



Huntsville Market Report

Huntsville, Alabama Metro Area

2nd QTR, 2025





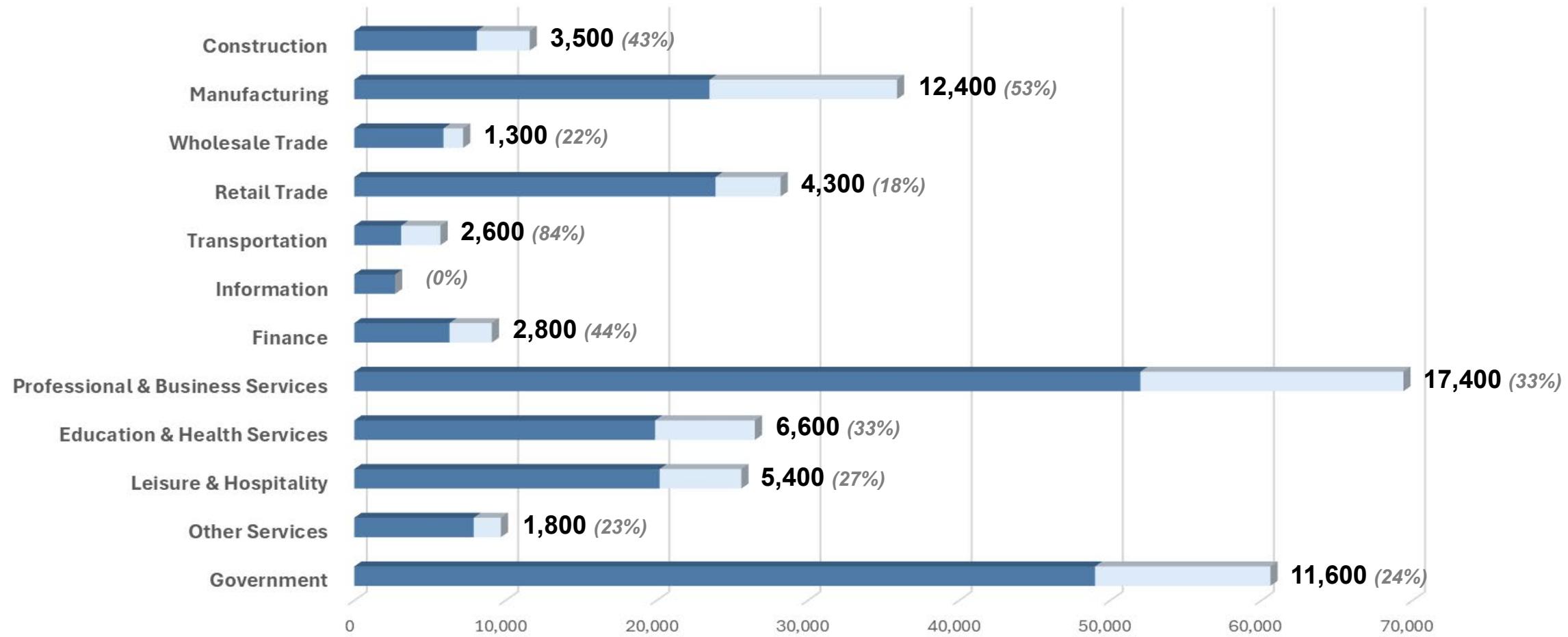
Key Highlights

- ❖ 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.



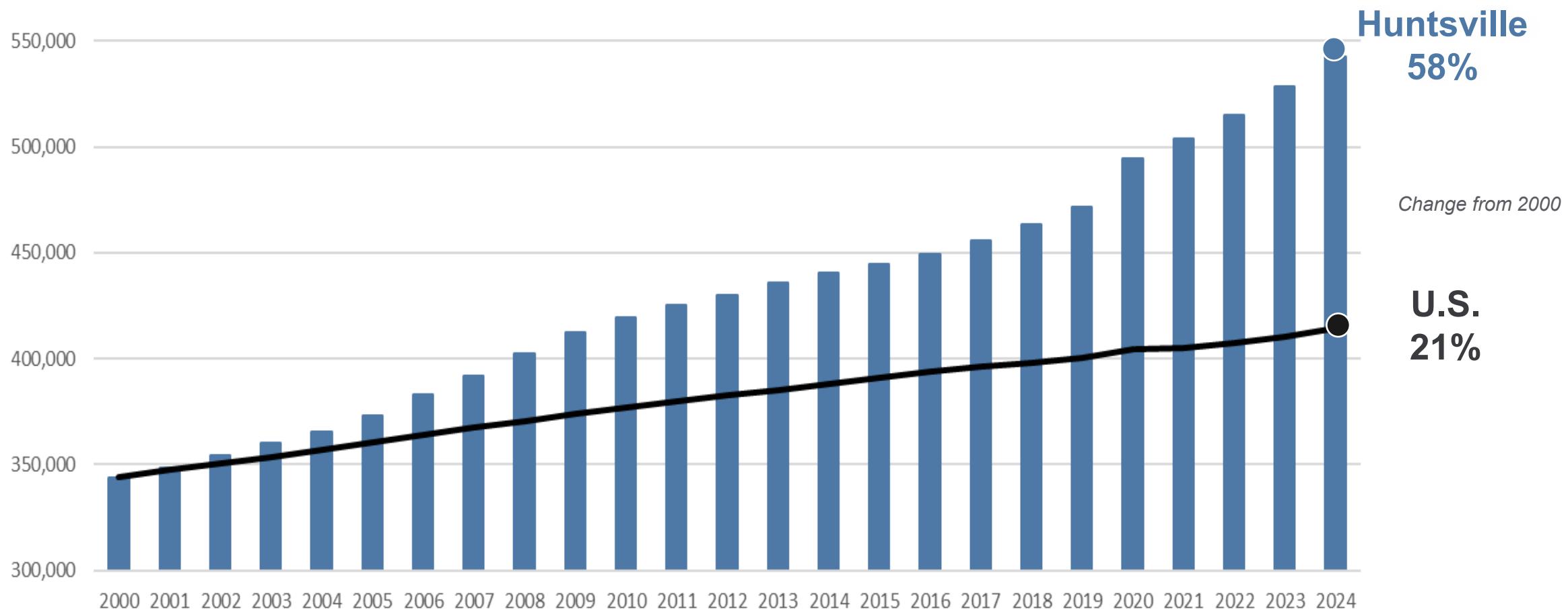
Employment Growth, 2015-2025

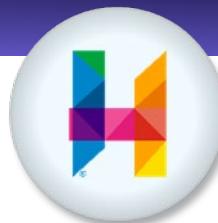
Huntsville Metro Area
■ 2015 ■ 2025



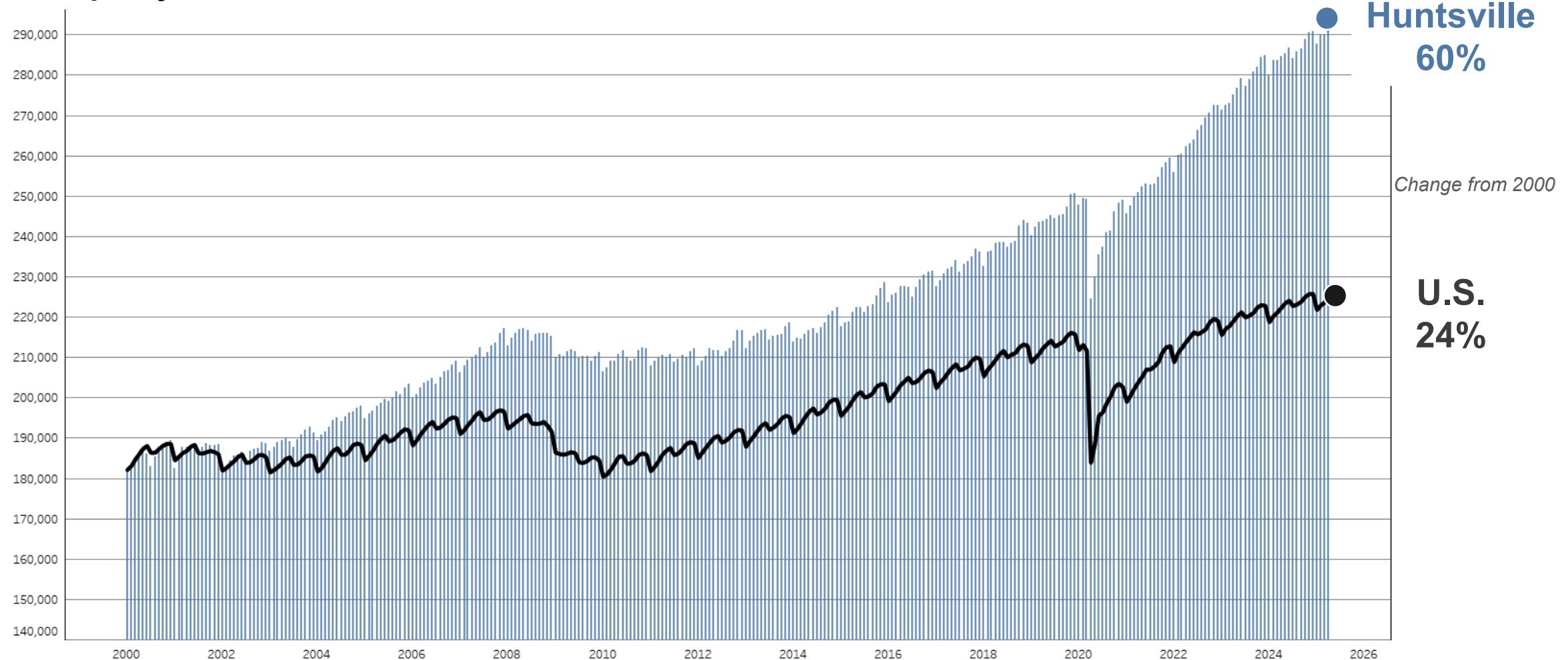


Population Growth, 2000-Current





Employment Growth, 2000-Current

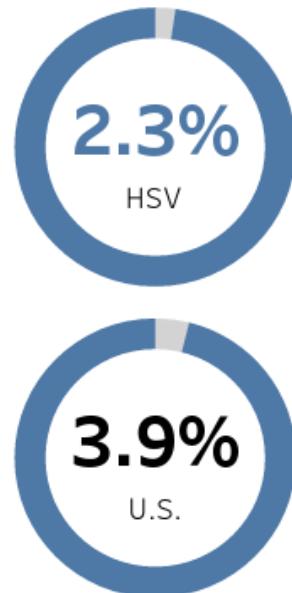




Huntsville Metro Employment

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

Unemployment Rate
April 2025



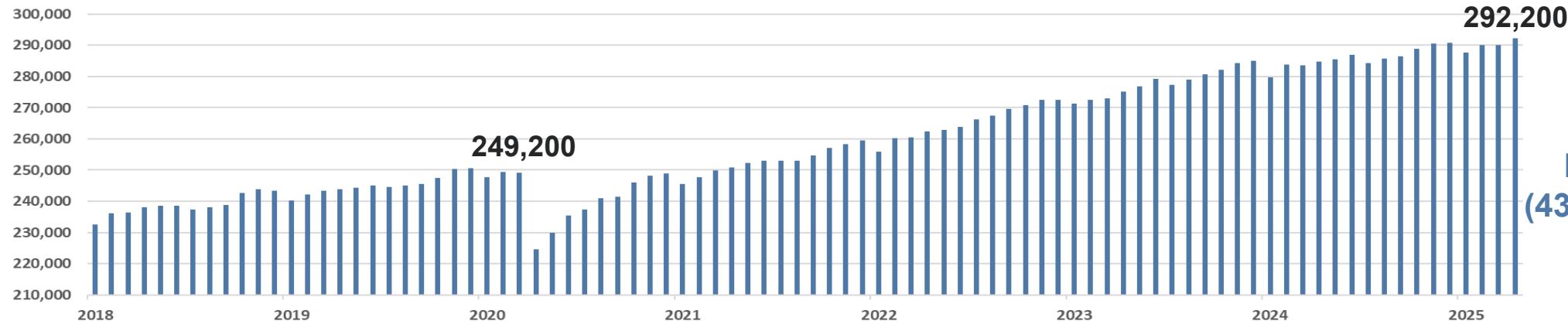
Summary:

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>)

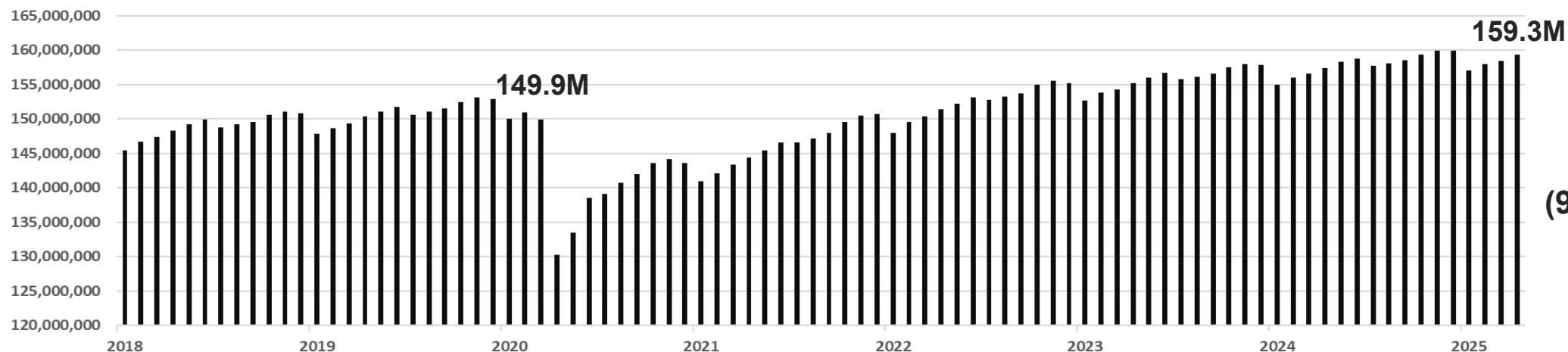


Huntsville Metro Employment



17% above
March 2020
(43,000 workers)

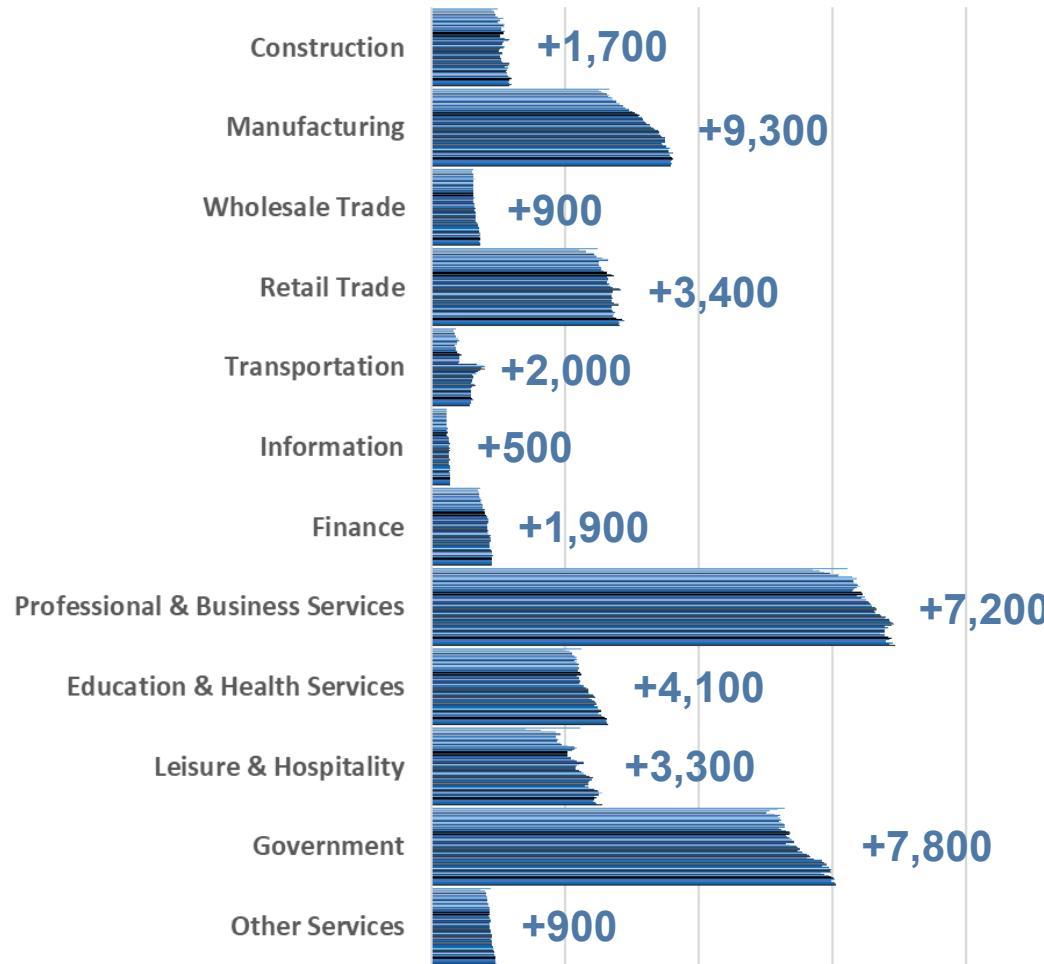
U.S. Employment



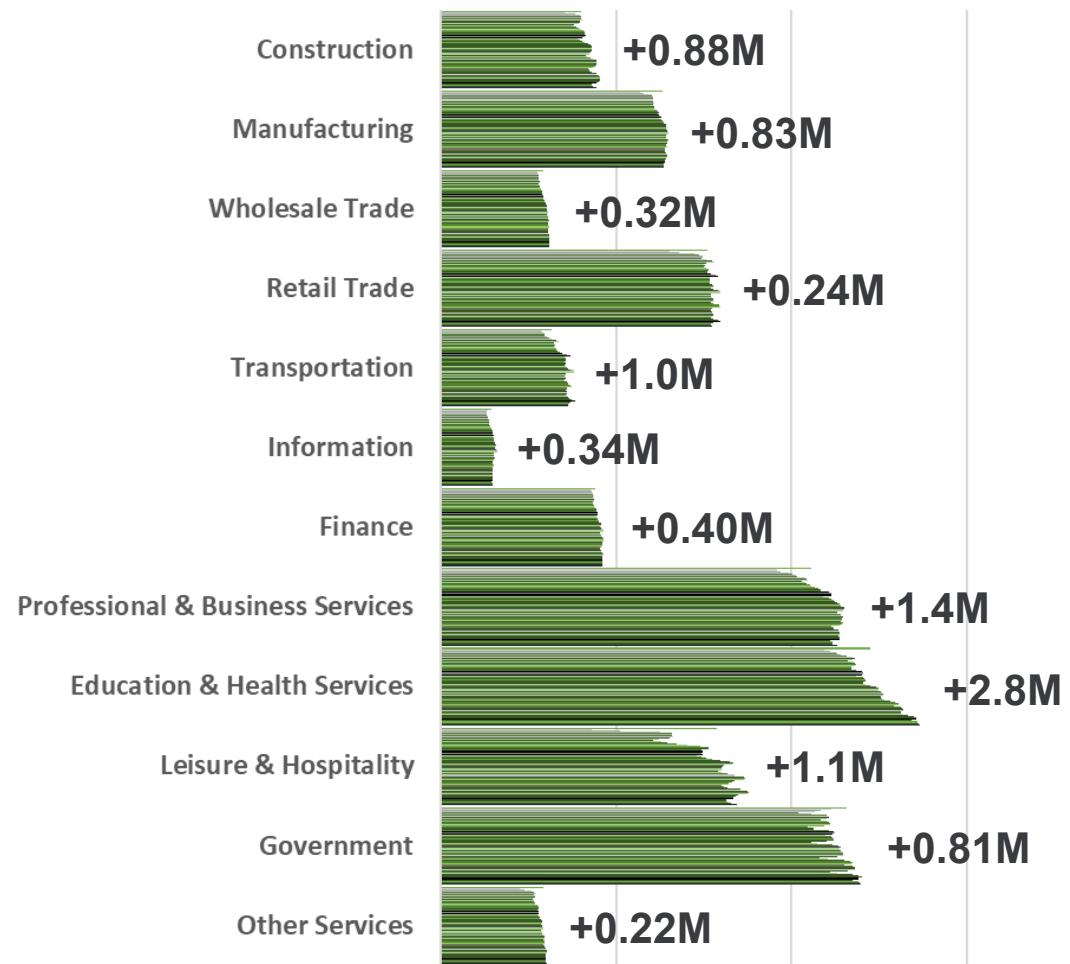
6% above
March 2020
(9.4M workers)



Huntsville Metro Employment



U.S. Employment



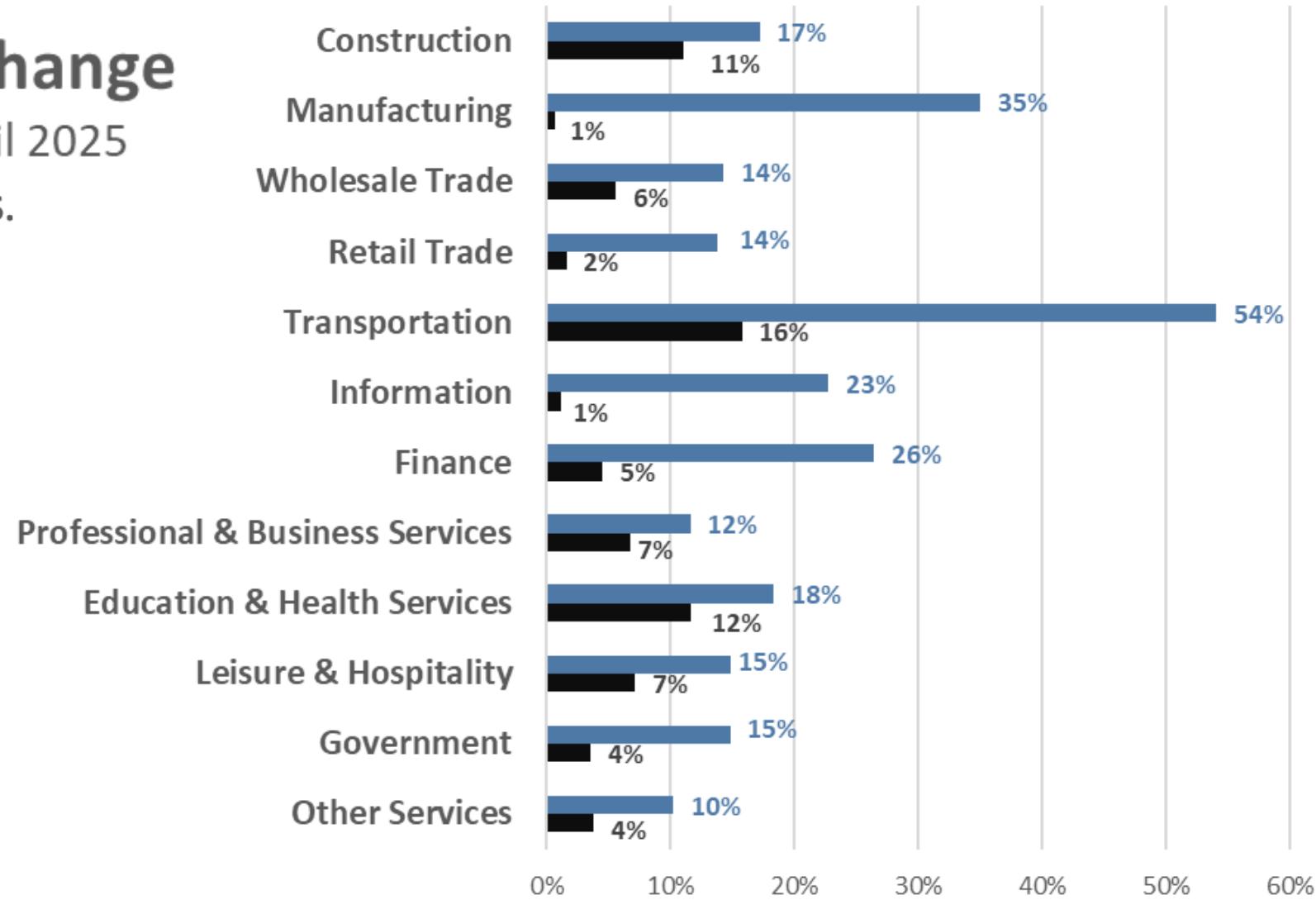
(Change: March 2020 to April 2025)



Employment Change

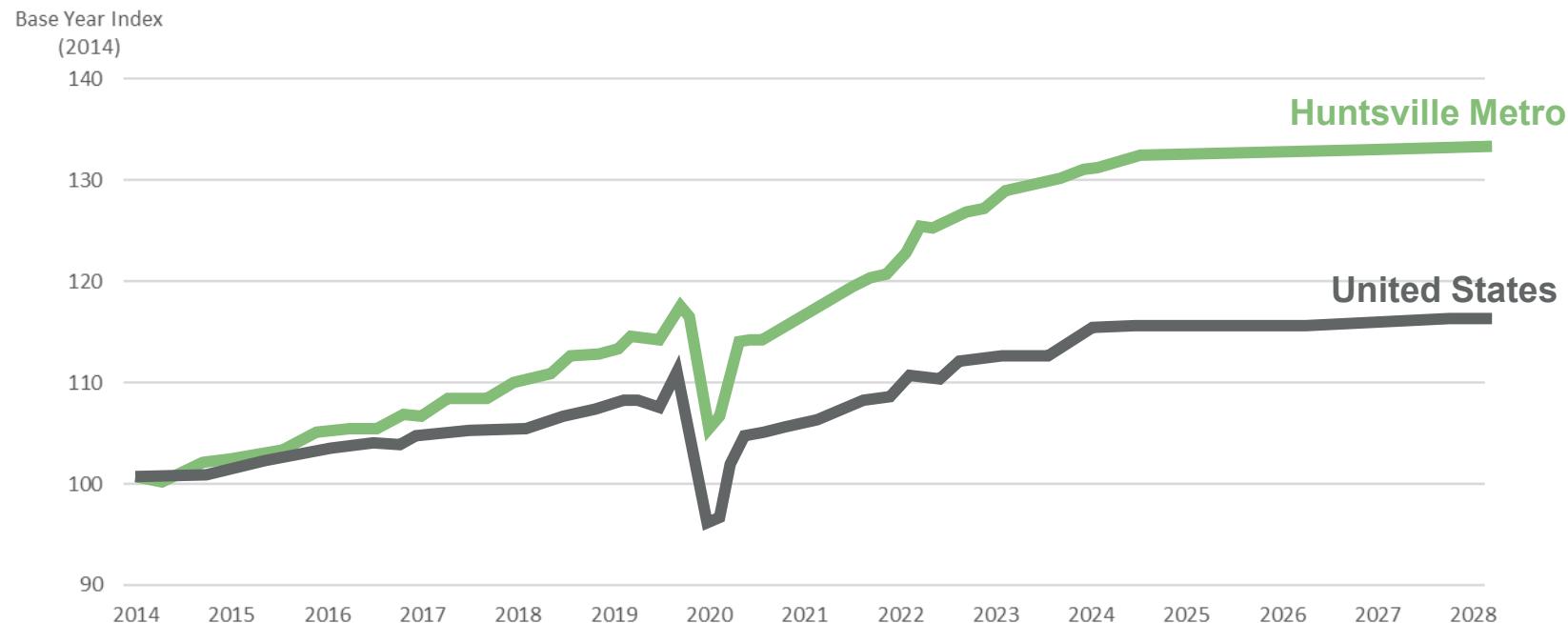
March 2020 to April 2025

■ Huntsville ■ U.S.





Moody's
ANALYTICS



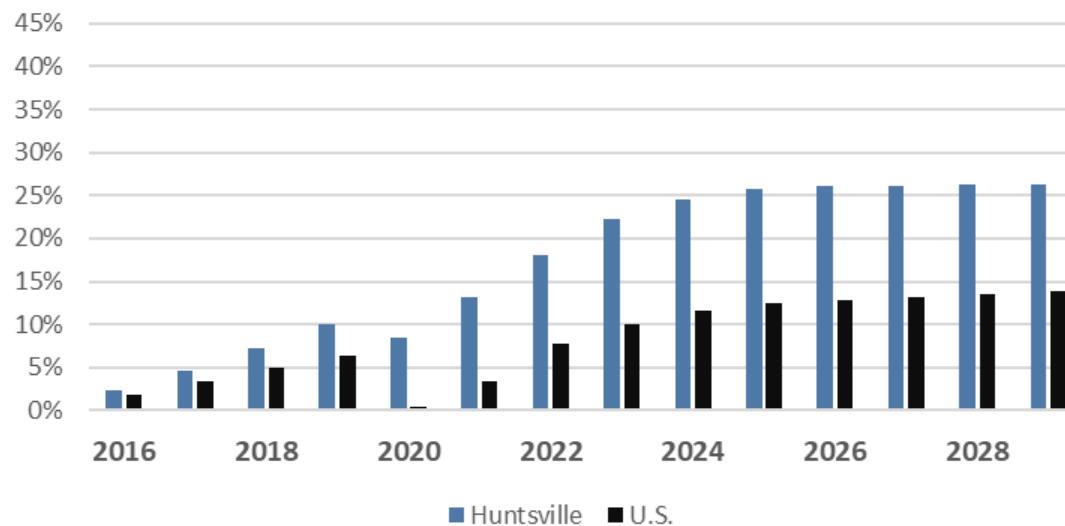
“Huntsville’s economic growth will moderate while outpacing the state and the nation in the next year. Manufacturing will hit cruising altitude and federal funding will support defense, though risks to the outlook are heightened. Longer term, robust demographics will be Huntsville’s strength and keep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



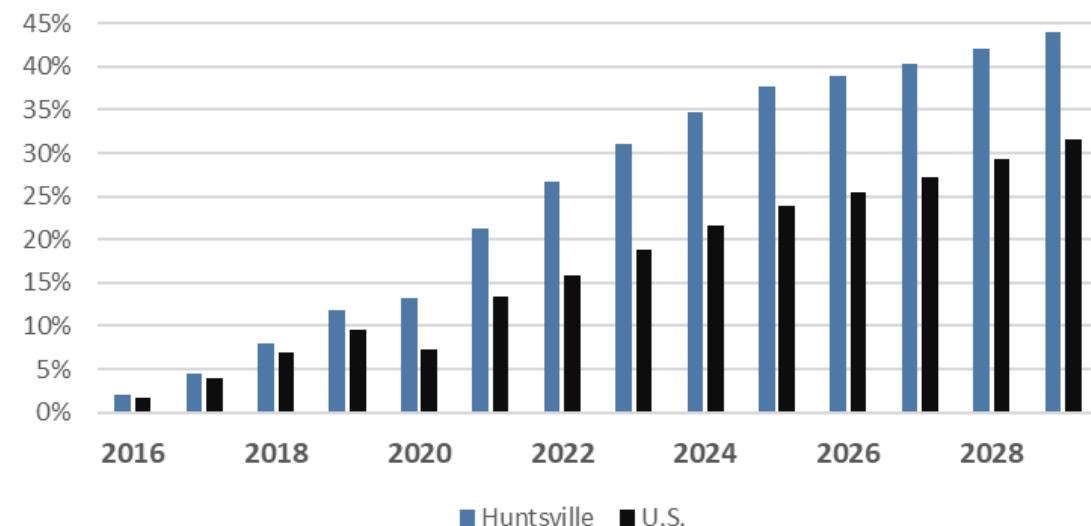
Moody's
ANALYTICS



Employment Growth



GDP 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

	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 access 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.

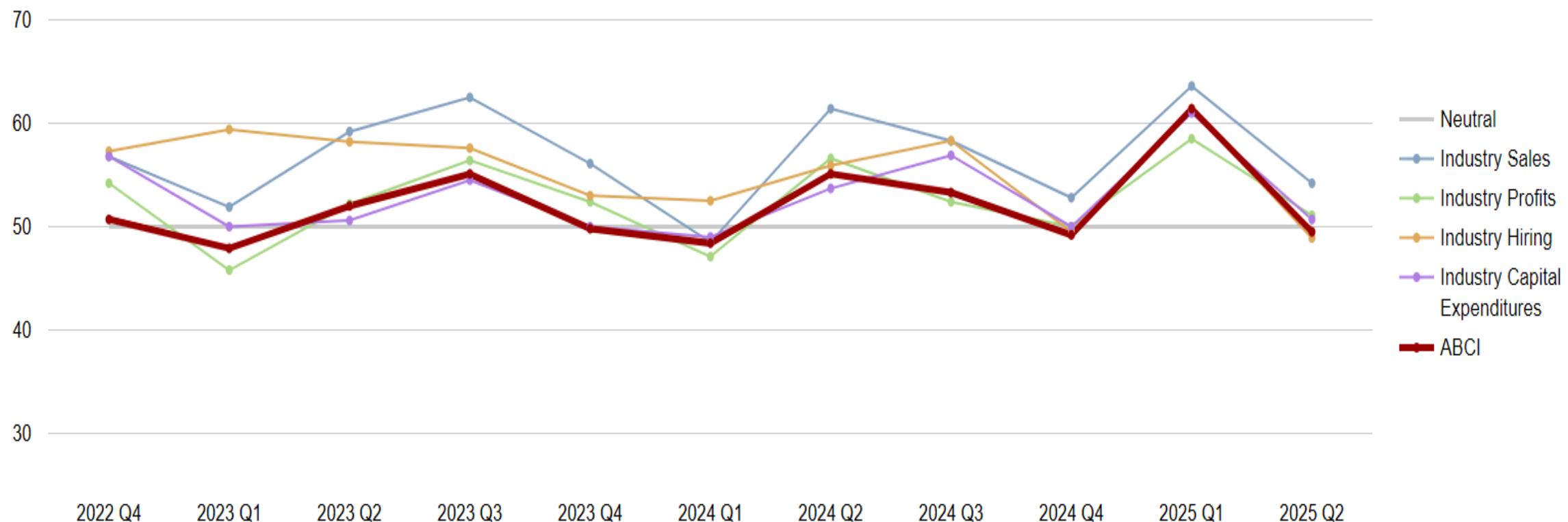


Second Quarter 2025 Outlook

Center for Business and Economic Research

Huntsville Metro Area Report

Alabama Business Confidence Index™





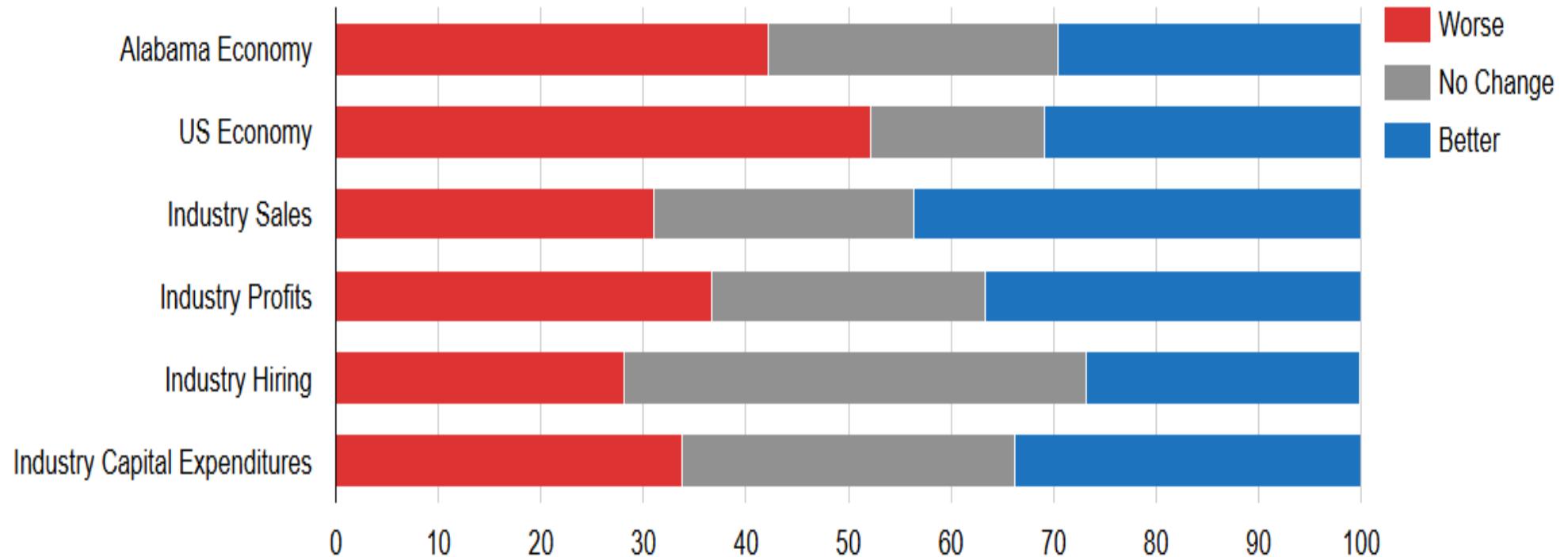
Second Quarter 2025 Outlook

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Alabama Business Confidence Index™





97.8M

NEW SQUARE FEET
IN THE PAST 5 YEARS

\$12.0B

CONSTRUCTION INVESTMENT
IN THE PAST 5 YEARS

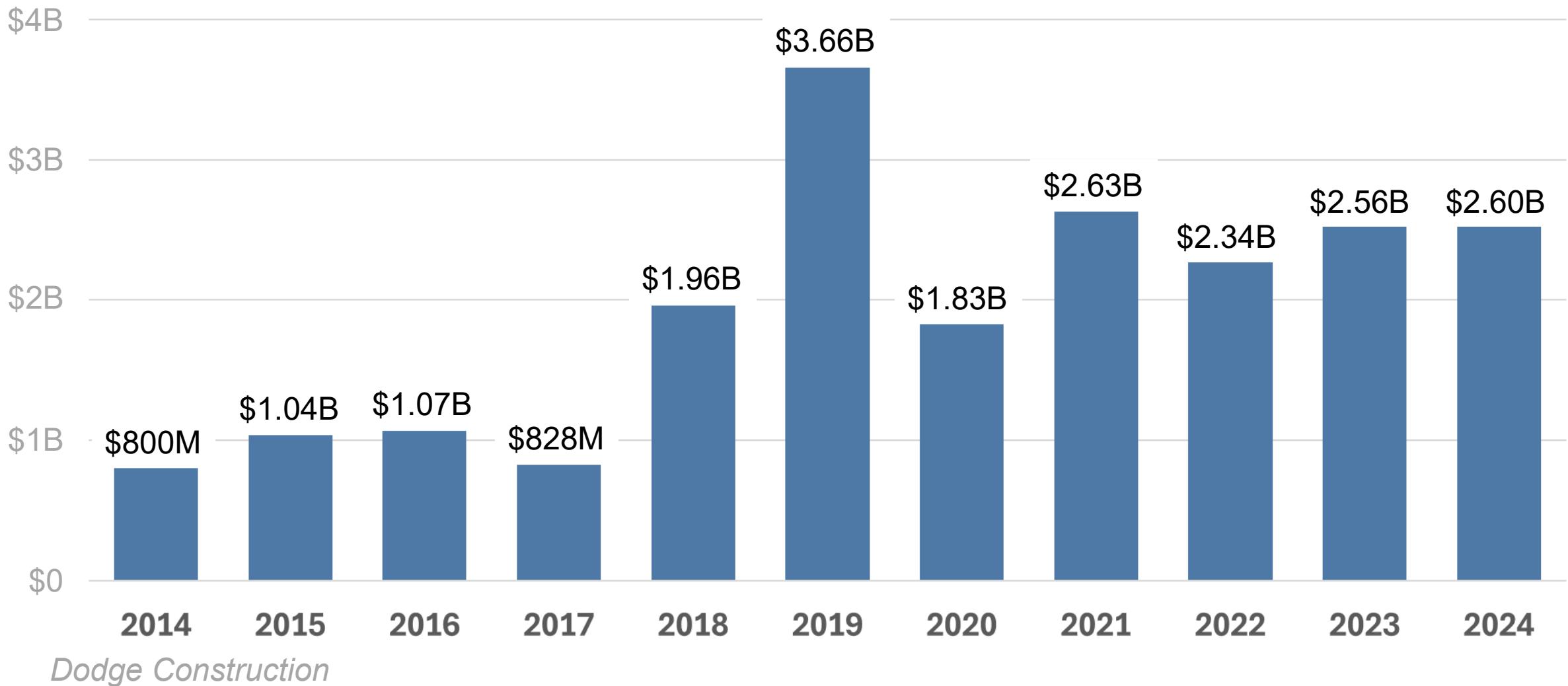
Total Construction





Total Construction

Huntsville Metro Area





HUNTSVILLE
MADISON COUNTY
CHAMBER



1.3Msf

NEW SQUARE FEET
IN THE PAST 5 YEARS

\$243M

MANUFACTURING INVESTMENT
IN THE PAST 5 YEARS

Manufacturing Investment

Huntsville Metro Area





HUNTSVILLE
MADISON COUNTY
CHAMBER



12.3Msf

NEW COMMERCIAL CONSTRUCTION
IN THE PAST 5 YEARS

\$2.8B

COMMERCIAL INVESTMENT
IN THE PAST 5 YEARS

Commercial Construction

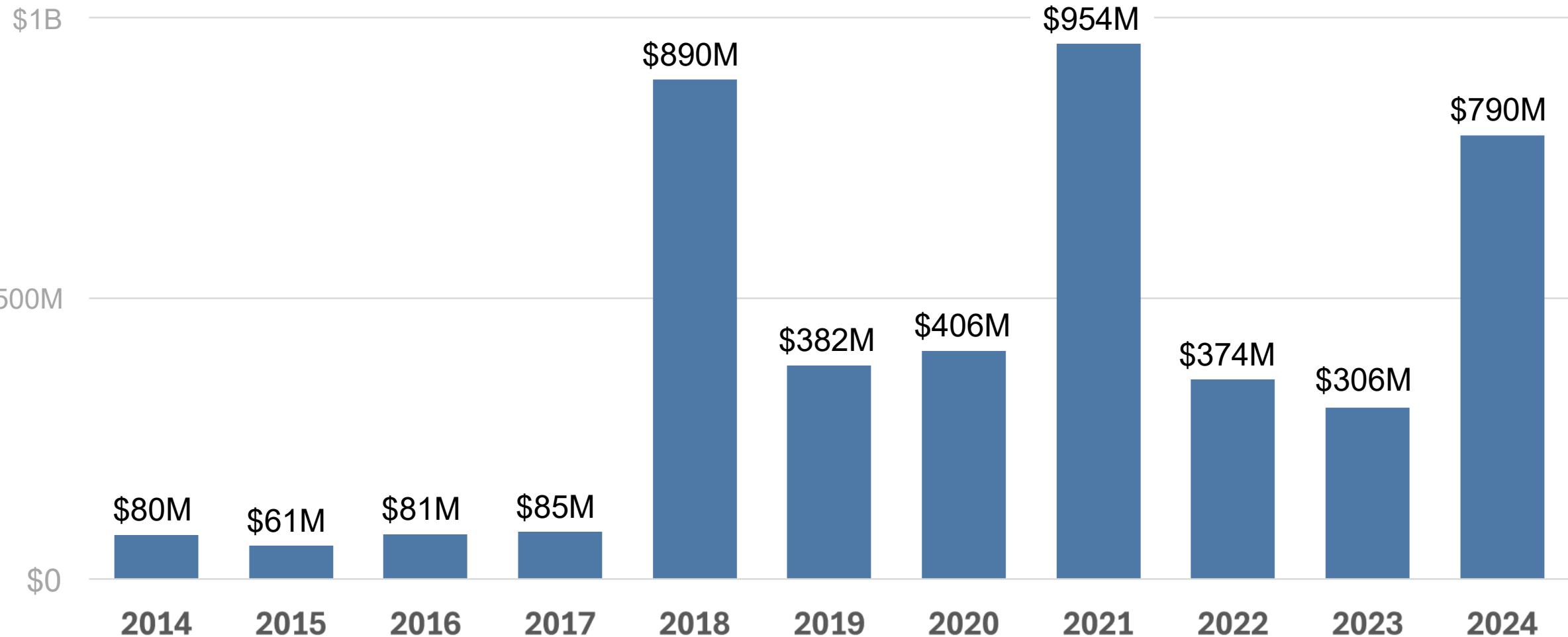
Huntsville Metro Area





Commercial Construction

Huntsville Metro Area



Dodge Construction



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



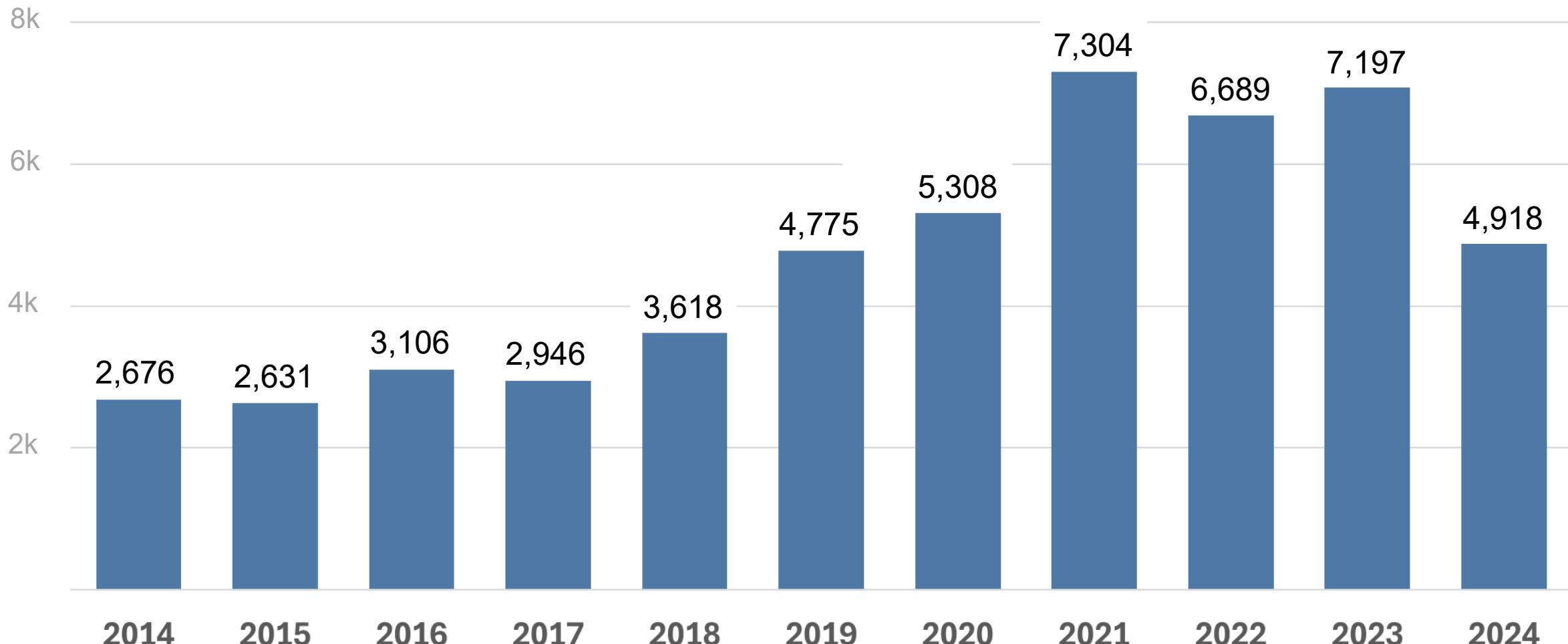


HUNTSVILLE
MADISON COUNTY
CHAMBER



Residential Growth

Huntsville Metro Area



Dodge Construction