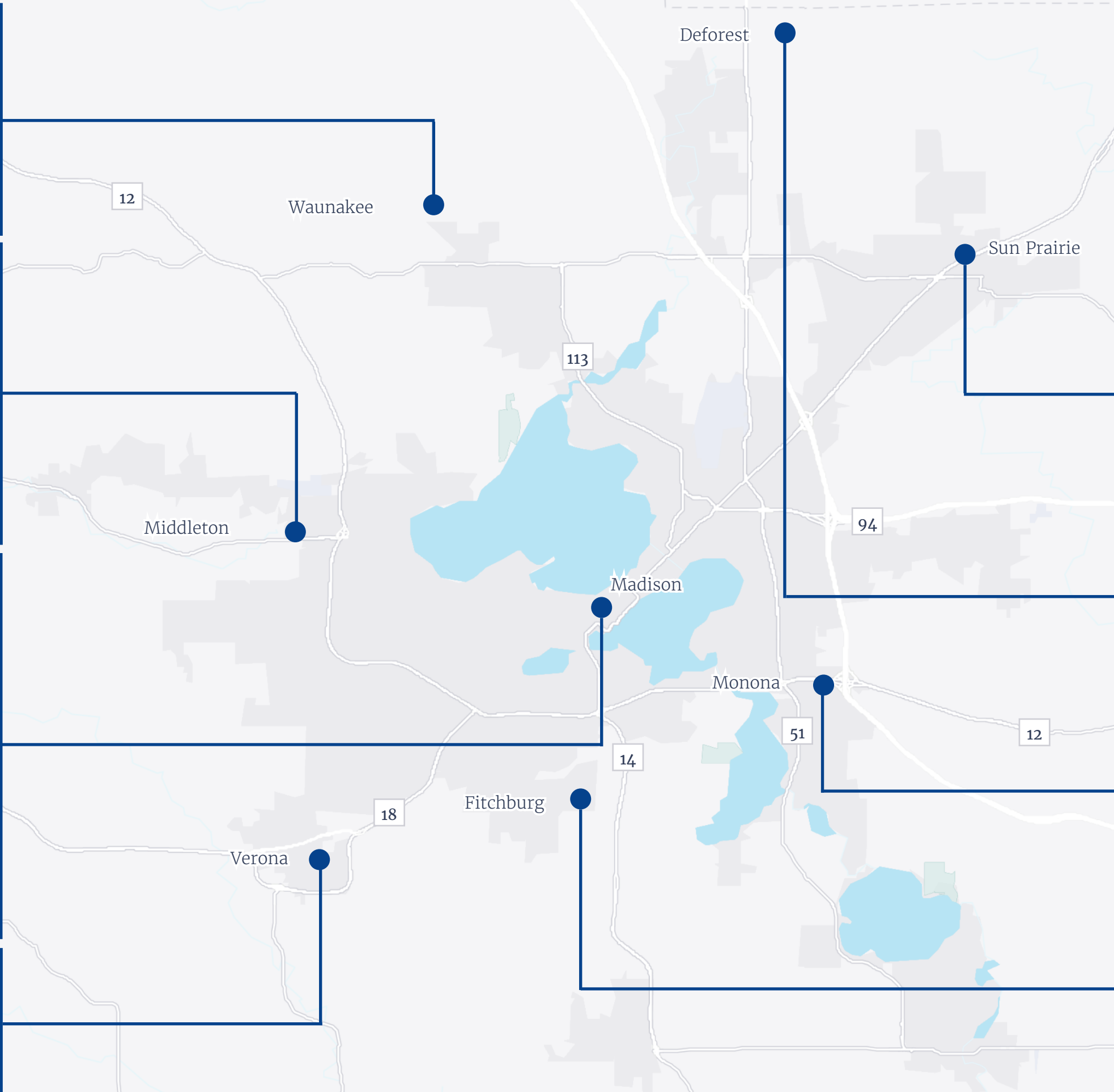


### Waunakee

### Middleton

### Madison

### Verona



### Madison Market Update

### Sun Prairie

### DeForest

### Monona

### Fitchburg

# Madison Retail



	2025 Population	2030 Population	Growth
Madison	288,149	301,415	0.9%
Middleton	23,490	24,469	0.82%
Verona	15,500	17,821	2.83%
Waunakee	15,827	16,511	0.85%
Deforest	11,882	12,265	0.64%
Sun Prairie	38,402	40,492	1.07%
Monona	8,616	10,500	4.0%
Fitchburg	33,506	34,526	0.6%

# 709,339

Current MSA Population

# 42M sf

Madison MSA Retail Inventory

# 840K sf

Total Retail Vacancy

# 2.0%

Vacancy Rate

Notes:

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## Colliers | Wisconsin

Retail Team Members



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Rebecca Genitilli brings more than five years of commercial real estate experience, working primary with retail and restaurant space in the Madison, WI market. Having experience in a variety of service lines, Becca leverages her commercial property management and brokerage background throughout the transaction process, bringing holistic knowledge to her clients.

Jesse Schluter brings a 20+ year track record of success in the Wisconsin retail and restaurant markets. He focuses on leasing and selling "main and main" real estate and has completed transactions in all the major WI markets, with an emphasis on the greater Madison, WI area.

Contact us or scan the QR code to learn more

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