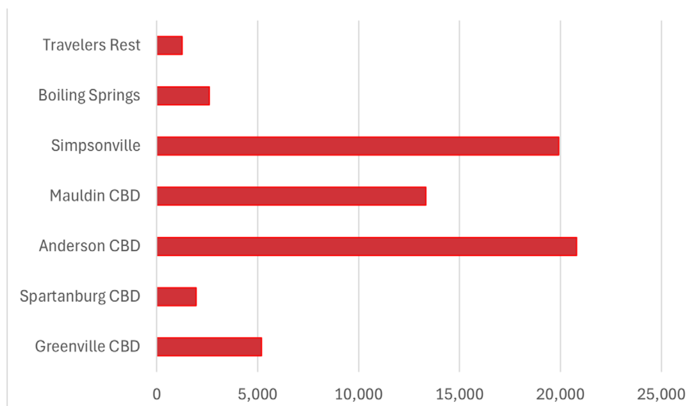
NOTABLE TRANSACTIONS

8110 White Horse Road | Greenville, SC
16,975 SF
Alex Campbell, CCIM

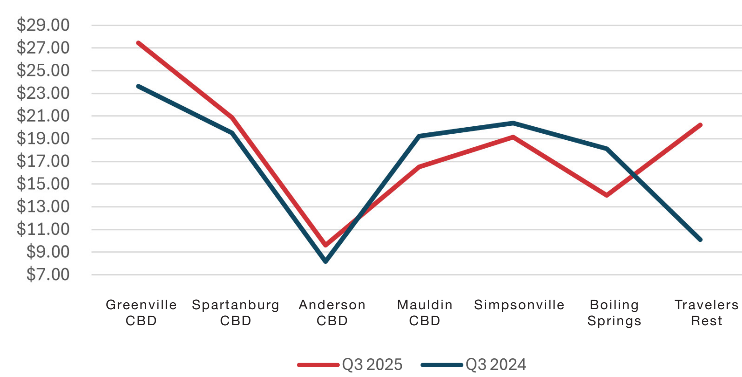
1401 Woodruff Road | Greenville, SC
9,600 SF
Geoff Beans and Jake Scott

118 B Magnolia | Spartanburg, SC
3,800 SF
Scout Hammond, Brian Hammond, Richard Heatly, Katherine Fulmer, and Alec Moncini

FEATURED SUBMARKETS LEASING ACTIVITY



FEATURED SUBMARKETS RENT



ABOUT NAI EARLE FURMAN

NAI Earle Furman (NAIEF) is a leading commercial real estate brokerage and property management firm in the Upstate of South Carolina, delivering superior results for over 30 years. With three Upstate offices, NAIEF provides creative solutions, fostering a culture of collaboration, drive, and innovation through its unique shareholder-owned structure. Committed to the community, the NAIEF team are experts dedicated to improving the Upstate market. In 2017, NAIEF partnered with NAI Piedmont Triad (NC), further expanding in 2019 by joining NAI Columbia (SC Midlands), officially merging in January 2023. This strategic alliance enhances resources and expertise across all three firms. Learn more at www.naief.com