

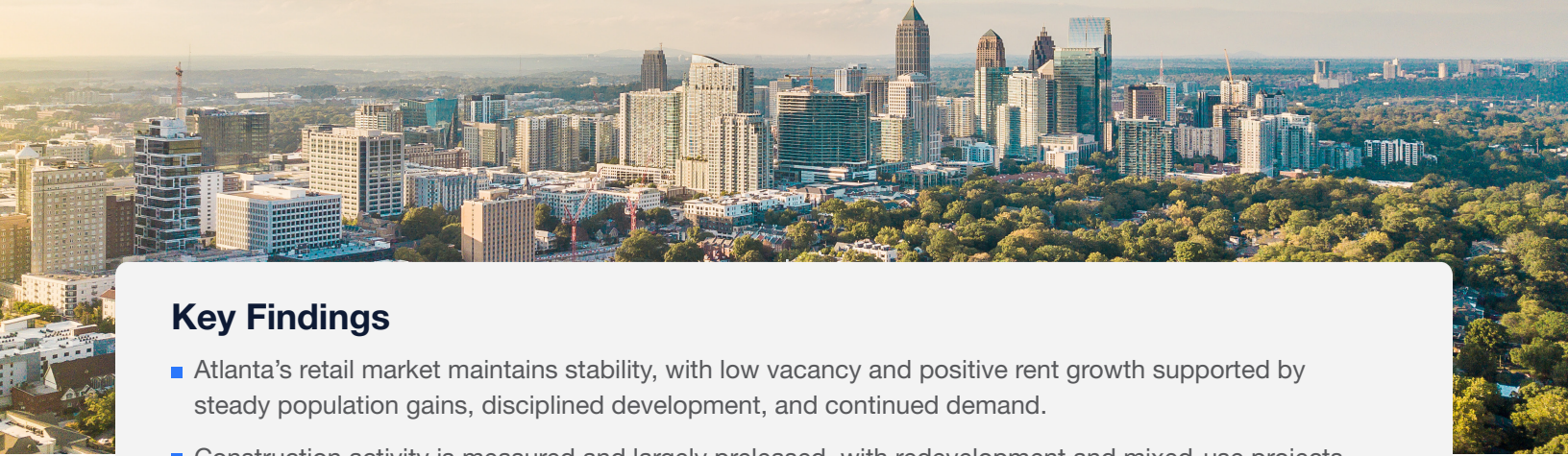


MATTHEWS™

Market Report

Atlanta, GA

Retail | Q1 2026



Key Findings

- Atlanta’s retail market maintains stability, with low vacancy and positive rent growth supported by steady population gains, disciplined development, and continued demand.
- Construction activity is measured and largely preleased, with redevelopment and mixed-use projects driving new supply, helping align inventory with demand while limiting oversupply and supporting long-term rent stability.
- Investment activity has moderated but remains healthy, with pricing holding firm and capital targeting grocery-anchored centers and value-add opportunities, reflecting confidence in Atlanta’s durable retail fundamentals and growth outlook.

By the Numbers

Source: CoStar Group, Inc.

\$450M	\$229	7.2%	4.4%	5.3%
Sales Volume	Price Per SF	Cap Rate	Vacancy Rate	Rent Growth
\$24.46	1.2M SF	50.4K	(147K)	
Asking Rent Per SF	Under Construction	SF Delivered	SF Absorbed	

Atlanta’s economy remains resilient entering Q1 2026, supported by its diverse industry base and continued population growth. Anchored by logistics, professional services, and financial activities, the metro benefits from strong connectivity and a strategic location near key transportation corridors and the Port of Savannah. While office-using sectors, particularly technology and professional services, have softened, industrial demand remains robust, driven by distribution and manufacturing users. Corporate investment continues in innovation hubs like Midtown, reinforcing Atlanta’s long-term growth trajectory. With a relatively low cost of living, steady in-migration, and a highly educated workforce, Atlanta is well-positioned to sustain economic expansion and retail demand.

Atlanta Demographics

Source: CoStar Group, Inc.

3.6%	6,476,873
Unemployment Rate	Current Population
2,427,055	\$95,790
Households	Median Household Income

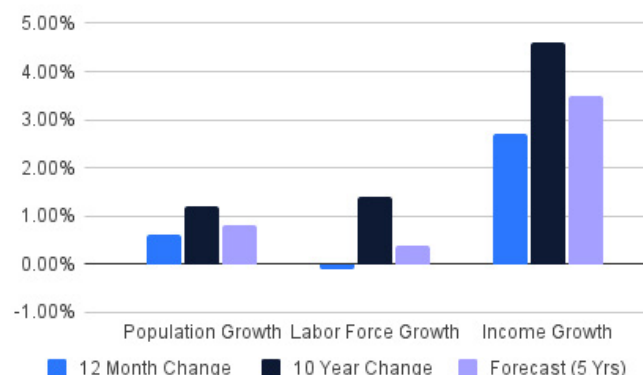
Top Employment Industries in ATL

Source: CoStar Group, Inc.

- Education & Health Services
- Leisure and Hospitality
- Natural Resources, Mining and Construction

Population, Labor Force, & Income Growth

Source: CoStar Group, Inc.





Market Performance

Atlanta's retail market is defined by steady fundamentals alongside evolving tenant dynamics. Vacancy remains low at 4.4%, though recent negative absorption reflects ongoing retailer consolidation and space repositioning. Rent growth of 5.3% highlights continued demand for well-located space, particularly in grocery-anchored centers and high-growth suburban corridors. At the same time, development remains disciplined, with 1.2 million SF underway, limiting oversupply risk. Retailers are increasingly tailoring formats to shifting consumer preferences, favoring convenience, value, and experiential concepts. As population growth and household formation persist, Atlanta's retail sector is expected to maintain stable performance, with selective opportunities emerging through redevelopment and adaptive reuse.

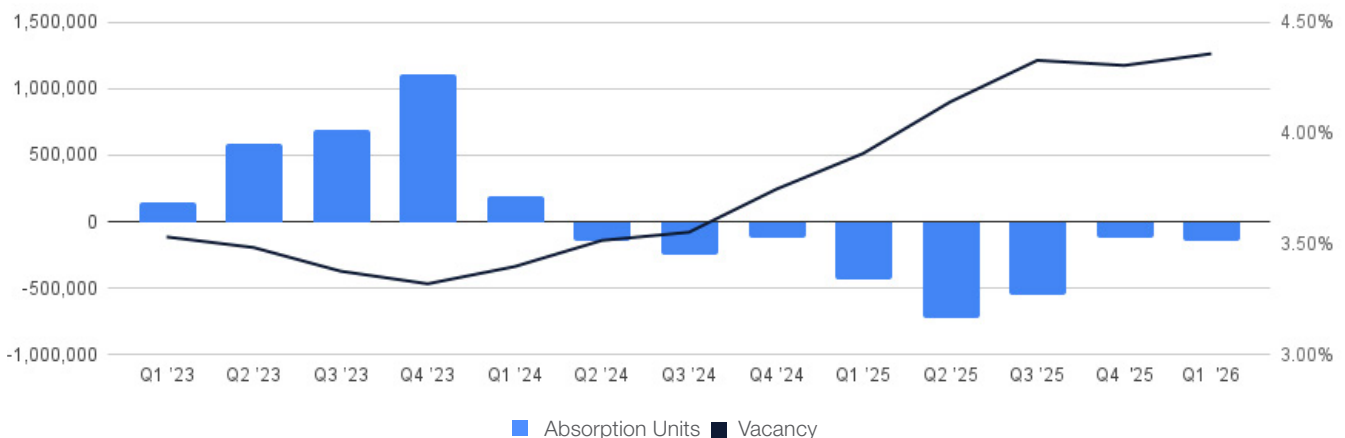
Performance by Class Sector

Source: CoStar Group, Inc.

	Vacancy Rate	RBA	Asking Rent	Under Construction (SF)
Malls	10.4%	26,901,711	\$35.96	-
Power Center	5.5%	26,900,249	\$28.31	-
Neighborhood Center	5.6%	108,107,956	\$24.32	46,195
Strip Center	4.6%	31,296,246	\$22.58	112,556
General Retail	2.6%	177,203,882	\$22.47	1,062,737
Other	2.8%	2,341,487	\$26.85	-

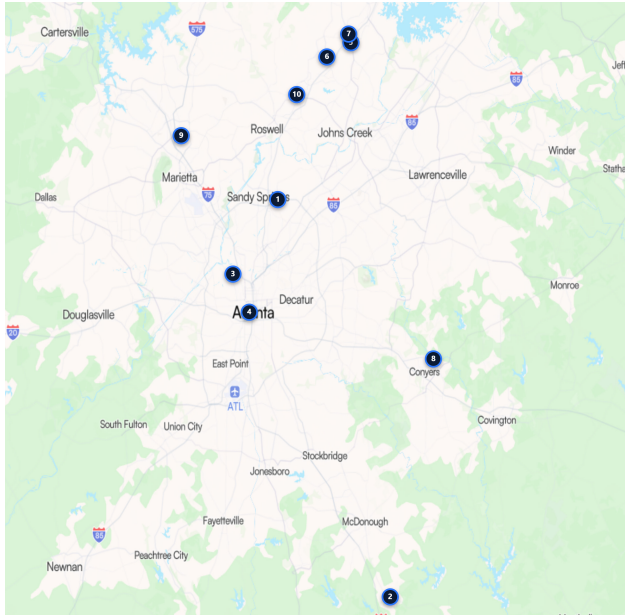
Atlanta Retail Supply & Demand Dynamics

Source: CoStar Group, Inc.



Under Construction Properties

Source: CoStar Group, Inc.



Under Construction

Atlanta’s retail construction pipeline remains disciplined entering Q1 2026, with development largely concentrated in preleased, build-to-suit, and grocery-anchored formats. Lender caution and a focus on demand-driven projects have kept speculative construction limited, aligning new supply with absorption. Activity is concentrated in high-growth suburban corridors and intown mixed-use districts, where retail complements residential and lifestyle components. Redevelopment continues to shape the landscape, as older centers and malls are repositioned into mixed-use environments with modern retail formats. With a modest 1.4% inventory expansion over the past five years, construction trends reflect a measured approach that supports long-term rent stability and balanced market conditions.

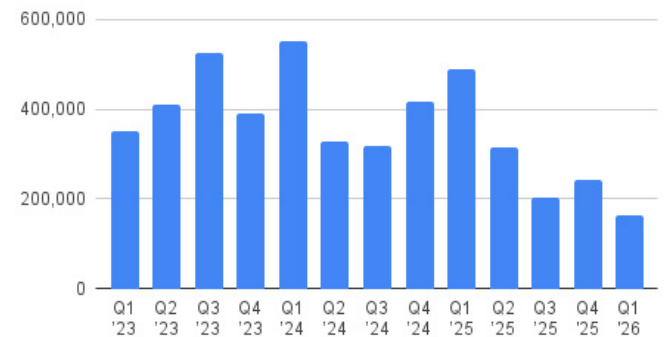
Top 10 Under Construction

Source: CoStar Group, Inc.

Address	SF	Complete Date
11 Ravinia Dr.	110,000	06/2027
4518 Georgia 42	85,000	05/2026
1385 Collier Rd	73,073	06/2026
80 Centennial Olympic Park Dr NW	70,000	06/2026
3145 Ronald Reagan Blvd	50,000	10/2026
700 McFarland Pky	40,000	09/2027
2570 Atlanta Hwy	32,500	06/2026
1648 Georgia 138	32,231	08/2026
140 Piedmont Rd NE	31,202	12/2026
63 S Main St	30,600	05/2026

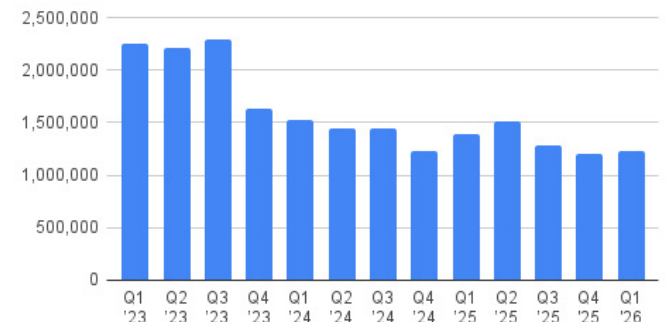
SF Construction Starts

Source: CoStar Group, Inc.



SF Under Construction

Source: CoStar Group, Inc.

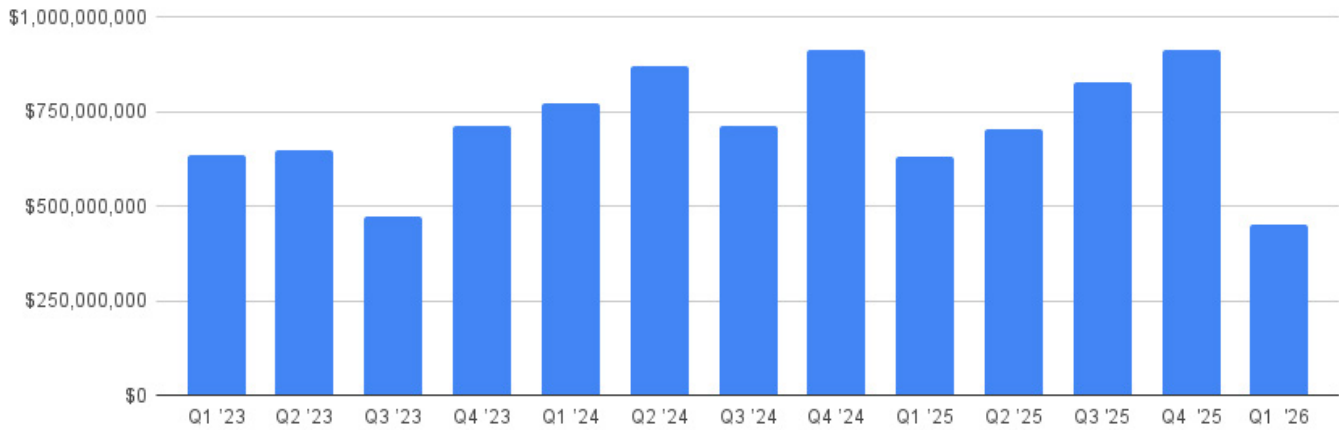


Sales

Atlanta’s retail investment market in Q1 2026 reflects a measured pace, shaped by disciplined underwriting and selective capital deployment. Quarterly sales volume totaled approximately \$450 million, below recent peaks, as investors remain cautious amid evolving financing conditions. Over the past 12 months, pricing has averaged roughly \$230/SF, holding above the five-year average and signaling continued confidence in long-term fundamentals. Activity is concentrated in grocery-anchored centers and well-located suburban assets with stable cash flow, while value-add opportunities in intown districts attract redevelopment-focused capital. As bid-ask expectations continue to align, transaction activity is expected to remain steady, favoring assets with durable income and clear upside potential.

Atlanta Retail Sales Volume

Source: CoStar Group, Inc.



Significant Sales

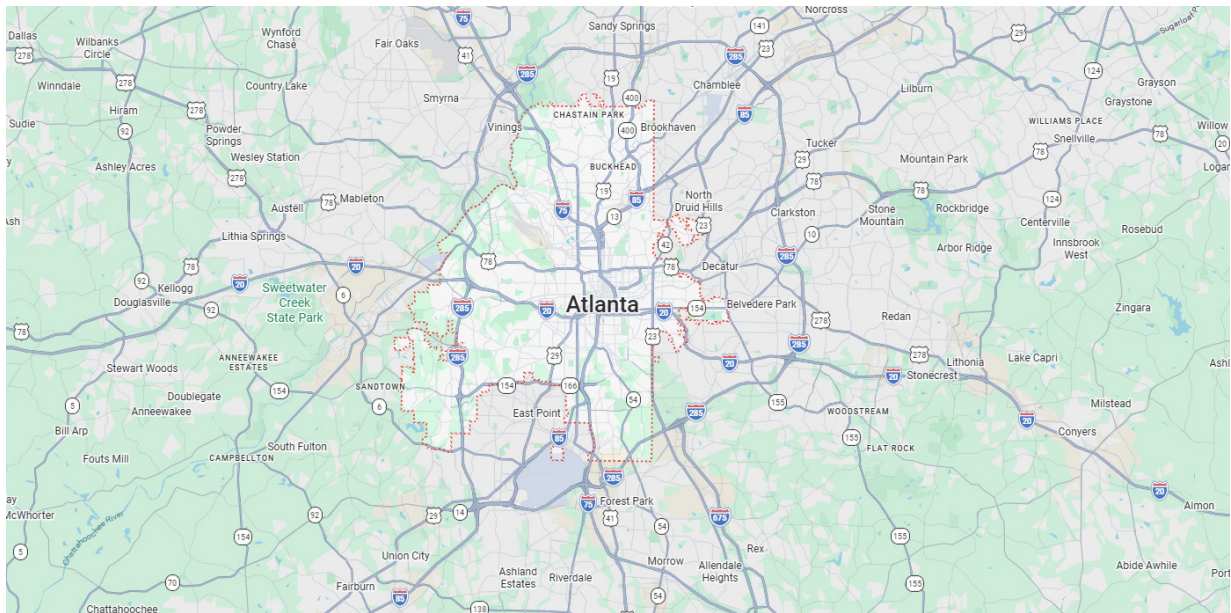
Source: CoStar Group, Inc.

Address	Year Built	SF	Sale Date	Price	Price/SF
2100 Riverside Pky	1990	273,023	03/04/2026	\$23.4M	\$85.71
8811 Hwy 92	1994	61,433	01/20/2026	\$18.6M	\$302.77
3711 Buford Dr	2010	42,175	03/23/2026	\$18M	\$426.79
1111 Lower Fayetteville Rd	2007	69,847	01/15/2026	\$15.45M	\$221.19
2558 Shallowford Rd NE	2002	46,219	02/27/2026	\$14.6M	\$315.89
1851 Market St	2012	21,408	03/30/2026	\$14.35M	\$670.54
831 Auburn Rd	2008	75,200	01/07/2026	\$11.99M	\$159.43
3523 Braselton Hwy	2004	13,710	03/24/2026	\$7.92M	\$577.38
720 Commerce Dr	1968	77,101	01/09/2026	\$7.45M	\$96.57
3103 Cobb Pky NW	2001	20,350	02/11/2026	\$6.7M	\$329.24

Submarket Highlights

Source: CoStar Group, Inc.

Submarket	Vacancy	Market Rent Per SF	SF Under Construction
Roswell/Alpharetta	4.5%	\$31.30	34.9K
Gwinnett Mall/Duluth	8.8%	\$25.95	17K
Cumming/Forsyth County	2.1%	\$26.29	166K
Suwanee/Buford	2.3%	\$42.44	66.5K
Buckhead/Lenox	3.0%	\$23.78	0
Cherokee/Woodstock	2.0%	\$22.80	80.3K
Kennesaw/NW Cobb	2.4%	\$26.30	35.1K
Town Center/Marietta	8.2%	\$35.46	59.2K
Sandy Spring/N Ctrl	5.6%	\$19.27	110K



For more information, please contact a
Matthews™ specialized agent.

MATTHEWS™

Disclaimer: This information has been produced by Matthews™ solely for information purposes and the information contained has been obtained from public sources believed to be reliable. While we do not doubt their accuracy, we have not verified such information. No guarantee, warranty or representation, expressed or implied, is made as to the accuracy or completeness of any information contained and Matthews™ shall not be liable to any reader or third party in any way. This information is not intended to be a complete description of the markets or developments to which it refers. All rights to the material are reserved and can-not be reproduced without prior written consent of Matthews™.