

# Positive net absorption and declining availability rate drive increased asking rates

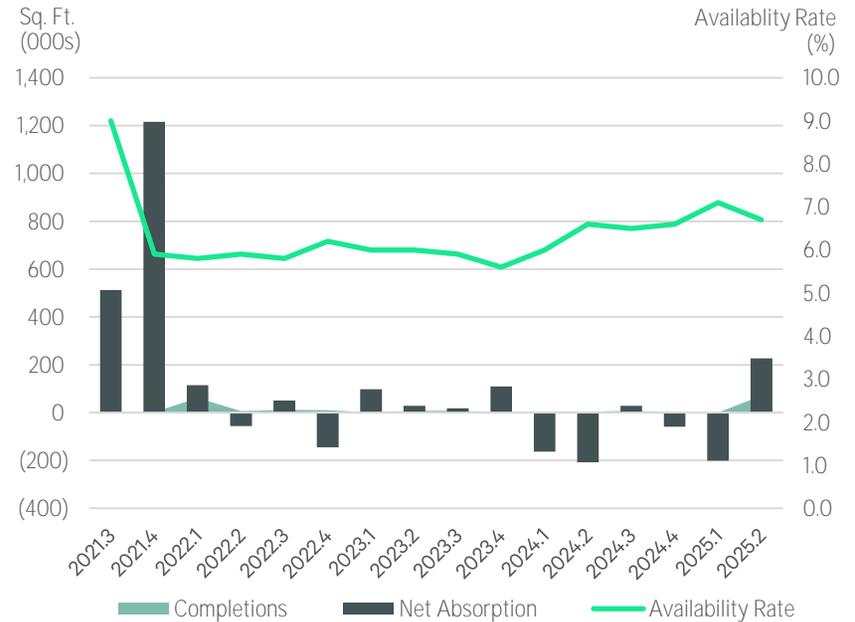
- ▼ **6.7%**  
 Availability Rate
- ▲ **227K**  
 SF Net Absorption (000s)
- ▲ **71K**  
 SF Completed (000s)
- ▲ **\$2.22**  
 Avg. Asking Rent (NNN)

Note: Arrows indicate change from previous quarter.  
 Source: CBRE Econometric Advisors, Q2 2025.

## MARKET HIGHLIGHTS

- The Ventura retail market closed Q2 2025 with an availability rate of 6.7%. This represented a 0.4% decrease from Q1 2025.
- The total retail sq. ft. absorbed in Q2 2025 was positive 227,000 sq. ft., compared to negative 201,000 sq. ft. in Q1 2025.
- There was 71,000 sq. ft. delivered in Q2 2025, compared to no properties in Q1 2025.
- The overall average net asking rent for retail in Ventura ended Q2 2025 at \$2.22, which was up \$0.02 from Q1 2025.
- The total retail investment sales in Q2 2025 amounted to \$5.5 million in total volume, compared to \$11.0 million in Q1 2025.

FIGURE 1: Completions, Net Absorption, and Availability Rate



Source: CBRE Econometric Advisors, Q2 2025.

## Market Overview

FIGURE 2: Market Statistics by Product Type

Market	Inventory (SF, 000s)	Availability Rate (%)	Net Absorption (SF 000s)	Completions (SF 000s)	Net Rent
Lifestyle & Mall	4,197	12.1	(17)	-	\$0.00
Neighborhood, Community & Strip	17,563	8.5	202	68	\$2.25
Power	3,814	5.7	26	-	\$2.33
Street, Freestanding, Other	13,709	3.0	16	3	-
<b>Total Market</b>	<b>39,283</b>	<b>6.7</b>	<b>227</b>	<b>71</b>	<b>\$2.22</b>

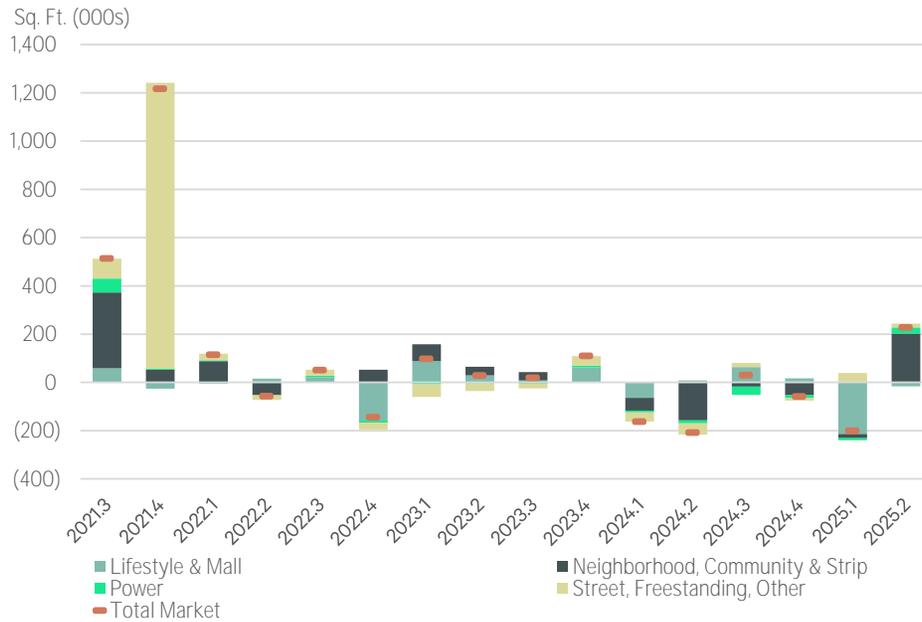
Source: CBRE Econometric Advisors, Q2 2025.

FIGURE 4: Market Statistics by Submarket

Market	Inventory (SF 000s)	Availability Rate (%)	Net Absorption (SF 000s)	Completions (SF 000s)	Net Rent
Total Market	39,283	6.7	227	71	\$2.22
Oxnard-Thousand Oaks-Ventura	39,283	6.7	227	71	\$2.22

Source: CBRE Econometric Advisors, Q2 2025.

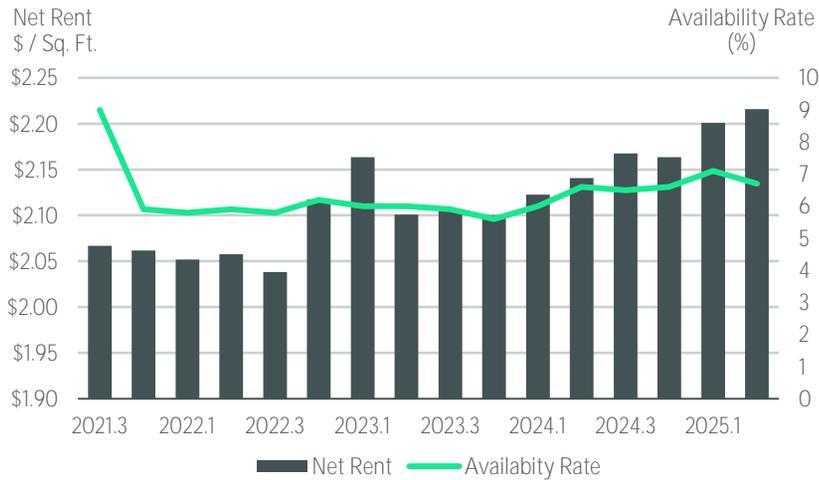
FIGURE 3: Net Absorption by Center Type



Source: CBRE Econometric Advisors, Q2 2025.

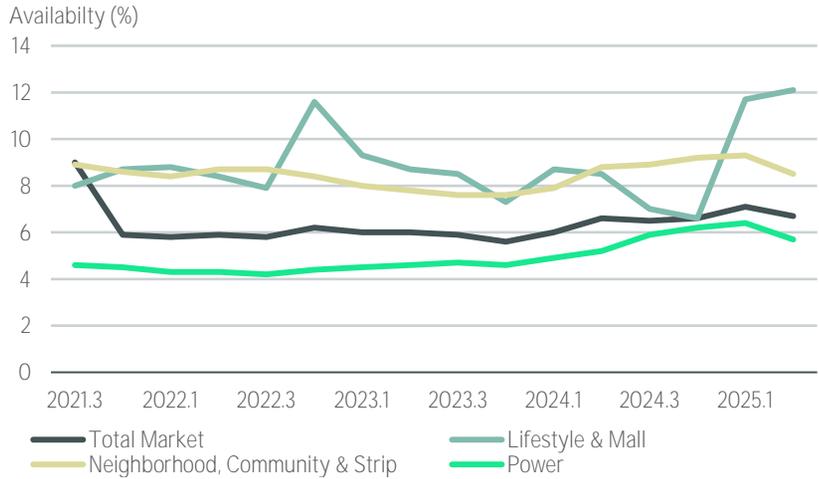
## Asking Rents & Availability

FIGURE 5: Net Asking Rent and Availability Rate



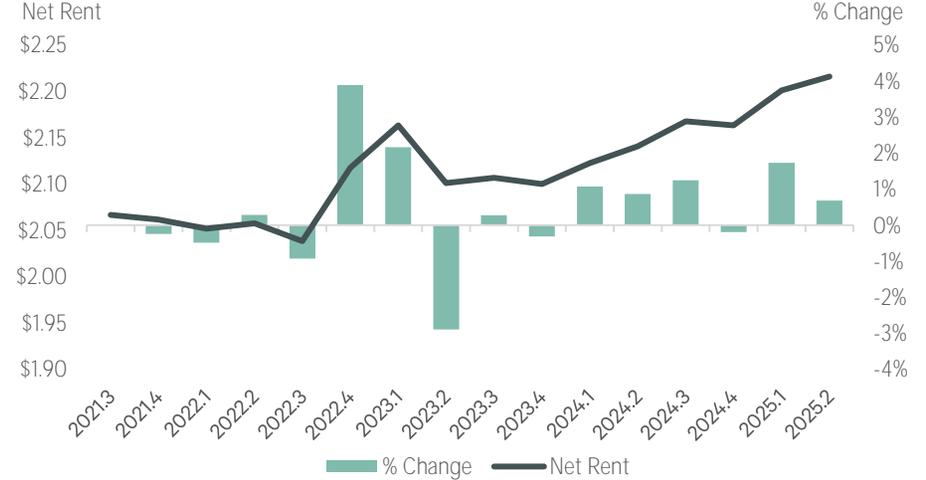
Source: CBRE Econometric Advisors, Q2 2025.

FIGURE 7: Availability by Center Type



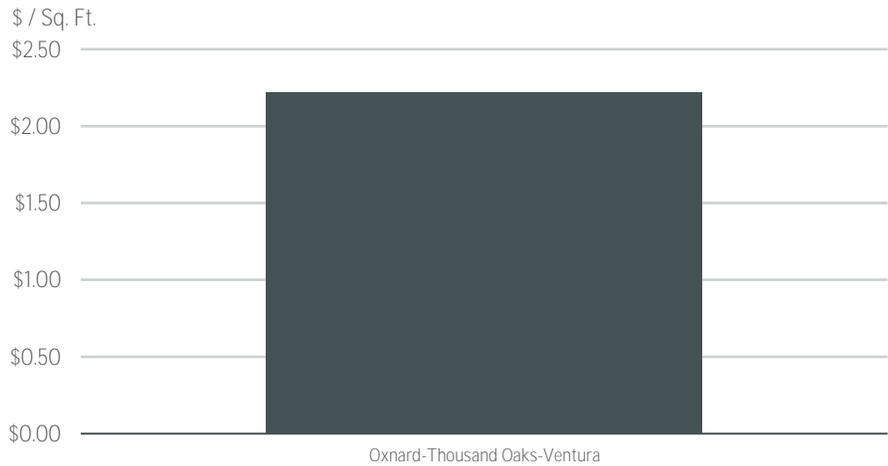
Source: CBRE Econometric Advisors, Q2 2025.

FIGURE 6: Net Rent and % Change



Source: CBRE Econometric Advisors, Q2 2025.

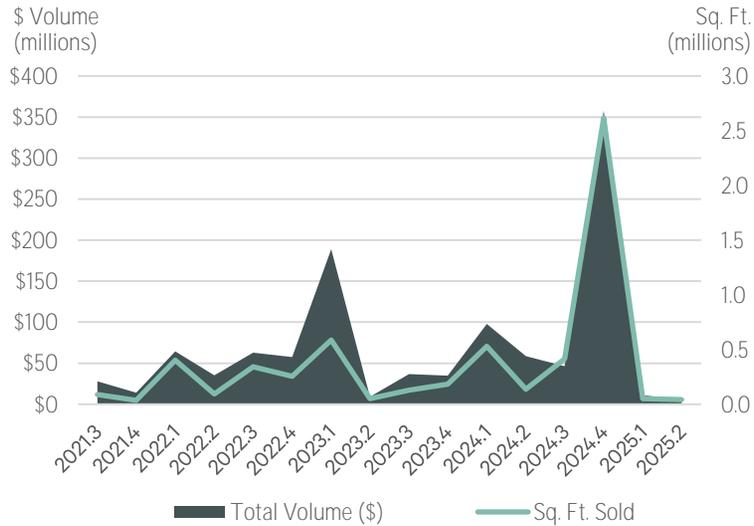
FIGURE 8: Top 5 Submarket by Net Rent



Source: CBRE Econometric Advisors, Q2 2025.

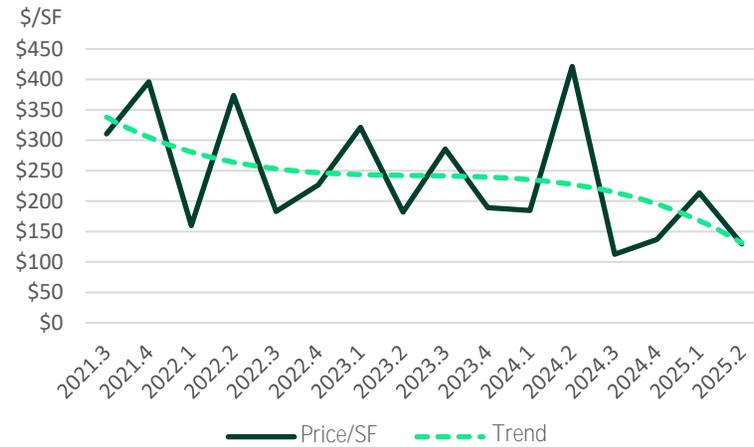
## Investment Sales

FIGURE 9: Retail Investment Sale Volume



Source: MSCI Real Capital Analytics, Q2 2025.

FIGURE 10: Retail Investment Sale Price Per Sq. Ft.



Source: MSCI Real Capital Analytics, Q2 2025.

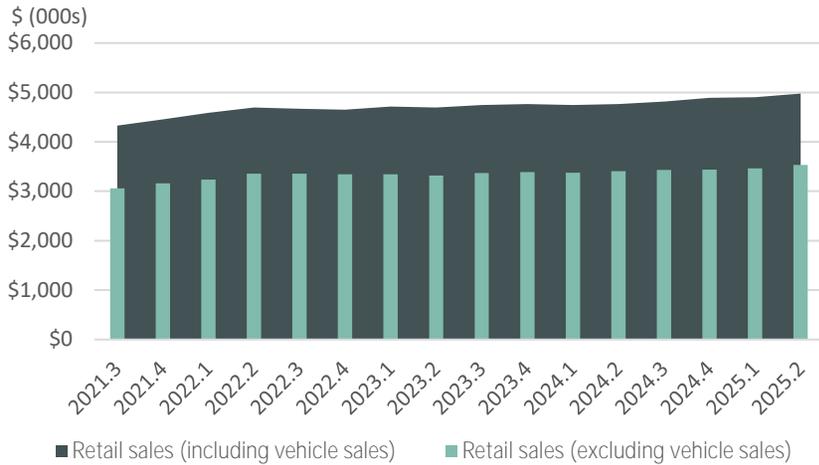
FIGURE 11: Q2 2025 Sale Transactions

Buyer	Property Name	City	Building SF	Sale Price	Price / SF
Valentine Industrial Investors	3639 Harbor Boulevard	Ventura	24,513	\$3,000,000	\$122
Adrian Aliolli	Madera Plaza	Simi Valley	17,967	\$2,515,000	\$140

Source: MSCI Real Capital Analytics, Q2 2025.

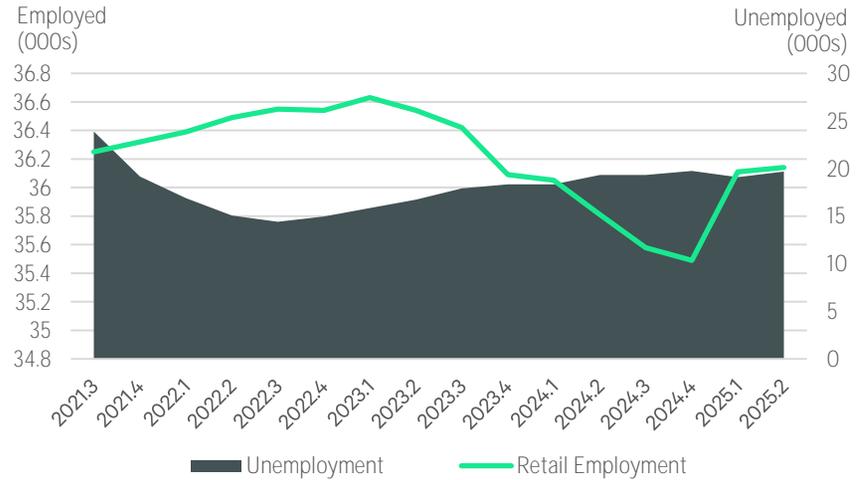
## Economic Overview

FIGURE 12: Total Retail Sales



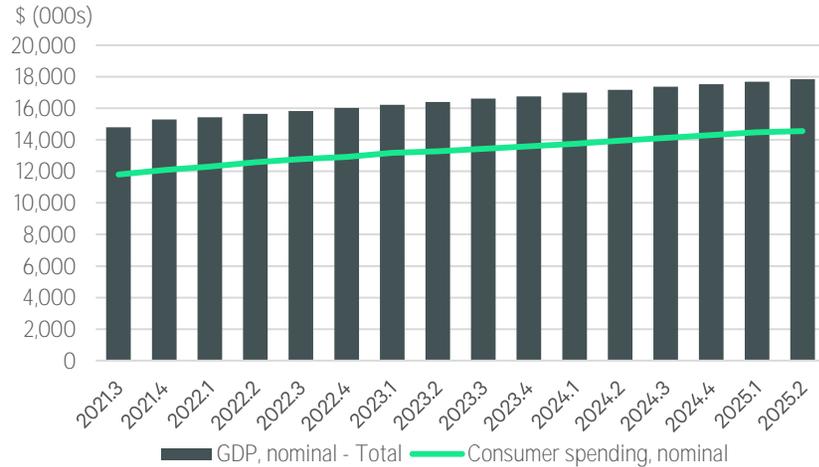
Source: Oxford Economics, Q2 2025.

FIGURE 13: Retail Employment vs. Unemployment



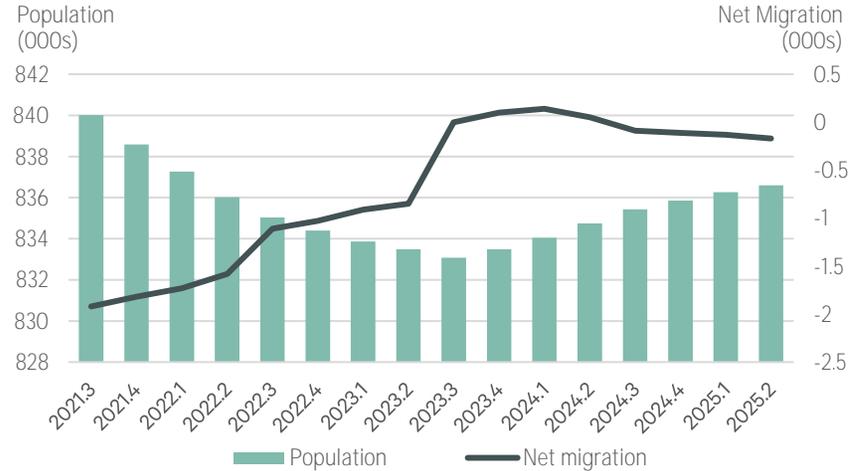
Source: Oxford Economics, Q2 2025.

FIGURE 14: GDP & Consumer Spending



Source: Oxford Economics, Q2 2025.

FIGURE 15: Total Population & Net Migration



Source: Oxford Economics, Q2 2025.

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## Retail Definitions

Neighborhood, community and strip centers are groupings of buildings where there is most often an anchor property (except strip). Neighborhood properties are the largest ranging from 125,000 to 400,000 sq. ft., followed by community at 30,000 to 125,000 sq. ft., and strip with 30,000 or less sq. ft.

Lifestyle are upscale national-chain specialty stores with dining and entertainment in an outdoor setting. Lifestyle centers range from 150,000 to 500,000 sq. ft. Malls, including both regional and super regional malls, can provide a wide range of goods and services. Regional malls are built around full-line department stores and usually range over 300,000 sq. ft. Super regional malls are usually over 750,000 sq. ft. with more department stores.

Power Centers are category-dominant anchors, including discount department stores, off-price stores, and wholesale clubs, with only a few small tenants. They range from 250,000 to 600,000 sq. ft. and have multiple anchors.

Freestanding Retail are single-tenant occupied retail buildings. All other variables may vary.

## Disclaimer

Beginning Q2 2024, CBRE has revised our market coverage for the Los Angeles quarterly Retail Figures report. Statistical metrics are based on data for retail spaces of 1,000 sq. ft. or greater, for retail property types including neighborhood, community and strip centers, lifestyle centers, power centers and freestanding retail (see definitions section for more details). This statistical property data set differs from that used in CBRE Los Angeles Retail Figures reports published prior to Q2 2024.

## Market Definition

The Ventura market consists of the Oxnard, Ventura, and Thousand Oaks submarkets.

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