

# Market View

Collier County  
4th Quarter 2025



RETAIL

## SECTOR OVERVIEW

In 4Q2025, the Collier County retail sector built on an already strong 3Q, closing the year with one of its most compelling performances in recent cycles and reinforcing its position as one of SWFL's tightest and most sought-after retail markets.

Vacancy compressed another 10-bps QoQ and 20-bps YoY, remaining firmly below 4% and underscoring sustained tenant demand amid limited available space. Net absorption was once again strongly positive, exceeding Q3 levels marginally and pushing annual absorption to its highest level since 2022, marking the fifth consecutive year of positive occupancy growth. New deliveries reached their highest quarterly total since 2022, yet have done little to relieve ongoing supply constraints.

Leasing activity accelerated meaningfully, with deal volume up 28% QoQ and 13% for the year, while SF contracted rose 10% quarter-over-quarter and 7% annually—indicating both velocity and depth of demand. Asking rents responded accordingly, increasing 2.9% from Q3 and 3.5% YoY, reflecting steady but sustainable growth.

Investment activity surged to close out the year, with sales volume up 24% QoQ and 33% annually, making 2025 the most active year since 2021. Dollar volume climbed 44% over Q3 (+32% YoY), while SF sold spiked 208% QoQ (+108% YoY). Pricing remained elevated, with averages holding near \$500 PSF and medians near \$400 PSF, signaling continued investor confidence despite tightening yields.

## SUPPLY

SUBMARKET	# BLDGS	TOTAL SF	VACANCY RATE
North Naples	569	10,994,717	4.1%
Naples	220	2,950,268	1.8%
East Naples	367	3,883,879	3.7%
Golden Gate	110	1,015,652	12.8%
Lely	85	1,103,150	1.4%
Marco Island	125	1,262,651	1.3%
Outlying Collier Co.	240	2,255,681	3.4%
<b>TOTAL</b>	<b>1,716</b>	<b>23,465,998</b>	<b>3.7%</b>

## DEMAND

SUBMARKET	LEASES	LEASED SF	NET ABSORPTION
North Naples	22	48,494	-1,592
Naples	7	6,390	1,082
East Naples	9	11,862	11,759
Golden Gate	1	5,874	-7,538
Lely	4	12,603	16,011
Marco Island	0	0	-851
Outlying Collier Co.	8	37,932	104,216
<b>TOTAL</b>	<b>51</b>	<b>123,155</b>	<b>123,087</b>

## NEW & UNDER CONSTRUCTION



**220,000**

SF Delivered YTD

**66,032**

SF Under Construction



## TOP LEASES

	DESCRIPTION	ADDRESS	BUILT	SF LEASED	TENANT
1	Class B Storefront Retail	13725 Immokalee Rd, Immokalee	2025	19,432	Aldi
2	Class B Community Center	Park Shore Plaza 4351-4383 Tamiami Trl N, Naples	1973 2015	7,861	Sketchers
3	Class B Neighborhood Center	Del Mar Retail Center 7785 Davis Blvd, Naples	2006	5,874	Undisclosed

\* Excludes Renewals

## TOP SALES

	DESCRIPTION	ADDRESS	BUILT	ASSET SF	SALE \$   PSF	SALE TYPE
1	Neighborhood Center	Island Plaza 648-698 Bald Eagle Dr, Marco Island	1980 1991	70,823	\$26,600,000 \$375.58 PSF	Investment
2	Storefront Retail	7-Eleven 125 Airport Pulling Rd, Naples	2025	4,950	\$12,502,611 \$2,525.78 PSF	Investment
3	Strip Center	3301 Tamiami Trl, Naples	1987	24,996	\$8,500,000 \$340.05 PSF	Investment

\* Includes User and Investment Sales

# RETAIL

## Market Statistics

### LEASE ACTIVITY

### SALES ACTIVITY

6.1%  
Collier  
County

6.0%  
Naples

6.4%  
North  
Naples

**CAP  
RATES**

Reflect the average of  
advertised rates as  
reported to Costar over  
past 4-quarters  
(15 Total Sales)

5.6%  
Golden  
Gate

6.1%  
Outlying  
Collier Co.

5.9%  
Lely

LEASE ACTIVITY				SALES ACTIVITY				
	# Executed Leases	Total SF Leased	Avg Deal Size	Current Avg. Asking Rate	# Sold	Median Sold PSF	# Sold	Median Sold PSF
<b>SPACES UNDER 2,500 SF</b>				<b>BASE RENT</b>	<b>USER SALES</b>		<b>INVESTMENT SALES</b>	
North Naples	16	22,537	1,409	\$36.67	0	n/a	2	\$1,470
Naples	7	6,390	913	\$35.69	0	n/a	0	n/a
East Naples	9	11,862	1,318	\$26.40	1	\$317	0	n/a
Golden Gate	0	0	n/a	\$23.14	0	n/a	0	n/a
Lely	2	4,828	2,414	\$27.00	0	n/a	1	\$775
Marco Island	0	0	n/a	\$38.13	1	\$401	1	\$2,221
Outlying Collier Co.	4	6,172	1,543	n/a	0	n/a	0	n/a
<b>TOTAL</b>	<b>38</b>	<b>51,789</b>	<b>1,363</b>	<b>\$34.12</b>	<b>2</b>	<b>\$359</b>	<b>4</b>	<b>\$1,470</b>
<b>SPACES FROM 2,500 - 4,999 SF</b>				<b>BASE RENT</b>	<b>USER SALES</b>		<b>INVESTMENT SALES</b>	
North Naples	5	18,141	3,628	\$25.00	0	n/a	3	\$493
Naples	0	0	n/a	\$56.75	0	n/a	0	n/a
East Naples	0	0	n/a	\$24.43	0	n/a	1	\$2,526
Golden Gate	0	0	n/a	\$39.30	0	n/a	0	n/a
Lely	2	7,775	3,888	\$26.74	0	n/a	0	n/a
Marco Island	0	0	n/a	n/a	0	n/a	0	n/a
Outlying Collier Co.	2	7,109	3,555	\$12.75	1	\$265	2	\$263
<b>TOTAL</b>	<b>9</b>	<b>33,025</b>	<b>3,669</b>	<b>\$26.98</b>	<b>1</b>	<b>\$265</b>	<b>6</b>	<b>\$435</b>
<b>SPACES FROM 5,000 - 9,999 SF</b>				<b>BASE RENT</b>	<b>USER SALES</b>		<b>INVESTMENT SALES</b>	
North Naples	1	7,816	7,816	\$44.80	0	n/a	0	n/a
Naples	0	0	n/a	\$107.68	0	n/a	0	n/a
East Naples	0	0	n/a	\$27.32	0	n/a	0	n/a
Golden Gate	1	5,874	5,874	\$35.00	0	n/a	1	\$370
Lely	0	0	n/a	n/a	0	n/a	1	\$567
Marco Island	0	0	n/a	\$50.00	0	n/a	0	n/a
Outlying Collier Co.	1	5,219	5,219	\$9.20	1	\$350	1	\$250
<b>TOTAL</b>	<b>3</b>	<b>18,909</b>	<b>6,303</b>	<b>\$39.19</b>	<b>1</b>	<b>\$350</b>	<b>3</b>	<b>\$370</b>
<b>SPACES FROM 10,000 - 24,999 SF</b>				<b>BASE RENT</b>	<b>USER SALES</b>		<b>INVESTMENT SALES</b>	
North Naples	0	0	n/a	\$23.12	0	n/a	2	\$341
Naples	0	0	n/a	n/a	0	n/a	0	n/a
East Naples	0	0	n/a	n/a	0	n/a	1	\$229
Golden Gate	0	0	n/a	n/a	0	n/a	0	n/a
Lely	0	0	n/a	n/a	0	n/a	1	\$207
Marco Island	0	0	n/a	n/a	0	n/a	0	n/a
Outlying Collier Co.	1	19,432	19,432	\$9.20	0	n/a	0	n/a
<b>TOTAL</b>	<b>1</b>	<b>19,432</b>	<b>19,432</b>	<b>\$20.03</b>	<b>0</b>	<b>n/a</b>	<b>4</b>	<b>\$285</b>
<b>SPACES FROM 25,000 SF+</b>				<b>BASE RENT</b>	<b>USER SALES</b>		<b>INVESTMENT SALES</b>	
North Naples	0	0	n/a	\$21.57	0	n/a	0	n/a
Naples	0	0	n/a	n/a	0	n/a	0	n/a
East Naples	0	0	n/a	n/a	0	n/a	0	n/a
Golden Gate	0	0	n/a	n/a	0	n/a	0	n/a
Lely	0	0	n/a	n/a	0	n/a	0	n/a
Marco Island	0	0	n/a	n/a	0	n/a	1	\$376
Outlying Collier Co.	0	0	n/a	n/a	0	n/a	0	n/a
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>\$21.57</b>	<b>0</b>	<b>n/a</b>	<b>1</b>	<b>\$376</b>

**FORT MYERS OFFICE**  
12140 Carissa Commerce Ct, Suite 102  
Fort Myers, FL 33966  
239.481.3800 Tel  
239.481.9950 Fax

**NAPLES OFFICE**  
1100 5<sup>th</sup> Avenue S, Suite 404  
Naples, FL 34102  
239.659.1447 Tel  
239.659.4028 Fax

**CRE**  
CONSULTANTS  
Commercial Real Estate Consultants, LLC  
Florida Licensed Real Estate Broker  
CRECONSULTANTS.com