



# Huntsville Market Report

Huntsville, Alabama Metro Area

*2<sup>nd</sup> QTR, 2025*





## Key Highlights

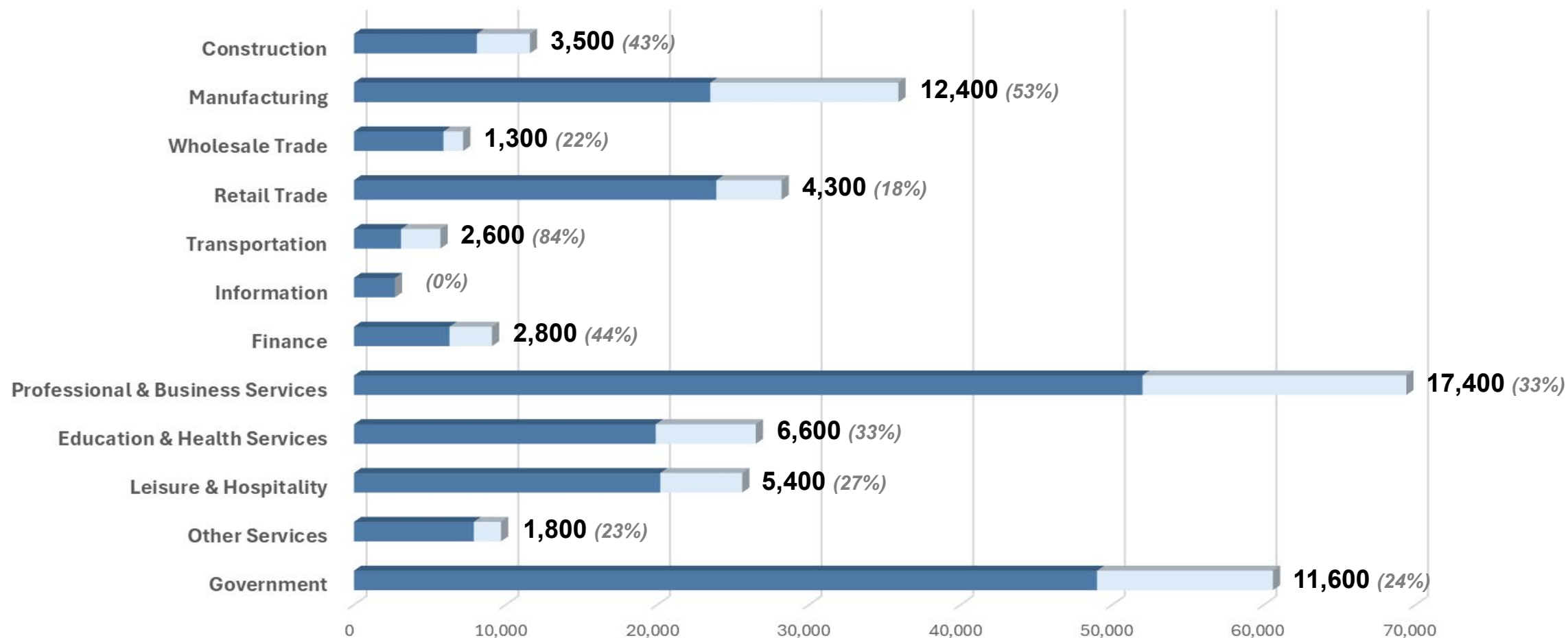
- ❖ Huntsville metro employment is continuing to grow at an increased pace and has significantly outpaced the U.S. in Manufacturing, Transportation, Information & Finance.
- ❖ Unemployment inside the metro is currently a low 2.3%. Population & employment are increasing at an average of 3% per year with workers outside the metro area commuting to fill local jobs.
- ❖ Moody's has projected moderate growth for the U.S. economy over the next five years with the Huntsville community positioned well to outperform the U.S.
- ❖ The Federal Reserve is watching the economy to determine the effects of proposed tariffs on inflation and unemployment before making decisions on rate changes in 2025.



# Employment Growth, 2015-2025

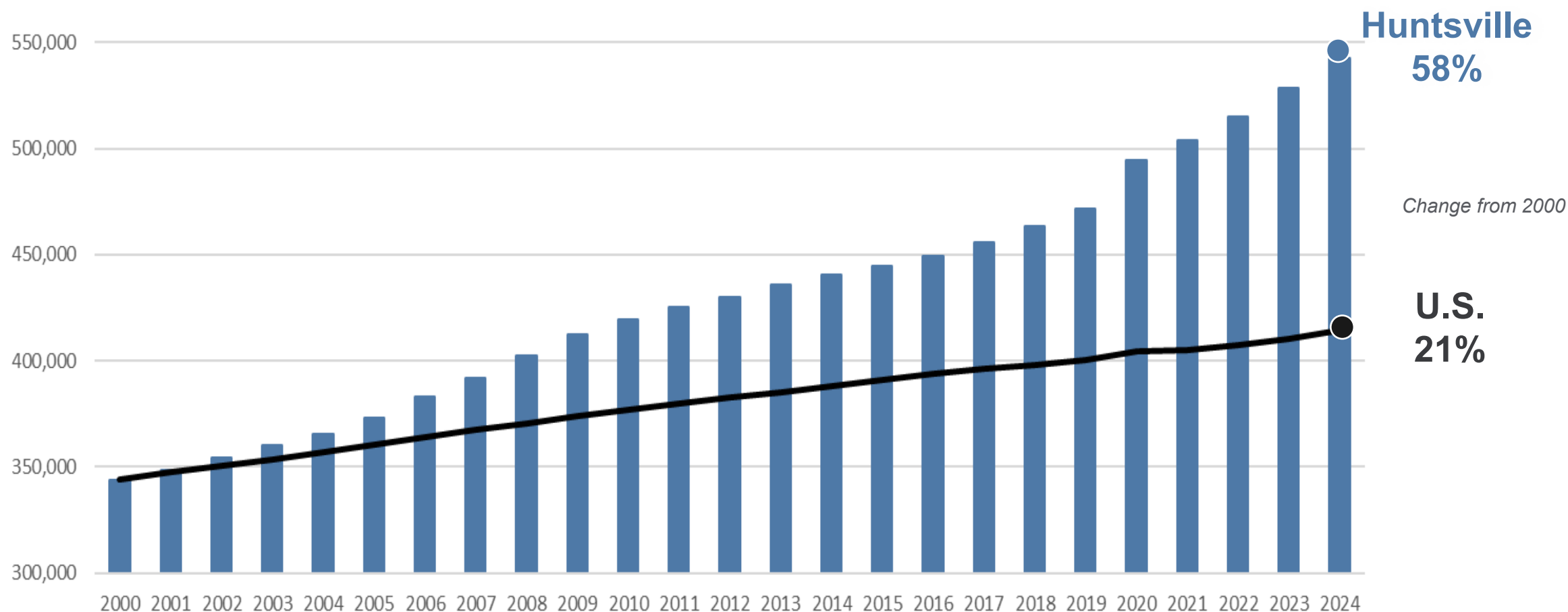
Huntsville Metro Area

■ 2015 ■ 2025



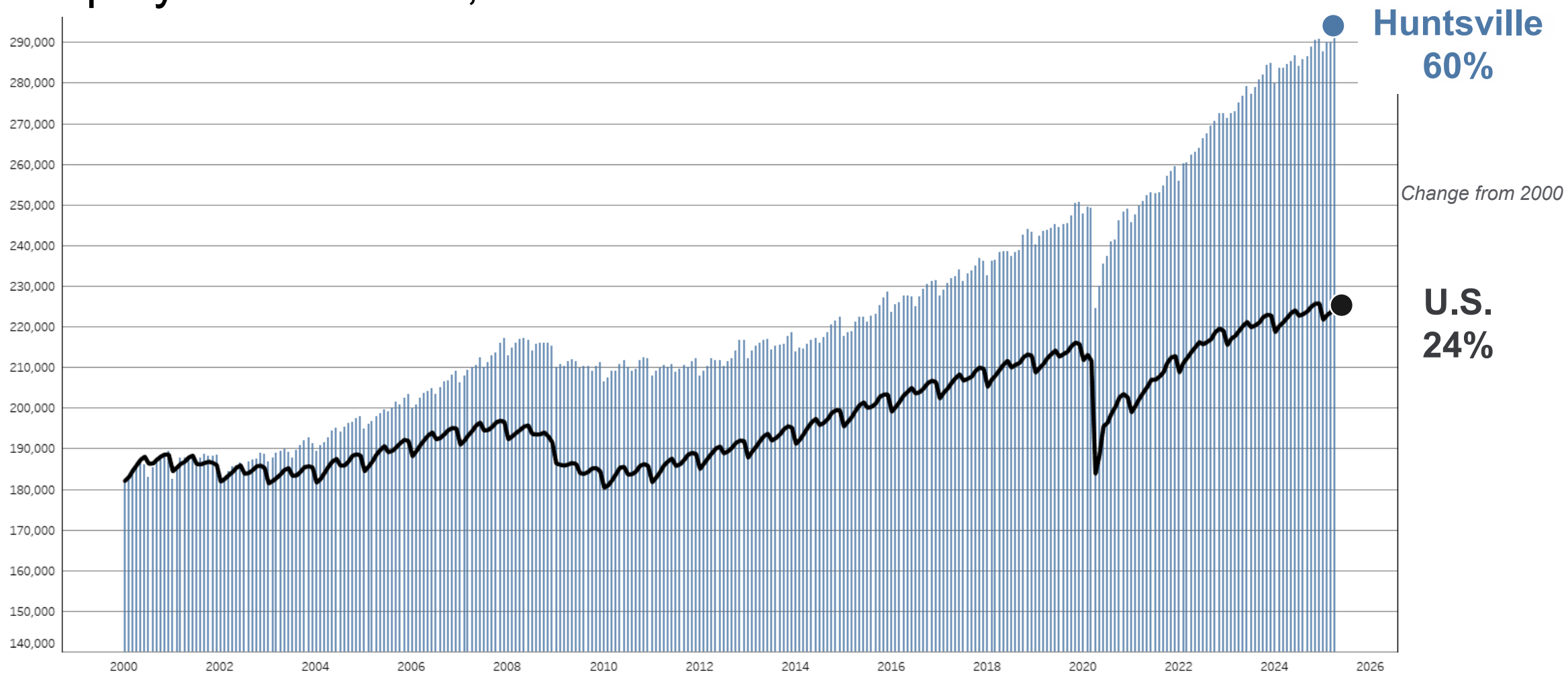


# Population Growth, 2000-Current





## Employment Growth, 2000-Current

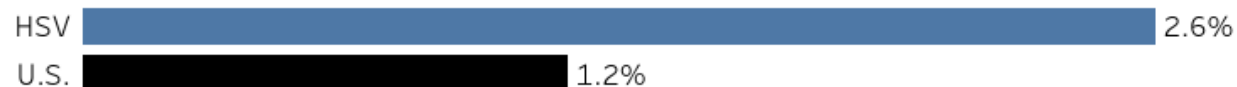




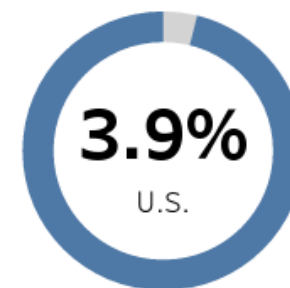
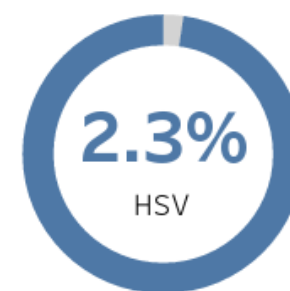
# Huntsville Metro Employment

April 2025	1-Month Change	3-Month Change	12-Month Change
<b>292,200</b>	<b>0.8%</b>	<b>1.6%</b>	<b>2.6%</b>
U.S.	1-Month Change	3-Month Change	12-Month Change
	<b>0.6%</b>	<b>1.4%</b>	<b>1.2%</b>

12-Month Change



## Unemployment Rate April 2025



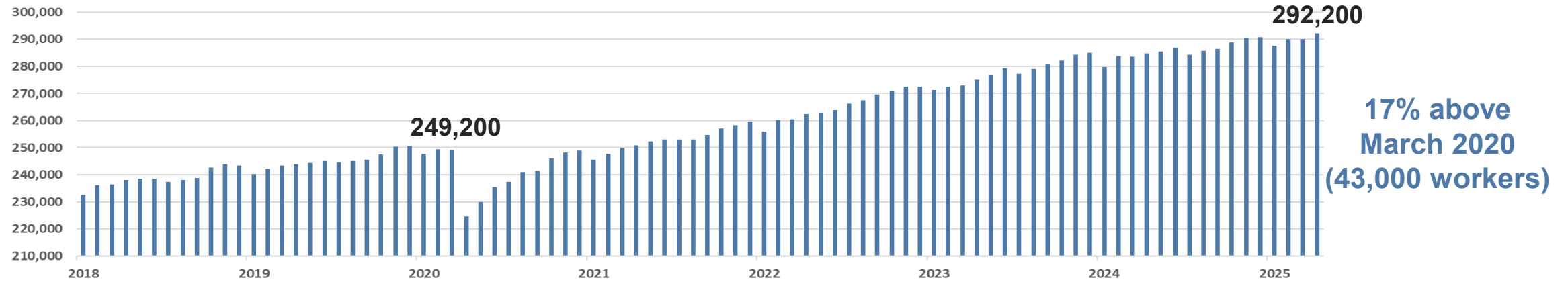
## Summary:

The current metro area employment for April 2025 is 292,200 which is a 2.6% annual change over the last 12 months. Overall unemployment in the Huntsville metro is currently 2.3% compared to the U.S. rate of 3.9%.

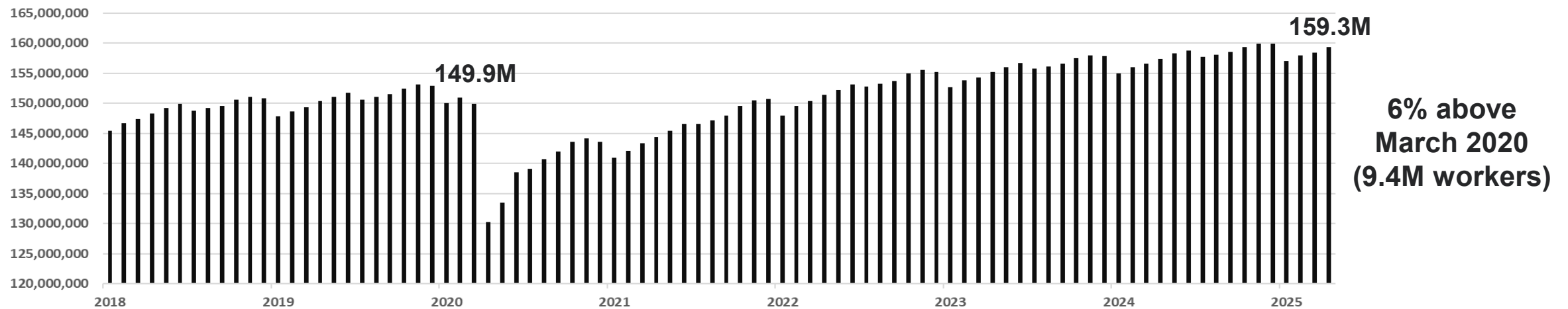
(Source: U.S. Bureau of Labor Statistics <https://data.bls.gov/PDQWeb/sm>)



## Huntsville Metro Employment



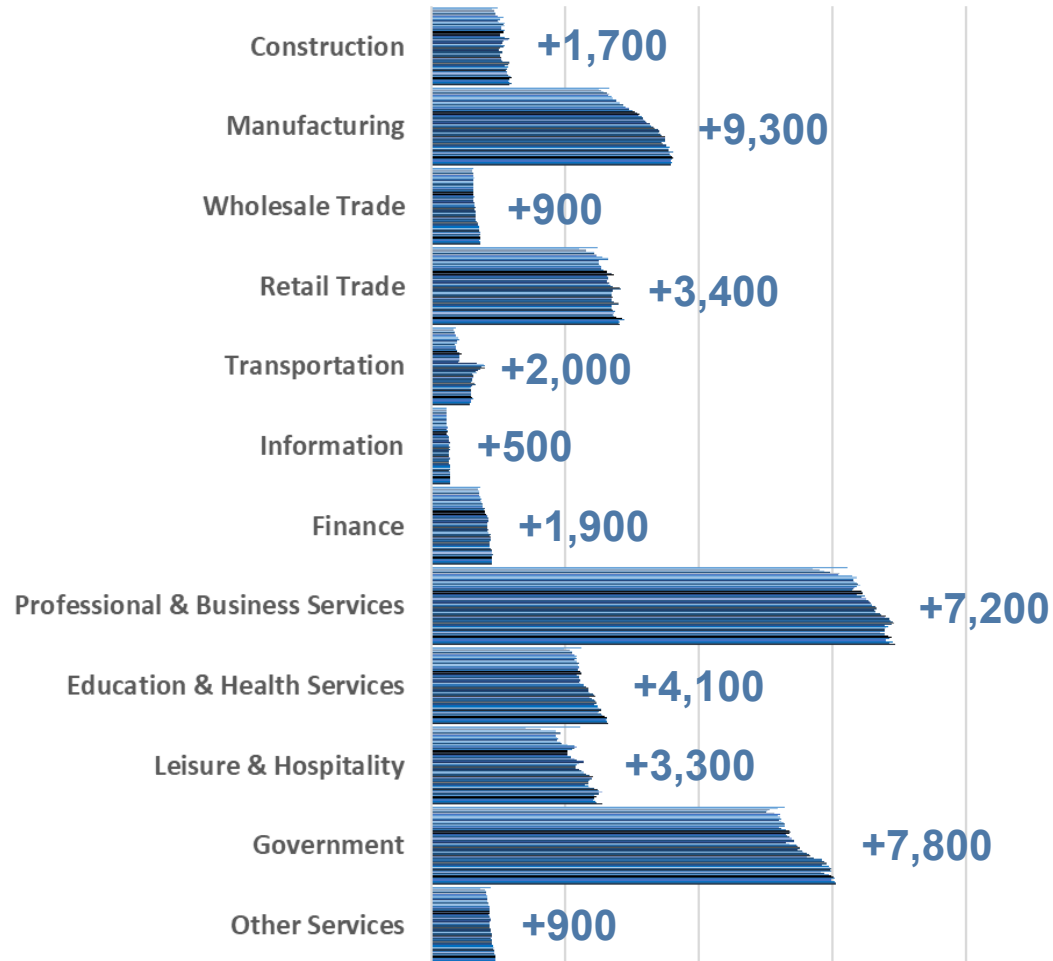
## U.S. Employment



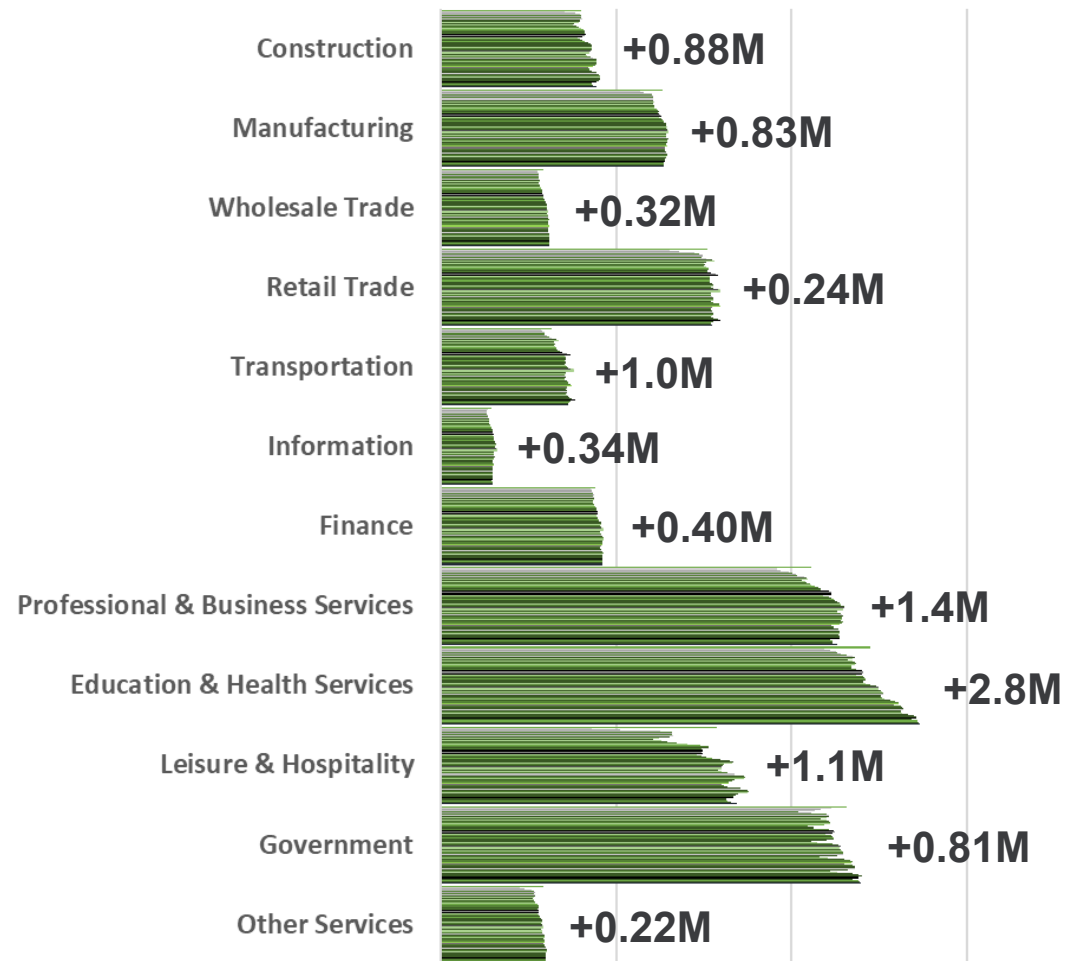


(Change: March 2020 to April 2025)

## Huntsville Metro Employment



## U.S. Employment



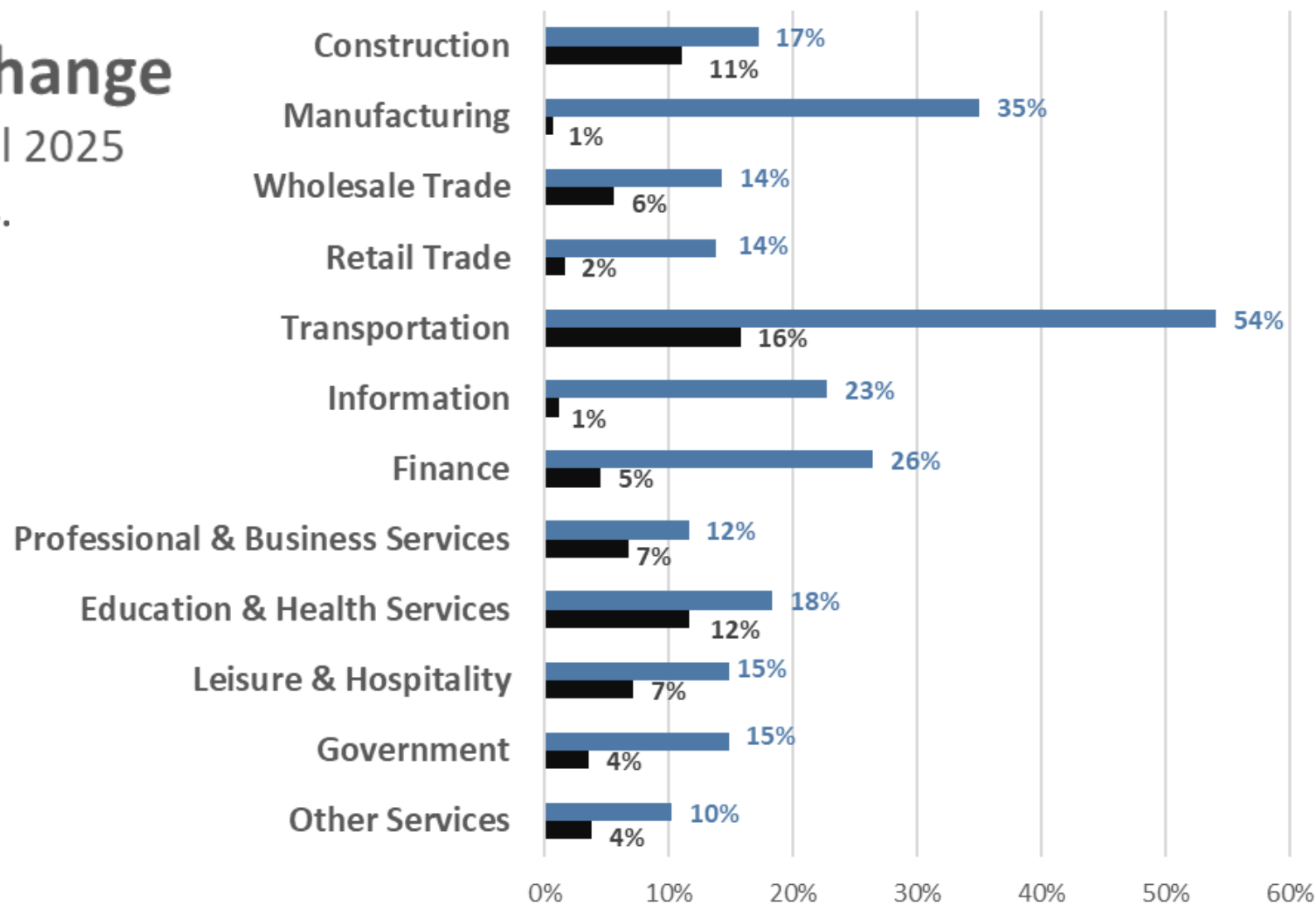




# Employment Change

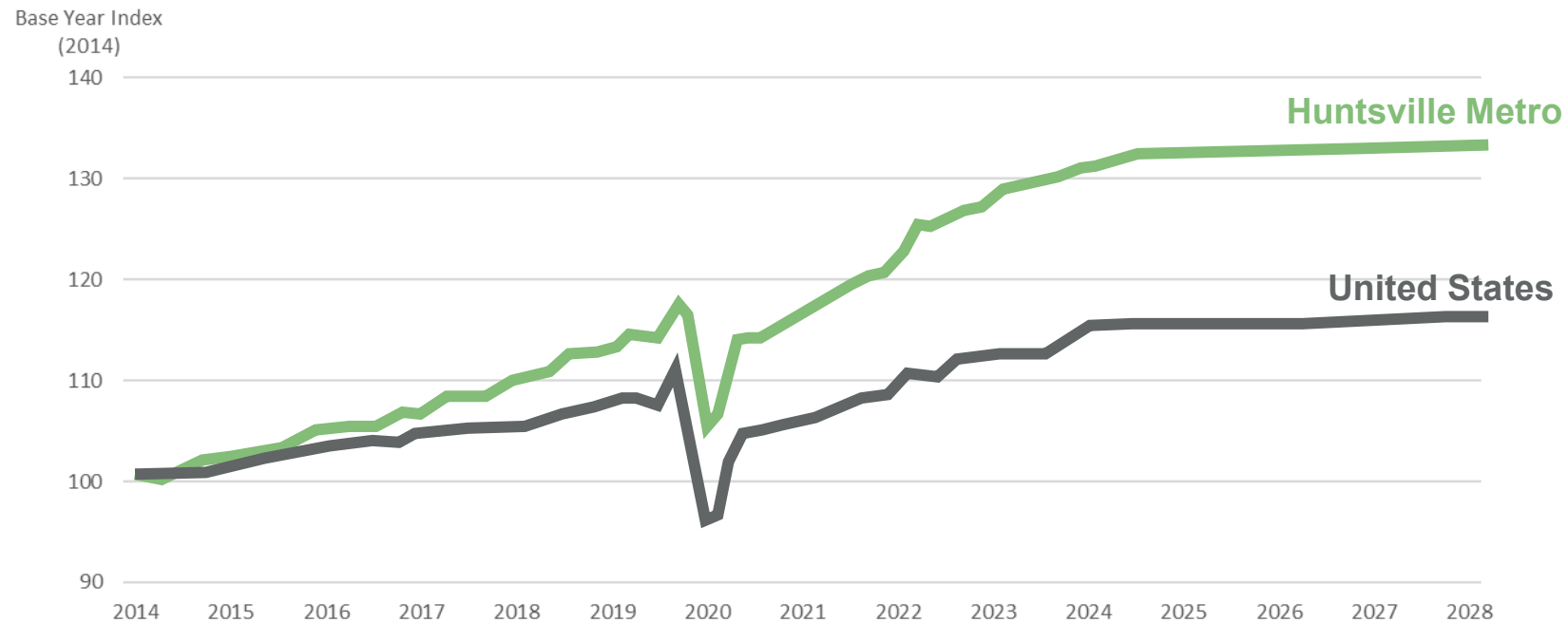
March 2020 to April 2025

■ Huntsville ■ U.S.





# Moody's ANALYTICS



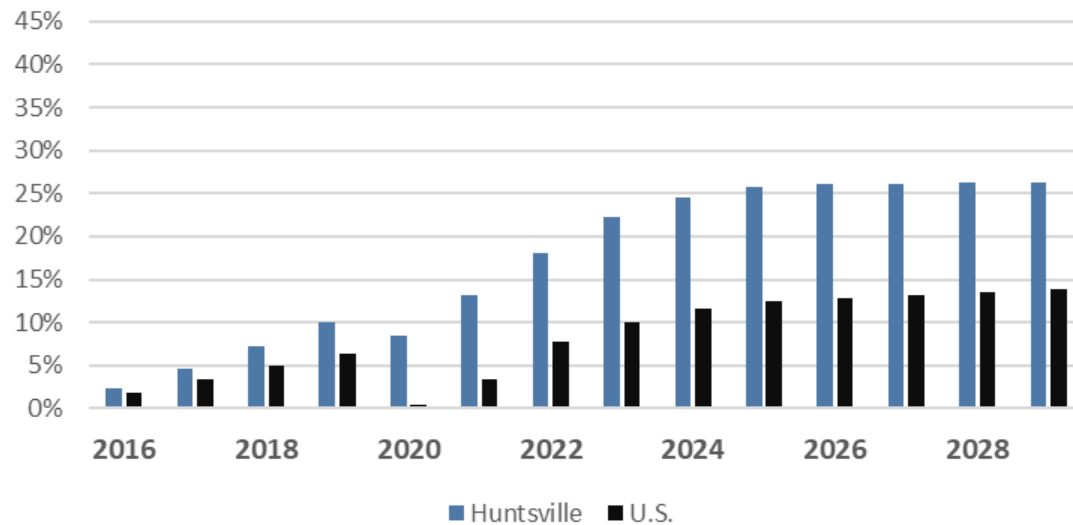
*“Huntsville’s economic growth will moderate while outpacing the state and the nation in the next year. Manufacturing will hit cruising altitude and federal funding will support defense, though risks to the outlook are heightened. Longer term, robust demographics will be Huntsville’s strength and keep the metro area an overachiever in the state.”*



MOODY'S  
ANALYTICS



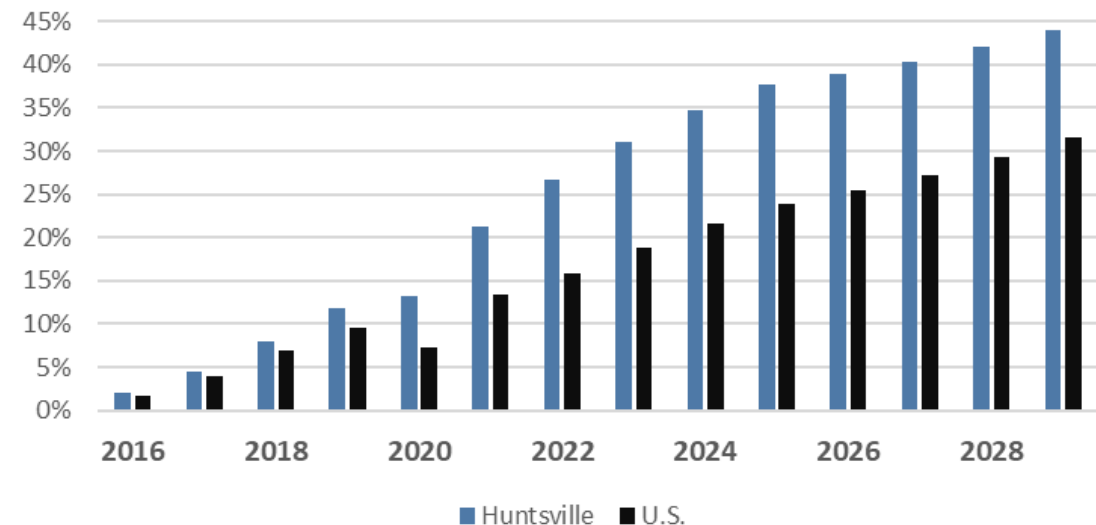
## Employment Growth



	2025	2026	2027	2028	2029
Huntsville	1.3%	1.6%	1.7%	1.7%	1.8%
U.S.	0.9%	1.4%	1.6%	2.0%	2.3%

5-Year Cumulative Forecast

## GDP Growth



	2025	2026	2027	2028	2029
Huntsville	2.8%	4.3%	5.7%	7.7%	9.7%
U.S.	2.2%	3.9%	5.7%	7.9%	10.4%

5-Year Cumulative Forecast



- ❖ Consumer PCE inflation dropped to 2.1% annually in April 2025, just above the Federal Reserve's 2% target rate.
- ❖ While the rate is currently lower than expected, the prospect of increased costs remains for the future due to tariffs.
- ❖ Overall, national economic activity continues to grow, but there is concern that unemployment will rise as costs increase.
- ❖ Analysts expect a cautious approach from the Federal Reserve given the uncertainty of both inflation and unemployment.
- ❖ Slow action is expected as policy-makers continue to watch the economy to assess the impact of tariffs on inflation and unemployment.



## Beige Book

April 2025



Higher costs from tariffs led some companies that produce goods and deliver services to raise prices.



As much apparel is imported, clothing merchants said the added cost of tariffs could weaken demand.



Heightened uncertainty and tightening lending standards helped slow investment decisions around commercial real estate.



Freight brokers saw activity drop sharply after months of strong demand caused by importers seeking to beat the imposition of tariffs.



Apart from credit cards and auto loans, banks said consumer loans contracted sharply.



Demand for chicken and beef remained robust, but agricultural activity declined.



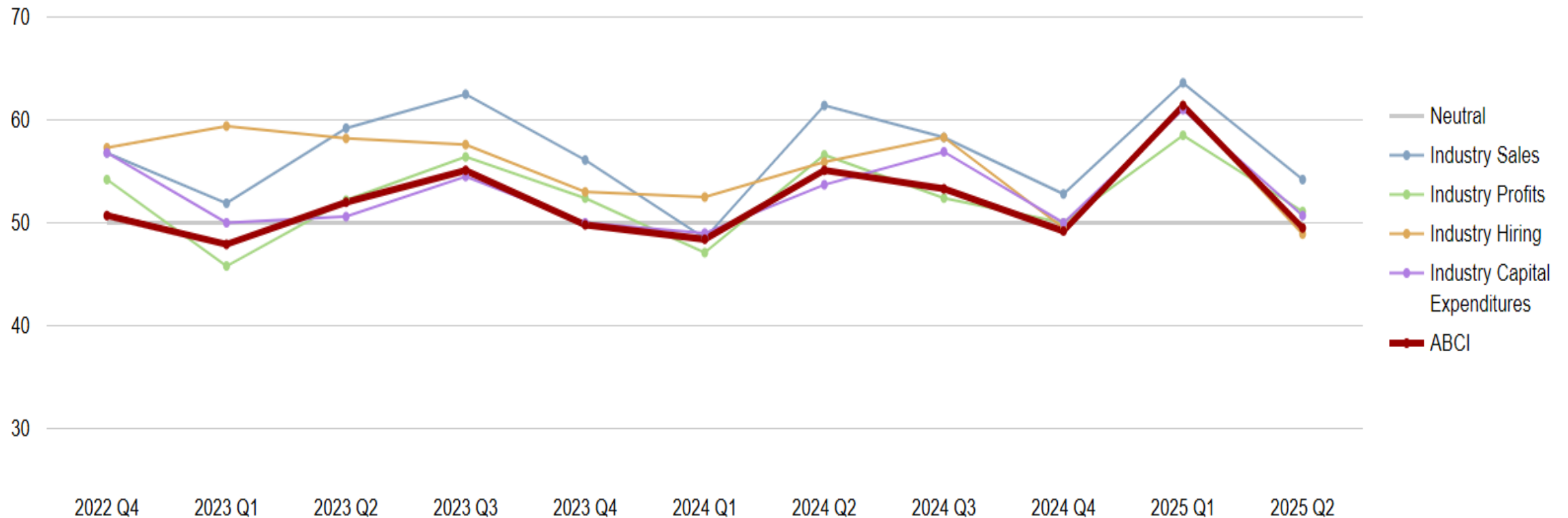
Center for Business and Economic Research



Second Quarter 2025 Outlook

# Huntsville Metro Area Report

## Alabama Business Confidence Index™





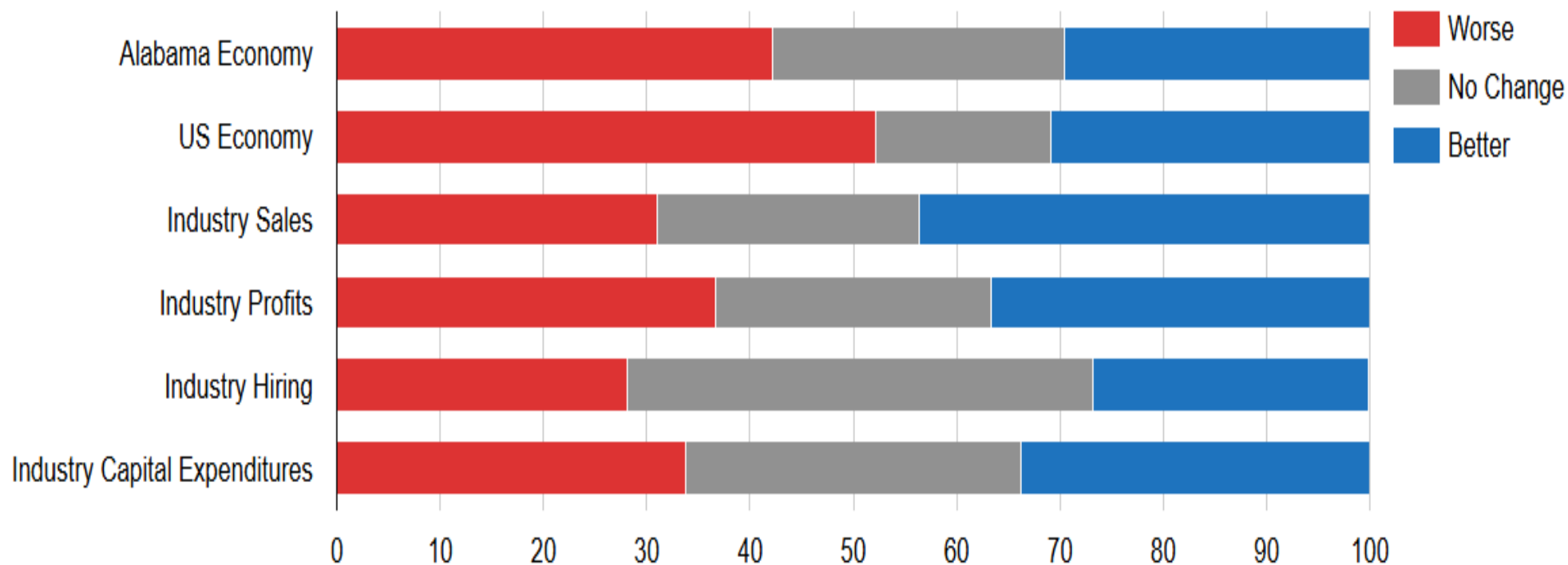
Center for Business and Economic Research



Second Quarter 2025 Outlook

# Huntsville Metro Area Report

Alabama Business Confidence Index™





# Total Construction

**97.8M**

NEW SQUARE FEET  
IN THE PAST 5 YEARS

**\$12.0B**

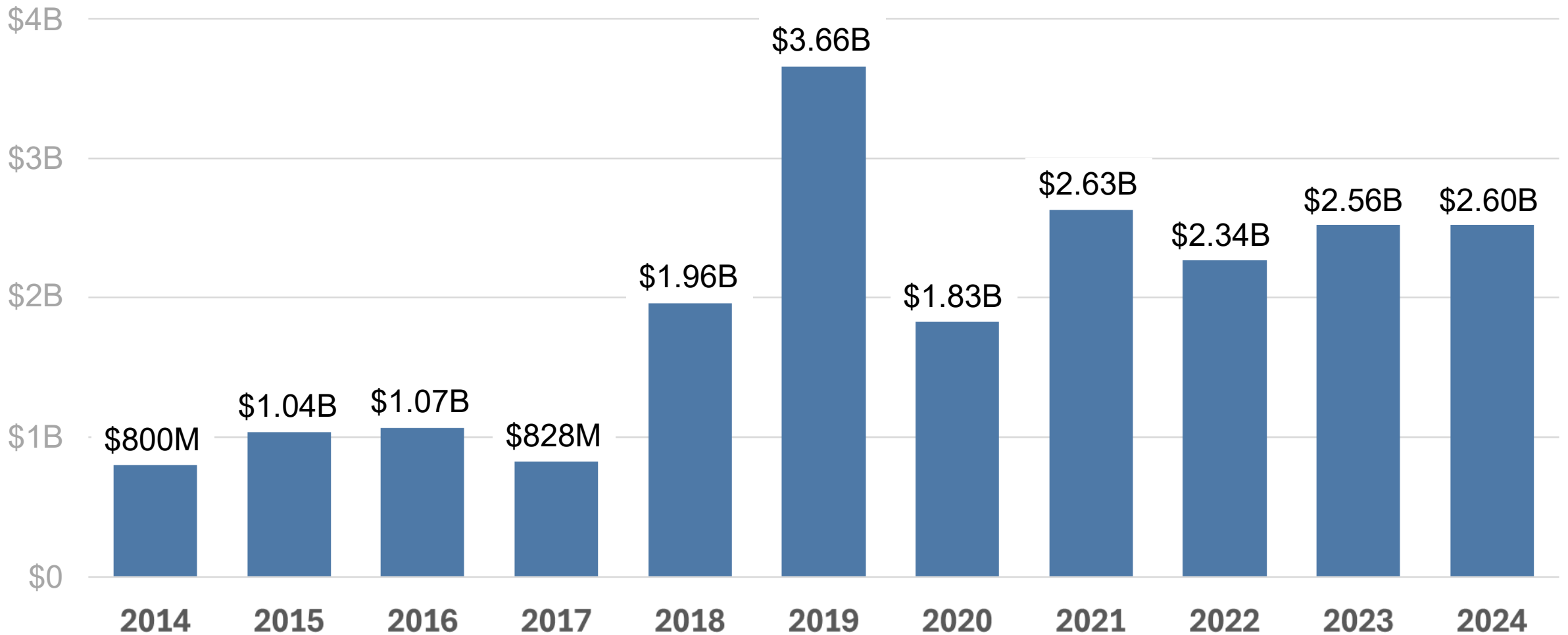
CONSTRUCTION INVESTMENT  
IN THE PAST 5 YEARS





# Total Construction

Huntsville Metro Area





a smart place<sup>®</sup>  
HUNTSVILLE AL • USA

# Manufacturing Investment

Huntsville Metro Area

**1.3Msf**

NEW SQUARE FEET  
IN THE PAST 5 YEARS

**\$243M**

MANUFACTURING INVESTMENT  
IN THE PAST 5 YEARS



# Commercial Construction

Huntsville Metro Area

**12.3Msf**

NEW COMMERCIAL CONSTRUCTION  
IN THE PAST 5 YEARS

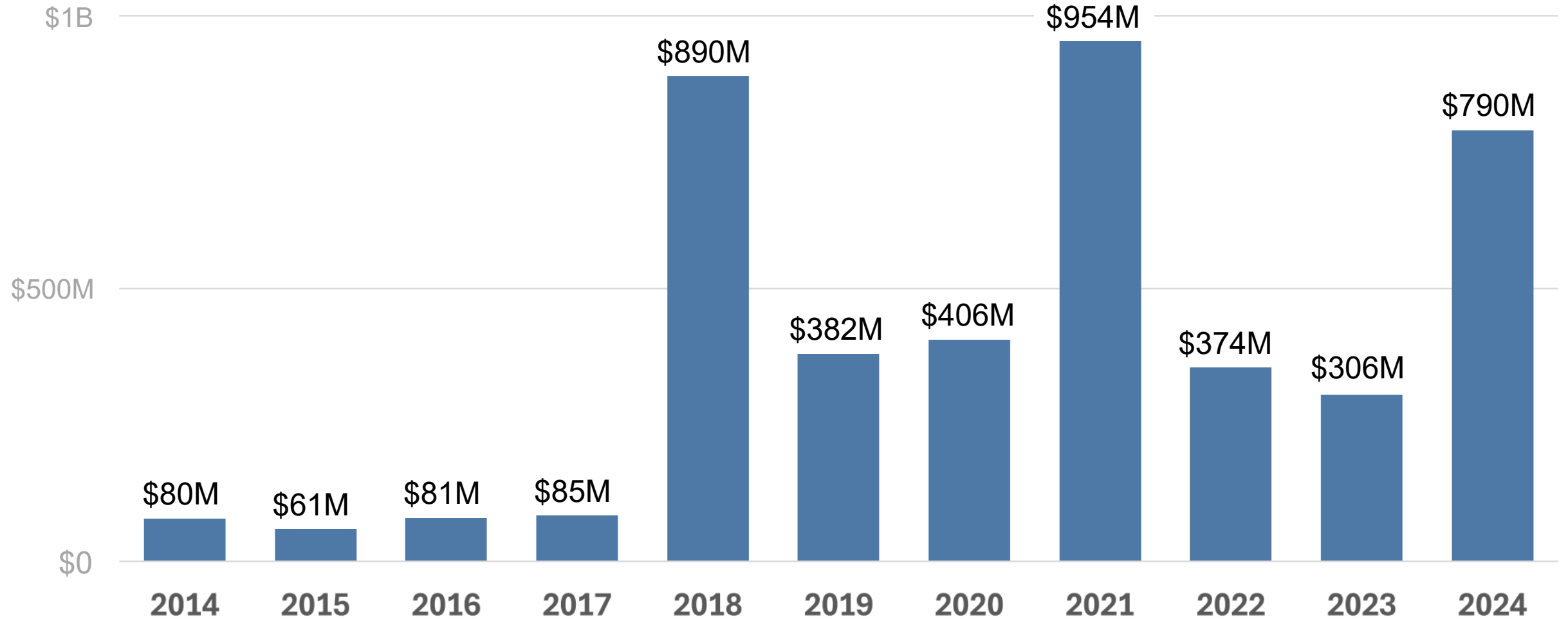
**\$2.8B**

COMMERCIAL INVESTMENT  
IN THE PAST 5 YEARS



# Commercial Construction

Huntsville Metro Area







# Residential Growth

## Huntsville Metro Area

### PAST 5-YEARS

#### SINGLE-FAMILY

**19,643**

NEW  
HOUSING STARTS

**\$4.4B**

TOTAL  
INVESTMENT

#### MULTI-FAMILY

**11,773**

NEW APARTMENT  
UNIT STARTS

**\$1.7B**

TOTAL  
INVESTMENT



# Residential Growth

Huntsville Metro Area

