

The Omaha retail market attracts retailers and investors new to the metro and Nebraska



Note: Arrows indicate change from previous quarter.

Market Summary

- Vacancy remained flat at 6.0% quarter-over-quarter, is 20 basis points higher than one year ago, and 80 basis points lower than three years ago. Vacancy in the Omaha market is 310 basis points lower than at the height of the Covid-19 pandemic in 2020.
- Net absorption in the Omaha retail market was positive 70,658 square feet in the fourth quarter of the year, bringing year-to-date absorption to 121,956 square feet .
- Zero properties 10,000 sq. ft. or greater in size delivered to the Omaha market in the fourth quarter.
- There are ten properties totaling 490,377 sq. ft. under construction in the Omaha market. Approximately 70% of this space is either pre-leased or build-to-suit space. By submarket, approximately 47.5% of the space under construction is located in the West Dodge Corridor submarket.
- Average asking rents are \$16.79 per square foot on a triple net basis, which is \$0.55, or 3.4%, higher than the third quarter of 2025 and \$1.25, or 8.0% higher than one year ago.

Figure 1: Under Construction, Completed and Vacancy Rate



Source: CBRE Research Q4 2025

Market Statistics

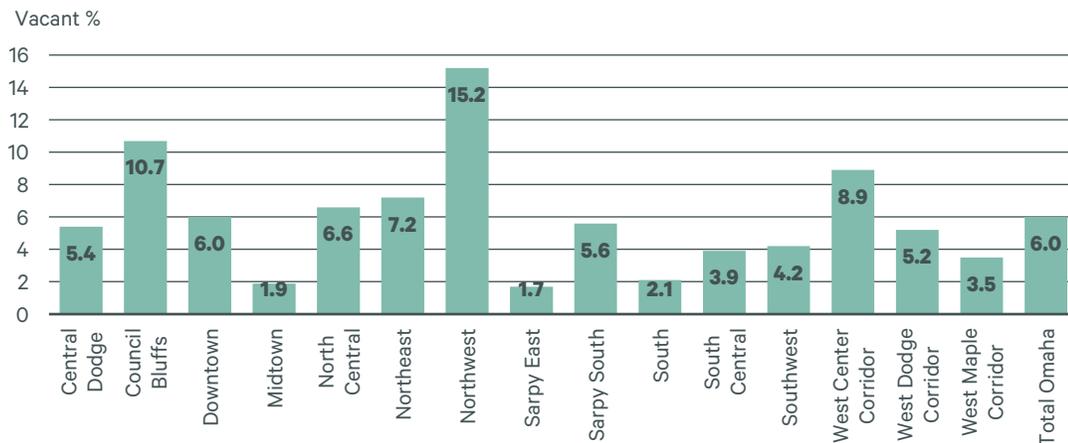
Sales

Federal Realty Investment Trust’s purchase of Village Pointe Shopping Center, occurred in the Omaha market in December. The purchase price was \$153,300,000, or \$319.83 per sq. ft. Federal Realty is an S&P 500 real estate company with best-in-class retail holdings typically found on the coasts. According to Don Wood, President and CEO of Federal Realty, Village Pointe was chosen because “it exhibits the core traits of our top-performing centers: strong tenant sales, an attractive consumer base and limited competing supply.”

Construction

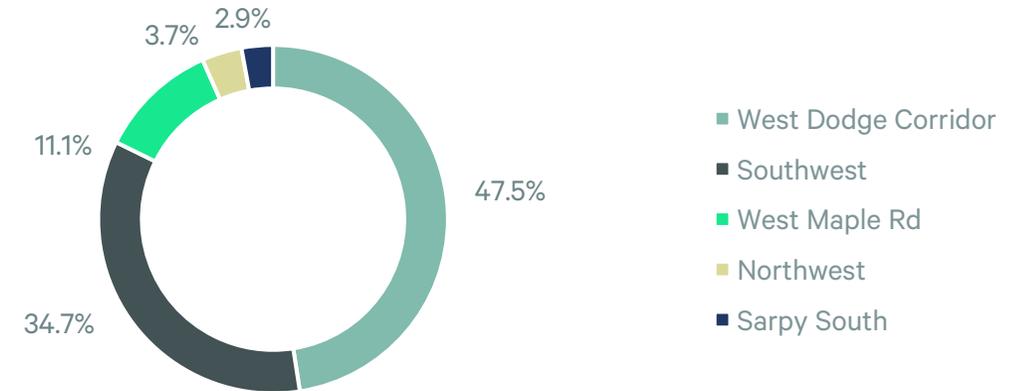
A new project was announced and is under way at the southeast corner of 192nd Street and West Dodge Road. The first retail project announced at Avenue One, a mixed-use development, is a 233,000 sq. ft. project that is approximately 75% pre-leased or under negotiation. Tenants announced are Arhaus, West Elm, Pottery Barn and Williams Sonoma. This marks the first location in Nebraska for both Arhaus and West Elm. According to developer, Poag Development Group, only 45,000 square feet has been publicly announced, with several additional tenants to be revealed in the coming months. A press release states that “The tenant mix is designed to reflect both national brands and local favorites.”

Figure 2: Vacancy Rate by Submarket



Source: CBRE Research, Q4 2025

Figure 3: Under Construction Square Footage by Submarket



Source: CBRE Research, Q4 2025

Figure 4: Key Transactions

Tenant/Buyer	Address	City	Submarket	Type	Size (SF)
Federal Realty Investment Trust	Village Pointe, 17305 Davenport St	Omaha	West Dodge Corridor	Sale	479,314
Rush Market	West Grayhawk, 14919 Evans Plz	Omaha	West Maple Corridor	Lease	28,000
LPIF Foundation	Peaches Plaza, 7503 Pacific St	Omaha	South Central	Sale	25,862
Medical Office/Gym	The Plaza at Mid America Center, 40 Arena Way	Council Bluffs	Council Bluffs	Lease	17,500
PHDL Property LLC	Monarch Place East, 11425 S 72 nd St	Papillion	Sarpy South	Sale	12,784

Source: CBRE Research, Q4 2025

Market Statistics

Figure 5: Overall Market Statistics

Submarket	Building Count	Net Rentable Area (Sq. Ft.)	Vacancy Rate (%)	Net Absorption (Sq. Ft.)	Under Construction (Sq. Ft.)	Deliveries (Sq. Ft.)	Avg. NNN Asking Rate (\$/SF)
Central Dodge	63	3,237,316	5.4	14,312	0	0	26.31
Council Bluffs	85	3,966,062	10.7	13,549	0	0	12.42
Downtown	28	526,908	6.0	(15,156)	0	0	20.59
Midtown	32	658,927	1.9	(1,020)	0	0	18.16
North Central	60	2,189,292	6.6	672	0	0	11.79
Northeast	34	1,121,495	7.2	(18,972)	0	0	13.85
Northwest	24	514,477	15.2	(7,929)	18,364	0	18.03
Sarpy East	57	1,906,052	1.7	(1,600)	0	0	11.47
Sarpy South	78	3,310,966	5.6	24,092	14,418	0	16.18
South	53	1,512,260	2.1	13,170	0	0	18.06
South Central	85	2,741,796	3.9	14,570	0	0	15.55
Southwest	117	3,283,154	4.2	(634)	170,080	0	14.45
West Center Corridor	145	6,087,013	8.9	11,680	0	0	14.64
West Dodge Corridor	79	2,684,376	5.2	10,214	233,000	0	21.29
West Maple Corridor	91	3,159,749	3.5	13,710	54,515	0	17.21
TOTAL OMAHA	1,031	36,899,843	6.0	70,658	290,377	0	16.79

Source: CBRE Research, Q4 2025

Market Statistics

Figure 6: Overall Market Statistics by Product Type

Subtype	Building Count	Net Rentable Area (Sq. Ft.)	Vacancy Rate (%)	Net Absorption (Sq. Ft.)	Under Construction (Sq. Ft.)	Deliveries (Sq. Ft.)	Avg. NNN Asking Rate (\$/SF)
Community / Neighborhood Centers	255	11,167,064	6.4	39,981	42,000	0	16.02
Free-standing / General Retail	448	12,868,901	3.6	(38,814)	202,241	0	16.23
Lifestyle / Power / Outlet Centers	113	6,409,723	5.4	62,389	233,000	0	17.93
Regional Malls	28	3,025,523	16.8	12,942	0	0	20.20
Strip Centers	187	3,428,632	5.9	(5,840)	13,136	0	13.58
TOTAL OMAHA	1,031	36,899,843	6.0	70,658	490,377	0	16.79

Figure 7: Overall Market Statistics by Vintage

Vintage	Building Count	Net Rentable Area (Sq. Ft.)	Vacancy Rate (%)	Net Absorption (Sq. Ft.)	Under Construction (Sq. Ft.)	Deliveries (Sq. Ft.)	Avg. NNN Asking Rate (\$/SF)
1949 and older	70	1,358,058	2.3	1,450	0	0	15.87
1950-1974	164	5,934,749	7.1	8,114	0	0	13.16
1975-1999	318	12,265,582	9.8	15,987	0	0	14.46
2000 and newer	479	17,341,454	3.4	45,107	0	0	19.39
Under Construction	9	362,377	n/a	n/a	490,377	0	27.16
TOTAL OMAHA	1,040	37,157,220	6.0	70,658	490,377	0	16.79

Source: CBRE Research, Q4 2025

Economic Summary

National

The U.S. economy is sending some mixed signals. Financial markets are focused on the upside, particularly AI's sizable contribution to growth in recent quarters. Some indicators of business activity, such as capital goods orders, are improving, and strengthening credit markets are helping to usher real estate into a new cycle. The picture gets more melancholy when looking at households. Consumer confidence remains weak, with spending reportedly driven by a smaller segment of affluent households. This mosaic of data suggests that annual average GDP growth will be steady in 2026, at 2%, but a touch softer than in 2025. A key catalyst is a softer labor market, as companies are 'slow to hire, slow to fire'—a trend that is likely to last a few quarters. A consequence of this outlook is softer inflation and long-term bond yields trending just below 4% by H2 2026.

Local

The U.S. Census Bureau announced earlier this year that the Omaha metropolitan area now has a population of over 1 million. There are several projects underway and announced to accommodate this population growth and carry Omaha into the future.

According to the Omaha World Herald, a spokesperson for Eppley Airfield estimated a record number of travelers, 275,000, to pass through the airport during the 18-day winter holiday travel period. This represents a projected 4.6% increase in travelers over the same period in 2024. A \$1 billion terminal modernization project is currently under way, which will nearly double the size of the existing terminal at Eppley Airfield. This project is expected to be completed in 2028 and will better accommodate the increase in travel to and from Omaha. Additionally, this expansion has the expected result of adding year-round non-stop international destinations to the Caribbean and Mexico as demand grows.

A \$421 million streetcar project is under way and expected to be completed in 2028. The streetcar will connect the Blackstone district, beginning at South 40th Street, to Downtown, ending at South 8th Street, along Farnam Street. Infrastructure work, including work on gas utility lines, water, sewer and power lines is happening through 2027, with mainline track

Local (cont.)

construction expected to begin in 2026 and continue through 2028.

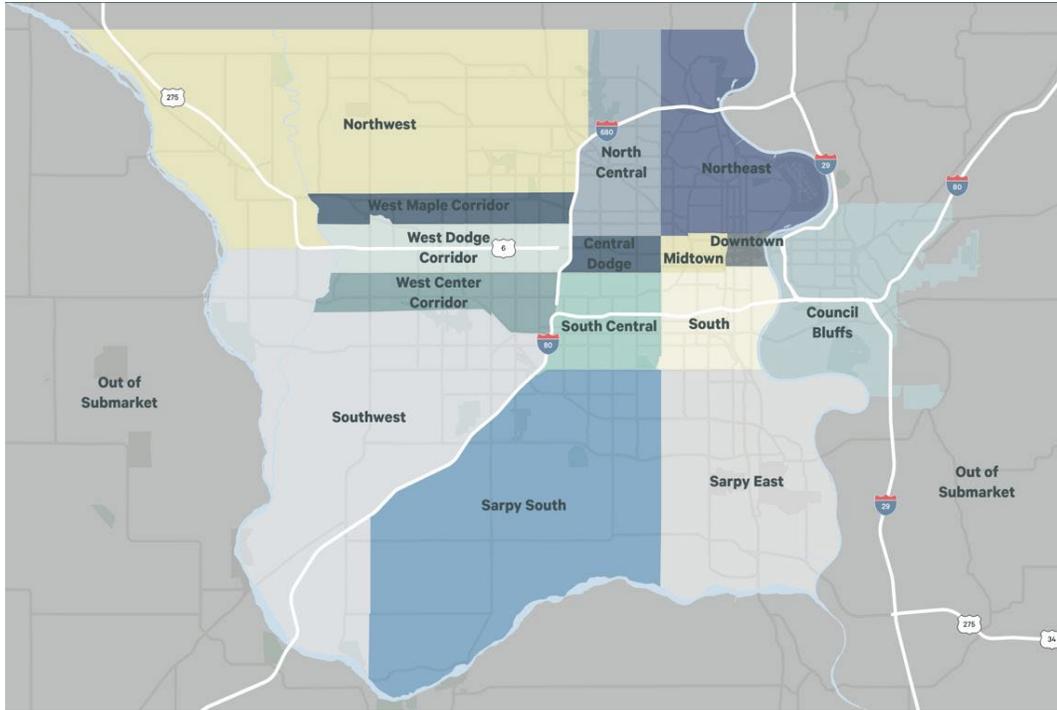
Construction of the streetcar will benefit businesses along the route in the long run. However, in the short-term these businesses are experiencing low foot traffic and lagging sales due to the construction happening outside their doors. In an effort to encourage consumers to visit these retailers in the interim the city launched a Future Riders Passport Program, offering visitors a chance to win prizes. City leaders assure businesses that utility and road work is complete, the project is expected to have less impact on the public. Construction of the actual streetcar line will be more linear and less disruptive to pedestrians and motorists than the utility projects.

The downtown and north downtown areas of Omaha have seen much development over the past decade. A new project, a 20-acre mixed-use district in north downtown that will be anchored by a new soccer stadium, will be built on un-used land owned by Union Pacific Railroad. The stadium will be home to Union Omaha, Nebraska's professional soccer team and the future home of a women's professional soccer team. The stadium will have a capacity of 8,500. The mixed-use development will include retail, dining and housing as well and will cost between \$300 million and \$400 million. The city reports that most of the cost of the development will be covered by private investment. Groundbreaking will take place in 2026 with an estimated completion date in 2028. The stadium will be owned by the city and leased to a group affiliated with Union Omaha.

In Conclusion

- Vacancy remains low while under construction square footage remains measured in the local retail market.
- No retail properties greater than 10,000 sq. ft. delivered to the local market in the fourth quarter of 2025, however some significant projects are under construction.
- Average asking rents increased by \$0.55, or 3.4%, quarter-over-quarter in the Omaha retail market.

Market Area Overview



Definitions

Available Sq. Ft.: Space in a building, ready for occupancy within six months; can be occupied or vacant. **Availability Rate:** Total Available Sq. Ft. divided by the total building Area. **Average Asking Lease Rate:** A calculated average that includes net and gross lease rate, weighted by their corresponding available square footage. **Building Area:** The total floor area sq. ft. of the building, typically taken at the “drip line” of the building. **Gross Activity:** All sale and lease transactions completed within a specified time period. Excludes investment sale transactions. **Gross Lease Rate:** Rent typically includes real property taxes, building insurance, and major maintenance. **Net Absorption:** The change in Occupied Sq. Ft. from one period to the next. **Net Lease Rate:** Rent excludes one or more of the “net” costs (real property taxes, building insurance, and major maintenance) typically included in a Gross Lease Rate. **Occupied Sq. Ft.:** Building Area not considered vacant. **Vacancy Rate:** Total Vacant Sq. Ft. divided by the total Building Area. **Vacant Sq. Ft.:** Space that can be occupied within 30 days.

Survey Criteria

Includes all competitive retail buildings 10,000 sq. ft. and greater in size in the Omaha metropolitan area. Buildings under construction includes buildings which have begun development beyond initial site work.

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