



MIDTOWN[®]
Alliance

Q2 2026

Midtown Atlanta Retail Market Overview

A WORLD-CLASS TRADE AREA

Your customer is here.

Midtown is anchored by world-class arts venues and surrounded by premier urban amenities.

Widely recognized as the city's cultural, business, and nightlife hub, Midtown encompasses the most populated and walkable 1.2 square miles in metro Atlanta.

Teeming with young professionals, urban residents, and visitors, the district is home to an affluent, educated, and diverse consumer base seeking elevated shopping and dining experiences.

FAST FACTS:

- 1.2 square miles in a dense urban area
- Affluent, educated customer base
- Unmet demand for apparel + lifestyle brands

The area offers expansive parks, public transportation, Class A office towers, luxury residential developments, and an award-winning culinary scene.

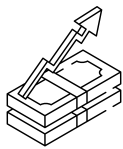
For brands targeting the creative class and experience-driven consumers, there is no stronger retail destination than Midtown Atlanta.



BY THE NUMBERS

Midtown Atlanta: A powerful urban sub-market.

Midtown's 1.2-square-mile footprint packs an outsized punch.
In less than 1% of the City's land area, Midtown delivers:



\$19B

annual **economic**
impact



30%

of the city's
technology
workforce



5x

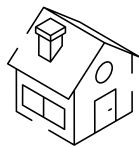
population growth
since 2000 **compared**
to the City of Atlanta

Midtown is a thriving population center for commerce, living, culture
and education:



48K

daytime workers



26K

residents



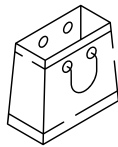
76K

daily visitors



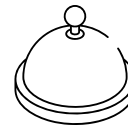
23.5M

square feet of
office space



1.7M

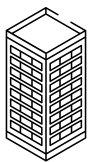
square feet
of **retail**



5,154

hotel rooms

Development in the district has been on a remarkable run:



5,400

new apartment units delivered in the past three years, marking one of the
most significant multifamily development cycles in the nation

Sources: Peachtree Corridor Economic and Fiscal Impact Analysis (Bleakly Advisory Group), Placer.ai, Midtown Alliance



RESIDENTIAL PROFILE

Midtown — a creative class mecca.

FAST FACTS:

- A place for thinkers, designers, creators and solvers
- Professionals in tech, media, finance, healthcare and education
- High LGBTQ+ presence and acceptance

Midtown residents are educated, career-oriented, active and lifestyle-driven. They value connectivity - to work, culture, transit and each other. Midtown is young, diverse and socially active. With a strong concentration of residents in the 20's and 30's, many are college educated professionals. Their weekends often revolve around the Beltline, fitness studios, brunch patios, music festivals and cultural events.

An Inclusive Neighborhood

Midtown boasts a strong and visible LGBTQ+ community and a diverse racial, ethnic and international population. The social environment is open, fashion forward, and civic minded.

Diversifying Demographically

Empty nesters downsizing from suburban homes are increasingly attracted to Midtown's urban amenities.

Coming Soon! Midtown Green: A four-acre public space centered in the district, currently in design, strategically sited to connect adjacent art and retail attractions and offer a range of active uses throughout the day.



Spending power

FAST FACTS:

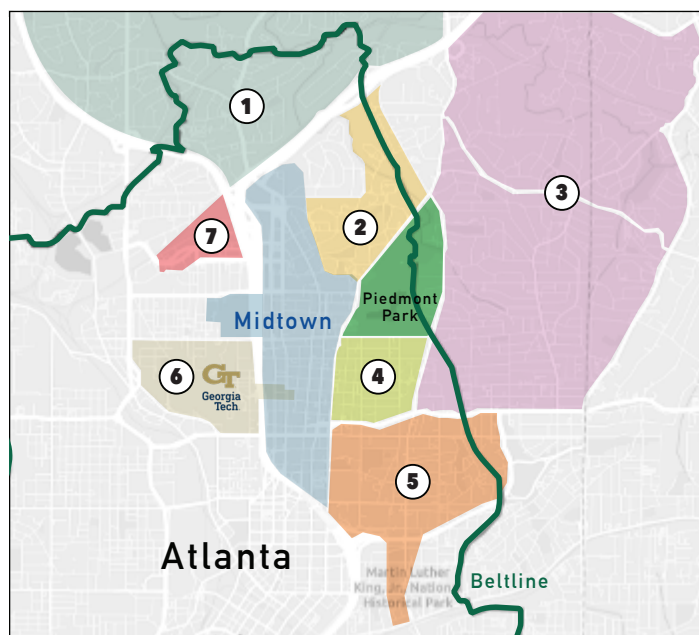
- Highly educated young professionals
- Upper-tier incomes
- Strong spending velocity

Young, educated renters with strong incomes and high discretionary spending patterns dominate the Midtown Atlanta trade area.

Across the Trade Area, consumer spending is projected to grow substantially through 2030. The data signals exceptional strength in food and beverage, entertainment, apparel, travel and home-related categories.

Apparel spending is robust and increasing:

Women's apparel leads spending, followed by footwear and men's apparel making Midtown highly attractive for retail and lifestyle brands.



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.



Midtown

- Average household income exceeds \$170,044 and is growing
- \$94 million spent on apparel in 2025
- Growing to \$123 million by 2030

Surrounding Neighborhoods

- \$397 million growing to \$476 million

1 BUCKHEAD

- Avg. HHI: \$228,140
Wealth Index: 176
- 81% Bachelors or Graduate Degree
- Apparel and Services Spending Index: 206

2 ANSLEY PARK

- Avg. HHI: \$198,114
Wealth Index: 108
- 85.3% Bachelors or Graduate Degree
- Apparel and Services Spending Index: 185

3 MORNINGSIDE / VIRGINIA HIGHLANDS

- Avg. HHI: \$207,655
Wealth Index: 165
- 83.5% Bachelors or Graduate Degree
- Apparel and Services Spending Index: 171

4 MIDTOWN GARDEN DISTRICT

- Avg. HHI: \$148,046
Wealth Index: 90
- 81.2% Bachelors or Graduate Degree
- Apparel and Services Spending Index: 142

5 OLD FOURTH WARD

- Avg. HHI: \$148,627
Wealth Index: 85
- 79.2% Bachelors or Graduate Degree
- Apparel and Services Spending Index: 141

6 GEORGIA TECH

- Avg. HHI: \$136,731
Wealth Index: 78
- 78.9% Bachelors or Graduate Degree
- Apparel and Services Spending Index: 131

7 ATLANTIC STATION

- Avg. HHI: \$171,113
Wealth Index: 108
- 86% Bachelors or Graduate Degree
- Apparel and Services Spending Index: 161

Esri's Wealth Index: measures the relative affluence of an area, comparing local household wealth to the U.S. national average. It compiles indicators such as average household income, net worth, and housing affordability to provide a comprehensive view of economic status. A higher index indicates higher wealth relative to the nation.

WHAT'S HERE?

Midtown Atlanta Drives Demand

Midtown offers a diverse collection of demand drivers for retailers, including Georgia Tech, SCAD, The High Museum of Art, Center Stage Theater, and Fox Theatre. The district is also anchored by major corporate employers, such as The Coca-Cola Company, Equifax, Google, Microsoft, and Norfolk Southern. Midtown is supported by three MARTA rail stations, which generate more than 125,000 visits daily.

A vibrant mix of 180+ restaurants, 40+ shopping options, and world-class cultural venues produces street activity from morning to night. Over 3,000 annual events and 7 million visitors, including 2.2 million overnight guests, are a steady stream of new and returning customers.

The district features a true street grid that provides exceptional storefront visibility, walkability, and convenient access for shoppers.

Atlanta's fastest-growing residential market, Midtown has tripled its housing supply since 2000, with this growth fueling sustained demand. The district attracts a highly educated, design-forward population with consumer spending levels well above national averages.

Notable Anchors:



Colony Square is a true mixed-use anchor that attracts 2M visitors a year to 160K SF of retail, restaurants, entertainment and a 20K SF food hall featuring local culinary talent.

Woodruff Arts Center is the 3rd largest venue of its kind in the U.S., drawing more than 620K patrons annually to its three arts partners, Alliance Theatre, Atlanta Symphony Orchestra and High Museum of Art.

Tech Square is a bustling innovation district, that facilitates interactions between start-ups, Fortune 500 companies, Georgia Tech affiliates, researchers and students.



Big Peach Running Co.

“People who spend time here want convenience and choice. And right now it doesn’t feel like Midtown can meet all the current demand. Midtown is super cool, and we can be part of a retail revolution here.”



With storefront windows looking out on Atlanta’s signature street, Big Peach Ride + Run in Midtown is part of the fabric of the community.



Mike Cosentino
Owner,
Big Peach Ride + Run



CONTACT US

Your retail brand belongs in Midtown Atlanta.

You've learned about some of Midtown's market fundamentals. Now take the next step. Get in touch with us for more info and a breakdown of available retail space.

Todd Semrau

President
Urban Retail Advisors

Todd@UrbanRetailAdvisors.com

Mobile: (404) 226-6526

Office: (404) 254-1379

MidtownATL.com

Midtown Alliance
999 Peachtree Street NE
Suite 730
Atlanta, GA 30309

(404) 892-0050



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Midtown Alliance is a 501(c)3 non-profit organization.

