



Upstate, South Carolina | Q4 2024  
**INDUSTRIAL MARKET REPORT**

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## INDUSTRIAL MARKET REPORT

Market Indicators	Current Q4 2024		Prior Q3 2024	Year Ago Q4 2023
Inventory	280,772,208	▲	277,961,851 SF	273,075,129 SF
Vacancy	10.3%	▲	9.5%	9.3%
Net Absorption	208,669 SF	▼	331,686 SF	498,730 SF
Market Rent/SF	\$5.20	▲	\$5.13	\$5.12
Availability	33.7M SF   11.8%	▼	36.1M SF   12.7%	32.2M SF   11.4%
Under Construction   Delivered	4,877,001 SF   6	▼	7,152,918 SF   6	10,181,479 SF   18

### INDUSTRIAL OVERVIEW

The Greenville-Spartanburg area, also known as South Carolina's Upstate, has become a destination for auto parts makers and other manufacturers and distributors looking to locate near BMW's largest global production facility in Spartanburg. Greenville's location along the Interstate 85 corridor, which has accounted for a substantial share of the population and job growth in the Southeastern United States over the past decade, has also attracted distributors from major retailers in recent years.

Developers have added more than 12 million SF of mostly large-box logistics space since 2020. Those supply additions have outpaced demand in six of the eight past quarters and vacancy rates rose roughly 300 basis points from all-time lows in 2022. At the same time, leasing volume in the largest industrial spaces slowed as retailers limited inventory expansions. Demand for smaller-box

spaces, where supply additions have been more limited and tenants tend to be more locally focused, has held up better.

The balance between industrial supply and demand has seen a dramatic shift in Spartanburg heading as of early 2025. A smaller market in the Upstate region of South Carolina, Spartanburg has seen a wave of new supply over the past two years that has pushed vacancies up more than 10 percentage points. Demand has slowed at the same time as this record level of new supply delivered, particularly for the largest boxes, which have made up the majority of new construction. The delivery of more than 18 million SF of new, largely speculative, space lifted vacancies to a record high.

Source:  CoStar

*"As we start the new year, we will see construction continue to slow for speculative large box industrial. This should allow for positive absorption and stabilized rental rates in 2025. Small to medium bay industrial remains limited in supply with lower vacancy. Sales transactions are down, with an uptick in cap rates. We have reasons for optimism: A one million square foot building just closed in Southchase for \$103 per square foot. In addition, Amazon has closed on their site in Fountain Inn at \$117,000 per acre. With these indicators, and with election uncertainty finally behind us, we expect a healthy industrial market to continue this year."*

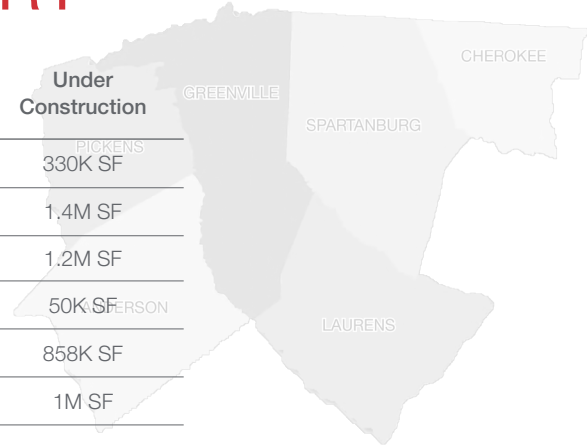


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	Inventory	Rental Rate	Vacancy	Availability	Net Absorption	Under Construction
Anderson	36.5M SF	\$5.26	5.0%	6.6%	157K SF	330K SF
Cherokee	13.1M SF	\$4.33	13.5%	16.6%	159K SF	1.4M SF
Greenville	85.1M SF	\$5.47	6.2%	7.8%	136K SF	1.2M SF
Laurens	16.1M SF	\$4.50	5.6%	12.9%	686K SF	50K SF
Pickens	7.5M SF	\$4.16	2.1%	5.2%	(14K) SF	858K SF
Spartanburg	122M SF	\$5.29	15.5%	15.9%	(916K) SF	1M SF



### GREENVILLE COUNTY | INVENTORY 85.1M SF

VACANCY Q4: 6.2%  
Q3: 6.4%

RENTAL RATE Q4: \$5.47  
Q3: \$5.55

ABSORPTION Q4: 136K SF  
Q3: 23K SF

### SPARTANBURG COUNTY | INVENTORY 122M SF

VACANCY Q4: 15.5%  
Q3: 13.4%

RENTAL RATE Q4: \$5.29  
Q3: \$5.23

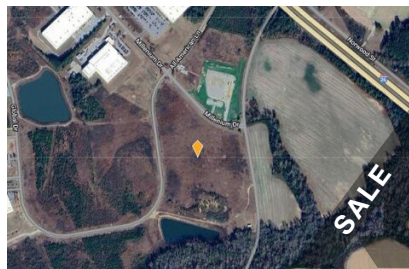
ABSORPTION Q4: (916K) SF  
Q3: (508K) SF

Source: CoStar

### NOTABLE TRANSACTIONS



1120 E. Mount Olive Road | Cowpens, SC  
1,188,940 SF  
Grice Hunt, SIOR, Clay Williams, SIOR, Will Coker, Tom Daniel, & James Malm



Millennium Dr & Big Buck Blvd | Orangeburg, SC  
30 Acres  
Hunter Garrett, CCIM, SIOR, John Staunton, SIOR, Josh Kenyon, Tom Daniel, James Malm, CCIM, Hal Johnson, SIOR, & Kenny Thompson



2424 Dry Pocket Road | Greer, SC  
9,840 SF  
Alex Campbell

### ABOUT NAI EARLE FURMAN

NAI Earle Furman (NAIEF) is the Upstate's largest commercial real estate brokerage and property management firm and has been providing superior results to its clients for over thirty years. With three Upstate offices, NAIEF delivers creative solutions to ensure client success while promoting a culture of collaboration, drive, and innovation. The company's unique shareholder-owned structure creates an engaging environment which thrives on mentorship and common goals. Invested in the community and its people, the NAIEF team is committed to being experts in the field of commercial real estate and improving the Upstate market through its wide range of quality client services. In 2017, NAI Earle Furman and North Carolina's NAI Piedmont Triad joined forces to form a creative commercial real estate collaboration across state lines. The teams expanded their market footprint in 2019 by partnering with the newly rebranded NAI Columbia (formerly Avant) group operating in the South Carolina Midlands, and later merged in January 2023. In 2024, NAI Piedmont Triad opened its third location in Winston-Salem, NC bringing the total number of combined offices to seven. This strategic alliance equally benefits all three firms with additional manpower, expanded resources, and everevolving cross-market projects fueled by combined expertise. Learn more at [www.naief.com](http://www.naief.com)