Orlando

Industrial market snapshot | Q3 2025

Momentum drove Orlando's industrial market in Q3 2025, with 1.5 million square feet absorbed and vacancy tightening by 40 basis points to 7.4%. Asking rents eased to $11.18 psf NNN, down 2.7% year-over-year, yet remain structurally higher than pre-pandemic levels. Mid- and large-bay projects now dominate the development pipeline while small-bay and big-box deliveries recede, reflecting Orlando's evolution into a market where demand is consolidating around mid-sized buildings. With Orlando leading Florida in both population and job growth, tenant demand is set to increase, positioning the market for continued absorption and more measured rent growth as supply pipelines adjust into 2026.

$11.18 psf

Q3 2025 asking rents averaged **$11.18 psf/NNN**, down 2.7% since Q3 2024, reflecting a modest year-over-year decline.

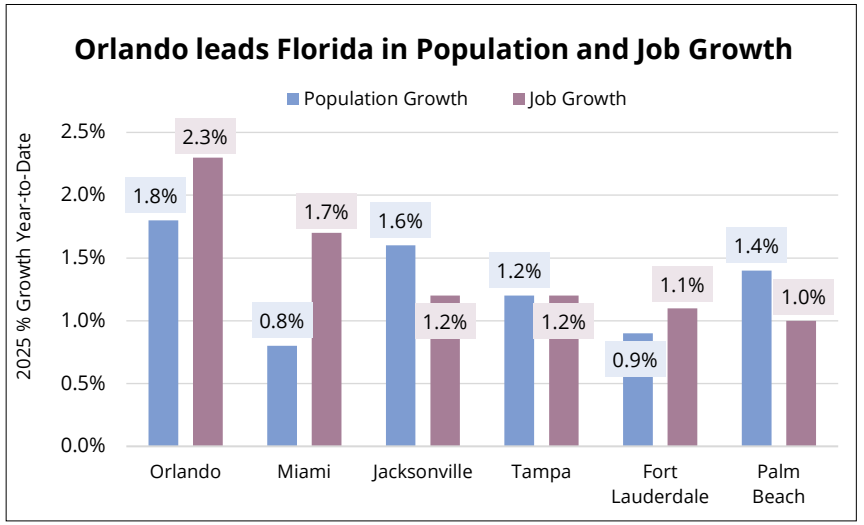
1.52 msf

Net absorption accelerated to **+1,518,508** square feet in Q3 2025, building on Q1 momentum and sustaining the recovery following a single negative quarter in Q2.

7.4%

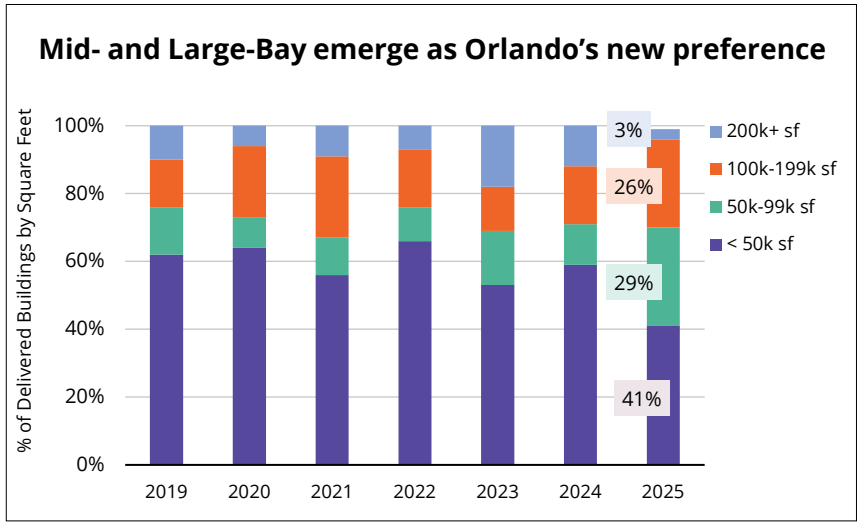
Vacancy fell 40 basis points from 7.8% in Q2 to **7.4%** in Q3 2025, signaling a healthier environment despite ongoing new deliveries.

Orlando leads Florida in Population and Job Growth



Orlando stands out as Florida's demographic and economic growth leader, posting 1.8% population growth alongside 2.3% job growth, both the highest among major Florida markets. This trend reinforces Orlando's role as a magnet for labor and logistics. For owners, assuring access to a strong talent base, and for occupiers, fueling customer demand and improving operational efficiency.

Mid- and Large-Bay emerge as Orlando's new preference



In 2025, Orlando's development pipeline pivoted as 50k-99k sf and 100k-199k sf projects accounted for 55% of deliveries, while small-bay and big-box development scaled back sharply. Land constraints and the slower lease-up of big-box product are steering new projects toward infill, mid-size buildings.

Source: Avison Young Market Intelligence, CoStar

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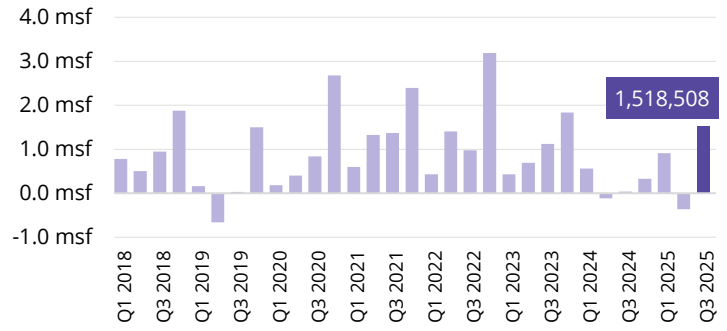
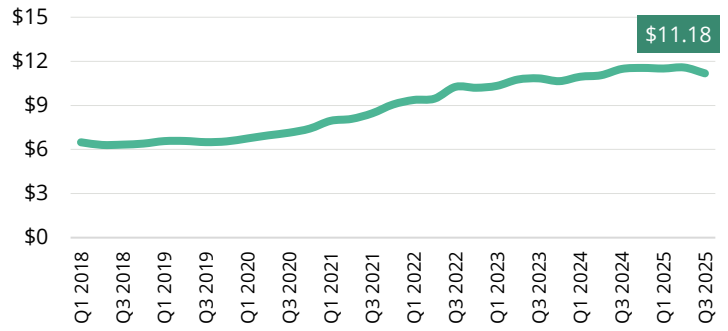
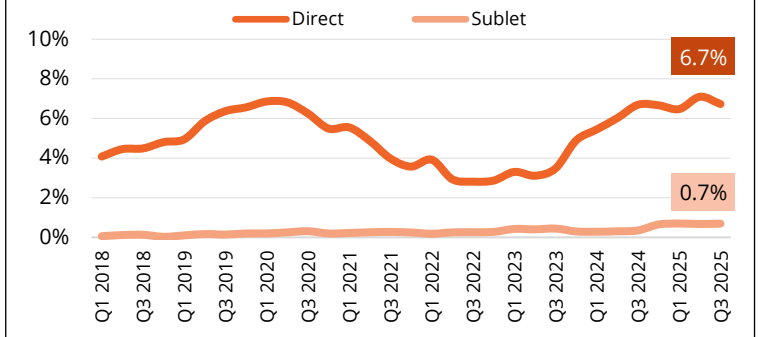
Net absorption (sf)



Direct asking rents (psf/NNN)



Vacancy



Recent leasing activity

Tenant	Address	Size (sf)	Transaction type	Lease type
Ferguson Enterprises	10990 Boggy Creek Rd	342,720	New	Direct
407 Sports	510 Corporate Park Dr	71,228	New	Direct
Confidential	240 Deen Still Rd	66,401	New	Direct
Hastens Beds	4554 Portier St	52,355	New	Direct

Recent sales activity

Buyer	Address	Sale price	Sale price psf	Seller
EQT Real Estate	10601 Southport Dr [1]	$37,761,540	$129	Mapletree Investments
LRC Properties	5700-5712 Dot Com Ct Portfolio [2]	$33,250,000	$158	TerraCap Managment
McCraney Property Co.	1801 Cypress Lake Dr	$23,000,000	$136	Veyer
Fort Capital	4127 Silver Star Rd	$9,400,000	$156	Williams Company

Note 1: Part of a 12-property portfolio sale
Note 2: 3-Property portfolio sale
Source: Avison Young Market Intelligence, CoStar

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Get in touch

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Location	Existing inventory sf	Deliveries sf (YTD)	Under development sf	Direct vacancy	Sublet vacancy	Total vacancy	Total vacancy change (YoY)	Net absorption (3QTD)	Net absorption (YTD)	Annual direct asking rent psf NNN
Airport-Southeast	41,825,754	715,783	1,994,383	6.2%	0.4%	6.6%	0.2%	173,134	816,772	$11.50
Orlando Central Park	20,556,883	89,305	-	6.5%	0.4%	7.2%	3.5%	(404,833)	(401,331)	$11.22
Northwest	19,175,635	1,159,946	207,754	16.5%	2.9%	19.4%	(1.1%)	1,609,632	1,617,573	$9.18
Longwood/Lake Mary/Sanford	13,483,271	-	-	5.1%	0.0%	5.1%	(2.0%)	129,119	186,133	$11.07
NE Orange County Ind	11,603,800	-	-	3.5%	0.0%	3.5%	(1.0%)	17,690	159,755	$12.36
North Central	11,426,447	-	-	6.1%	0.4%	6.3%	1.3%	(15,628)	(52,918)	$11.46
Southwest	11,414,352	-	-	3.0%	0.1%	3.2%	0.0%	57,599	(175,232)	$10.99
Silver Star Corridor	10,777,905	315,774	112,000	4.1%	0.8%	4.9%	2.0%	(58,615)	6,927	$13.31
Osceola County	8,089,877	84,886	263,329	4.9%	0.5%	5.4%	(0.9%)	34,919	173,135	$15.35
Davenport	6,013,590	-	-	1.7%	0.0%	1.7%	(4.0%)	-	12,000	-
University/East Side	5,453,742	-	-	11.5%	1.9%	13.4%	3.2%	(42,555)	(224,036)	$13.31
33rd Street	1,687,560	-	-	4.2%	0.7%	4.9%	3.0%	(13,454)	(46,423)	$15.47
Market total	**161,508,816**	**2,365,694**	**2,577,466**	**6.7%**	**0.7%**	**7.4%**	**0.4%**	**1,518,508**	**2,072,355**	**$11.18**

Type	Existing inventory sf	Deliveries sf (YTD)	Under development sf	Direct vacancy	Sublet vacancy	Total vacancy	Total vacancy change (YoY)	Net absorption (3QTD)	Net absorption (YTD)	Annual direct asking rent psf NNN
Warehouse/Distribution	145,428,894	2,365,694	2,514,466	6.9%	0.7%	7.6%	0.4%	1,490,612	2,115,798	$10.80
Flex	16,079,922	-	63,000	5.2%	0.7%	5.8%	(0.5%)	27,896	(43,443)	$15.37
Market total	**161,508,816**	**2,365,694**	**2,577,466**	**6.7%**	**0.7%**	**7.4%**	**0.4%**	**1,518,508**	**2,072,355**	**$11.18**

Source: Avison Young Market Intelligence, CoStar

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