

REBNY Research

Manhattan Retail Report

First Half 2025



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Summary

Sustained Market Fundamentals, Even as Headwinds Emerge

Despite rising uncertainty in the broader economy, Manhattan's retail rally carried into the first six months of 2025. Steady storefront leasing has depleted options in prime corridors, pushing retailers to expand their search geographically. Asking rent rose in most areas and owners pulled back on concessions.

Brokers noted that a few retailers proceeded more cautiously in the last two to three months, likely in response to economic uncertainty associated with federal policy changes. In addition, declining tourism, particularly from Canada and Europe, has some retailers concerned.

It will take more than falling international tourism to derail the retail rally. For the time being, other market drivers, including domestic tourism, daytime commuters, and an affluent residential base, all continue to attract brands to Manhattan. Leasing is on par with the robust pace of the last two years because multiple retail brands value access to these core fundamentals. Demand continues to flow from multiple sources. Established New York City firms are expanding their footprint, international and domestic brands are making their debut, and digital retailers are opening their first stores.



Key Takeaways

Supply Constraints in More Corridors Force Retailers to Expand Search

Retailers widened their search to areas beyond Madison Avenue and SoHo. Increased activity has depleted availability in nearby locations like Upper Madison, parts of the Upper East Side, and Columbus Avenue/Upper West Side. Brands that may have wanted a SoHo location are opting for Flatiron/Union Square and NoHo or NoLita. Leasing has spread beyond Midtown East to Third Avenue as well as the Penn District.

Sporadic Activity and Elevated Availability in a Few Areas

Tenants can find more storefronts in corridors such as Herald Square and the Financial District, as both still have more than 15 available storefronts. Leasing in Times Square and Upper Fifth Avenue has remained sporadic. The remaining options include unique spaces (studio space and flagships) requiring costly commitments and long-term vision.

Broad-Based Demand Underscores Appeal of Manhattan Location

New-to-market retailers supplement activity from brands expanding their Manhattan footprint. Examples include Chinese coffee shop, Luckin Coffee, South Florida yoga studio, Reforming Pilates, and multiple luxury fashion and beauty retailers from Los Angeles. Manhattan remains integral to the retail strategy of many brands, despite the substantial challenges and costs associated with store setup and operations.

Moderate Rent Growth and Pullback in Concessions

Asking rent rose or was flat in half of the corridors. Effective rent ticked up as many owners reduced concessions. Property owners, like retailers, are eager to avoid expensive build-outs which show no signs of abating. As always there are still exceptions. Owners in corridors with elevated availability remain more flexible and aggressive in their efforts to keep existing retailers in place.

Keeping an Eye on Some Moderation in Leasing

Off and on tariff increases and increased economic uncertainty rattled consumer and business confidence this spring. Brokers noted a modest increase in retailers tapping the brakes on leasing decisions. Tenants may be hesitating for different reasons: sticker shock about buildout costs, the impacts of reduced sales, foot traffic elsewhere in their portfolio, or pressure on operating margins. Nevertheless, after careful consideration most retailers are eventually moving ahead with new leases.

Corridor Trends

Tenants Widen Search to Some More Corridors

Top performing corridors reflect the core drivers of Manhattan's retail recovery – steady regional labor markets and income growth, a luxury retail rally, resurgent tourism and steady return-to-office rates. Most retailers are targeting corridors positioned to tap into one, or sometimes several of these key market drivers.

Luxury & Boutique Retail Pushes to More Areas

Luxury apparel and accessories absorbed most of the quality storefronts on Madison Avenue and in the heart of SoHo several quarters ago. Tenants have pushed to Upper Madison, Upper East Side, Upper West Side, the Plaza District, and Park Avenue. This includes activity from boutique fashion and accessories brands entering Manhattan for the first time. Washington D.C.-based clothing brand, Tuckernuck, leased 1121 Madison Avenue at 84th Street).

SoHo has negligible quality storefront availability. Retailers are turning to NoHo, Flatiron and Union Square, NoMad, and NoLita. On Fifth Avenue in Flatiron, North Face recently leased 95 Fifth Avenue. Other retailers are flocking to the chic boutique vibe of the West Village, where nearly all storefronts are leased.



Corridor Trends

Midtown Benefitting from Return to Office & Tourism

Return to office rates in Manhattan have stabilized at levels that are 70% to 75% of pre-pandemic levels for A-/B buildings and in the 90% range for A+ buildings. Midtown has the highest concentration of A+ buildings. Sustained daytime commuter activity combined with attractions like Rock Center, The Summit, and Grand Central has boosted Midtown foot traffic and leasing activity.

During the last six months, demand has spilled over to some sections of Third Avenue. Finally, more retailers are recognizing the significant turnaround in foot traffic and office infrastructure that is underway in the Penn District.

Lower Fifth Avenue was one of the first areas to benefit from renewed tourism and commuters returning to the workplace. Most of its storefronts were absorbed in 2023 and early 2024. Leasing has carried up further along Fifth Avenue and Madison Avenue to the heart of Midtown. Charles Tyrwhitt, for example, recently leased 477 Madison, more than doubling the size of its store. In Park Avenue and the Plaza District, Manhattan's tightest office market, has seen a surge in luxury retail, including high-performance vehicles. Ferrari recently moved its showroom from 410 Park Avenue to a larger and prominent two-story showroom at 425 Park Avenue, which has 45-foot-high floor-to-ceiling glass. Foster + Partners, the architect for 425 Park Avenue, is now working with JPMorgan Chase on its renovation at 383 Madison Avenue. Once completed, this project will further solidify retail demand in this part of Midtown.

See Corridor Details for More Leasing Info

Limited Supply of Big Blocks Pushes Tenants to Other Areas

Tenants requiring larger retail spaces (fitness as well as arts and entertainment) have been active in Chelsea and Tribeca. Powerhouse Gym, a Michigan-based gym with locations in suburban New York City, signed a 19,000 square foot lease at 158 W 27th Street for its first Manhattan outpost. The Seaport District continues to fill out its roster. Interactive art exhibitor Meow Wolf took nearly 75,000 square feet at Pier 17.

Sporadic Leasing and Ample Options Elsewhere

Based on leasing so far this year, the retail rally appears to have more runway. This is good news for corridors like Herald Square and the Financial District that have yet to capture sustained demand and still have more storefront options. Despite a 55,000 square foot lease by Old Navy, Herald Square still has more than 20 storefront availabilities.

Times Square and Upper Fifth Avenue have seen strong foot traffic but also have some of the most unique spaces on the market. After more than 25 years at 1500 Broadway, Good Morning America left Times Square, relocating to the new Disney HQ building at 7 Hudson Square. Upper Fifth Avenue is also waiting for breakout activity, where rents remain among the most expensive globally. Property investors clearly see the long-term value of Upper Fifth Avenue, but tenants have remained a bit hesitant. Many remaining storefronts require a very extensive buildout from either the new tenant or owner.

Sector Details

Hospitality & Exclusivity Key to Retail Differentiation

Fashion and accessories, food and beverage, and beauty, health, and wellness continue to account for much of the leasing. Arts and entertainment remained active. But new-to-market retailers were also very active across multiple categories, accounting for more than 20% of activity. This includes established foreign and domestic brands with extensive presence elsewhere, direct-to-consumer retailers opening their first brick and mortar store, and entrepreneurs choosing to set up their first shop in the city.

Eager to differentiate not just their product, but also their service, retailers are focused on hospitality and exclusivity. They are investing extensively in amenities that engage and comfort their clients, while inviting them to linger. Dossier's flagship in NoLita, for example, opened this May on Elizabeth Street. It is described as a "library-style boutique" designed to simplify "fragrance discovery." In a recent interview, Max Poussier, Dossier's Chief Creative Officer, said the modern perfume house is "not just about discovery. It's about belonging."

Boutiques Fill in Madison Ave and SoHo Storefronts

Many global luxury brands secured space in prime corridors during 2023 and 2024. Boutique designers snared some of the last remaining options on Madison Avenue and in SoHo. Celebrity designer Daniella Kallmeyer opened her second store at 1022 Madison Avenue in May. Nearby at 1011 Madison Avenue, LA-based Staud opened its second New York City location. In Soho, Los Angeles Apparel leased the former TopShop at 480 Broadway. With Jean, an Australian direct-to-consumer women's fashion brand that has built a following through Instagram, leased its first U.S. flagship at 43 Wooster Street. Finally, Japanese handbag maker, Bao Bao Issey Miyake, leased 126 Prince Street for its first U.S. store.



Sector Details

Curated Beauty & Spas

Luxury beauty and cosmetics are following flagships and boutiques to Upper Madison Avenue. During the last six months, Jones Road Madison Avenue and Violet Grey both opened. Founded by former Estee Lauder makeup artist Bobbi Brown in New Jersey, Jones Road also recently opened in Williamsburg, Brooklyn. Violet Grey, known for its Melrose Place salon, had its soft opening in May. This is its first standalone boutique in New York City.

Upper Madison Avenue is just one of several corridors to capture luxury beauty and spas. Gilded Ritual is opening at 1210 Third Avenue in the next few months offering luxury Russian manicures. Its first location opened on Reade Street in TriBeCa in 2021. In NoMad, an anti-aging skin care clinic, Treat Medspa, recently opened its flagship location.



Michelin-Star Chefs Return to Midtown & Surrounding Areas

Experienced New York City chefs as well as out-of-market operators are sparking a surge in full-service white cloth restaurants, particularly in Midtown and surrounding areas. Restaurants at the base of office buildings on Avenue of the Americas and Broadway once again enjoy multiple client bases: business lunches, pre-theatre crowds, and foodies drawn to chef reputation.

Examples during the first half of the year include Chef Masahuro Morimoto & Montclair Hospitality (1255 Broadway); Chicago Michelin steakhouse Maple & Ash (17,000 square feet at Rock Center) and STK (12,600 square feet at 200 Park Avenue South). In May, The Dynamo Room (a partnership with Sunday Hospitality) opened at 2 Penn Plaza on Memorial Day. Finally, Philly chef Michael Schulson is bringing his sushi and robata-yaki restaurant, Double Knot, to 1251 Sixth Avenue.

Quick service restaurants, fast casual locations, coffee concepts, and bakeries were still active in Midtown. Pura Vida and Carrott Express continue to grow. As return-to-office stabilizes, these tenants are taking some vacant side street storefronts. UK-based health food chain Farmer J leased 40 W. 53rd for its first location in the city. Luckin, one of China's top coffee chains, opened two locations, one at 755 Broadway and another at 800 6th Avenue. Known in China for its integration with WeChat, Luckin has 22,000 locations in China. It will have to modify its model in New York City where cashless retail remains illegal.

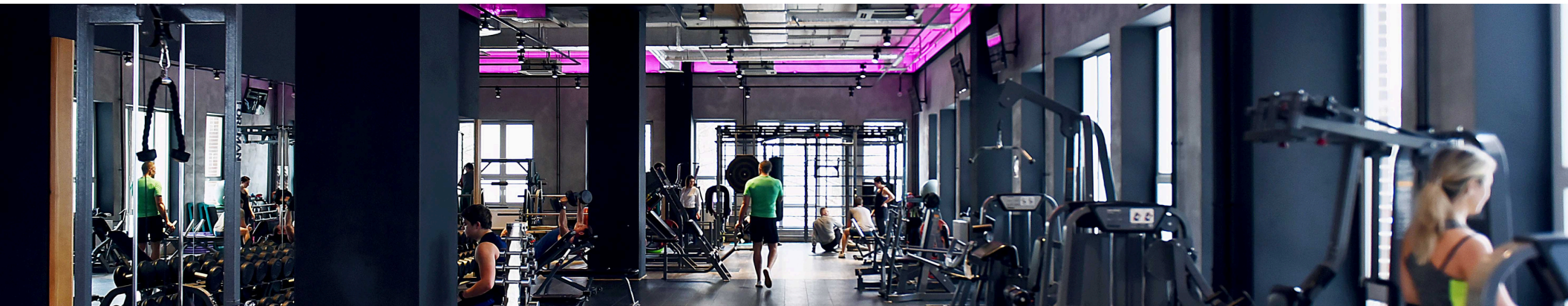
Sector Details

Health & Social Clubs Branch Out

As more fitness and health clubs pop up across the city, each brand is doing its best to distinguish themselves. This includes larger luxury models like TMPL (747 3rd Avenue) that incorporate extensive technology and boutique niche fitness providers like ID Hot Yoga and Spirit Lab Yoga (39th Street). On the Upper East Side, Workshoppe is expected to open a 4-story, luxury, 17,000 square foot gym at 1120 Third Avenue later this summer. Just a few blocks away, Reforming Pilates opened a 2,000 square foot studio at 1305 2nd Avenue. The workout studio, which comes out of South Florida, bills itself as a boutique experience.

These clubs also must compete with office properties that are building out fully loaded fitness centers for their tenants. The Empire State Building, for example, offers its tenants a fitness center as part of the 65,000 square foot Empire Lounge and Club Level amenities. Gym apparel and accessory brand GymShark hopes to build a following among Manhattan's fitness fanatics. The London-based brand leased the entirety of 11 Bond for its first permanent U.S. store - it previously had a pop-up at 105 Wooster Street.

The distinction between fitness, wellness, and social clubs continues to narrow. Member-only social clubs for adults have been expanding over the last two years. A new approach has emerged recently, creating members-only social spaces for families. Cocoon, which describes itself as a "social and learning club for families," recently leased 14,000 square feet at 408 Columbus Avenue. The three-story space will offer classes and programs for babies and kids up to eight as well as a day camp and private party space. Cocoon opened its first location in Tribeca.



What's Behind the Numbers?

During 2024, retail had the wind in its sails. Retail demand drivers were pushing in the same direction – employment and income growth was sustained, return to office in New York City exceeded levels across the country and tourism was within reach of a new record. The Downtown Alliance reported for example that in 2024 its international share of visitors was 59%, nearly even with the peak of 61% in 2019.

The uncertainty over the future of tariffs and other policies have spurred a pullback in international tourism, particularly Canada. As of April, air travel from Canada was down 30% at JFK. The Hotel Association of New York City recently reported that hotel bookings from Canadian visitors was down five-to-15% across 300 member hotels. Canadian travelers previously brought \$600 million to NYC's economy in 2024, second only to travelers from the UK.

So far, though, in the words of Fed Chairman Powell signs of increased costs from tariffs have largely failed to “materialize”. However, businesses note some increased costs. The June Fed Beige Book for New York (District 2) commented: “price increases remained moderate, but input prices grew strongly with tariff induced cost increases. Capital spending plans declined, and the outlook was quite pessimistic.”

The highest tariffs were suspended in May, and the broader economic volatility dissipated. But without clear guidance from Washington, businesses and consumers are unsure where tariffs and prices will settle. Economists still warn that tariffs could erode domestic household spending power as well as retailer operating margins.¹ Increased material and goods costs come at a time when construction and borrowing costs remain extremely high. Cushman & Wakefield recently estimated an average build-out cost for an in-line store at 2,500 square feet in New York City to be nearly \$170 per square foot in 2025. That's up from \$158 per square foot in 2024.

¹ As of early July uncertainty regarding tariff levels still lingered as the administration said several countries could face tariffs ranging from 25% to 40% unless negotiations yield results later in the summer.



What's Behind the Numbers?

Manhattan's Retail Value Proposition is Multi-faceted

It will take more than a decline in international tourism to derail the current retail rally. Manhattan is uniquely positioned, particularly in comparison to competing shopping destinations, to provide retailers with exposure to multiple demand drivers.

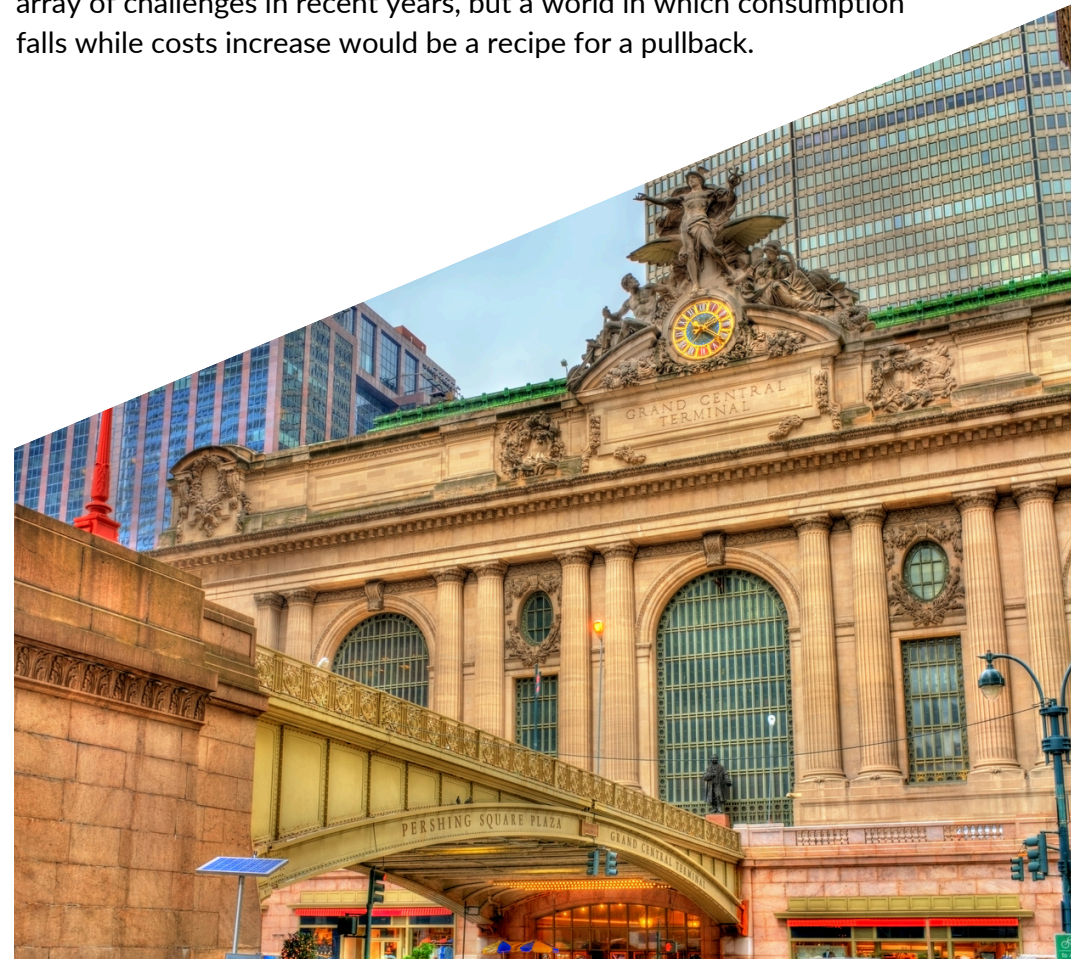
Manhattan also offers access to one of the world's most talented retail workforces - leaders in architecture, interior design, marketing, and retail strategy live and work here. It is also where future retail talent comes to learn and build their expertise. For instance, Barcelona-based fashion brand, Mango, is at the beginning of a plan to open 20 stores across the U.S. They work with Parsons School of Design to train and find new recruits.

Finally, Manhattan offers synergy with culture, entertainment, and art that can be found in only a few other global cities.

Private & Public Partnerships Are an Added Advantage

Another contributor, often overlooked and undervalued, is the support that city and state agencies provide businesses. Many of these efforts are the result of partnerships between local businesses, community organizations, and the government. Compared to some other major U.S. metros, city and state leadership understand the importance of retail recovery and vibrant streets. Finally, local Business Improvement Districts and Chambers of Commerce provide extensive support and guidance to small business owners in Manhattan and across the city.

That said, there are scenarios in which multiple core market fundamentals can deteriorate, which can include changes to government policies or a sustained deterioration in consumer and business sentiment. Retailers have learned to live with a dizzying array of challenges in recent years, but a world in which consumption falls while costs increase would be a recipe for a pullback.



Upper West Side: Broadway (72nd Street – 86th Street)

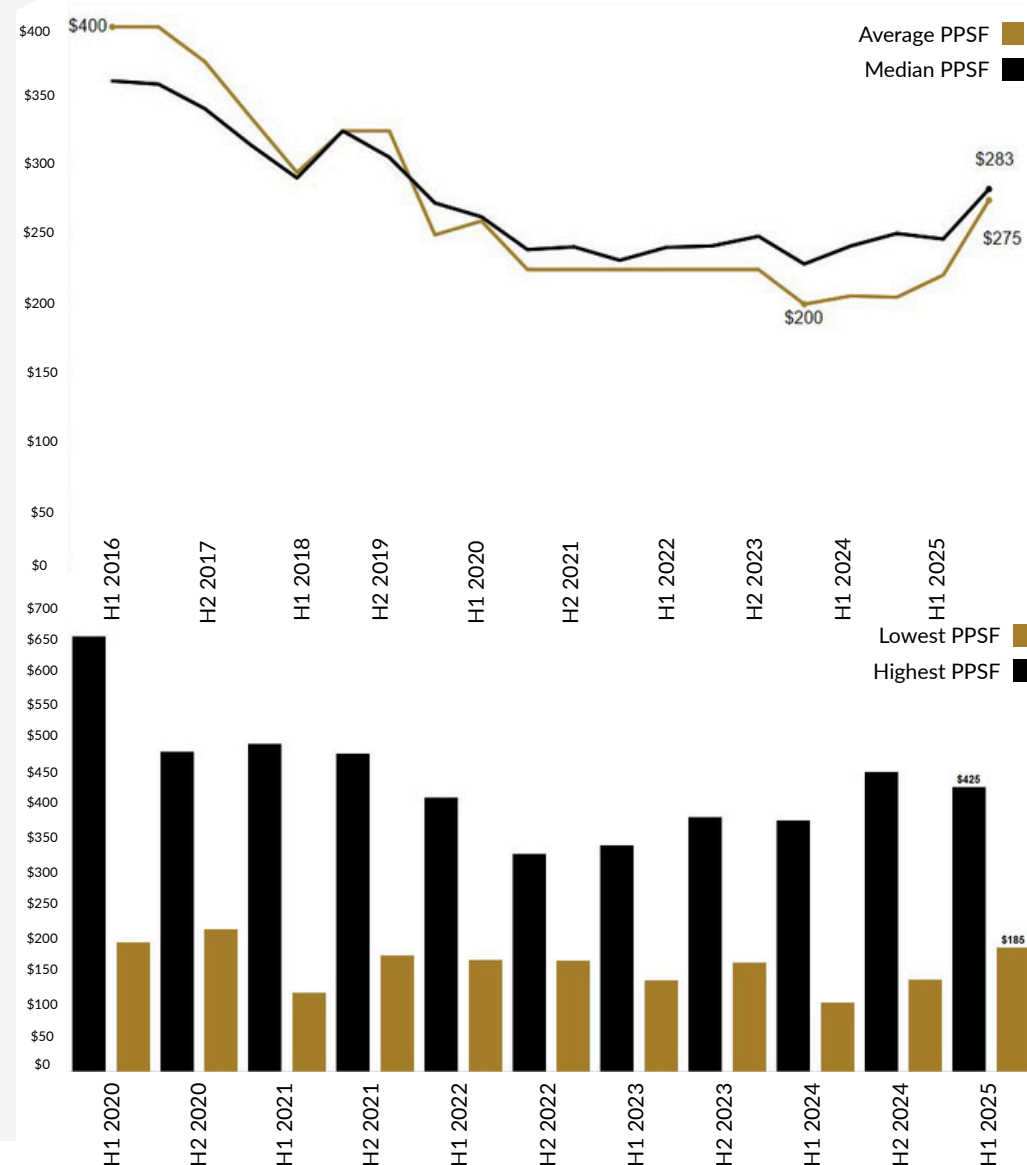
Broadway added to its diverse tenant base, capturing activity from service retailers expanding fashion and accessories brands. Silver Mirror leased 2305 Broadway – this will be the fourth location for the Miami-based “facial bar”. Spanish fashion brand, Mango, leased 1976 Broadway in Lincoln Square for its fourth Manhattan location. The 13,000 square foot storefront has been vacant since Banana Republic closed in 2021.

Storefront availability rose during the first half of the year, from five storefronts to nine. Average asking rent rose from \$247 in H2 2024 to \$283 in H1 2025, a 14.6% jump from six months ago and 12.8% year-on-year. Rent is 35% below the all-time peak of \$434 in Fall 2013.

Leases/Opening

Retailer	Address	Sector
<i>Mango</i>	1976 Broadway	<i>Fashion</i>
<i>Silver Mirror</i>	2305 Broadway	<i>Spa</i>
Wells Fargo	2275 Broadway	Bank
Aura	239 W 72 nd Street	Fitness (yoga/pilates)
<i>Pho Broadway</i>	2058 Broadway	<i>Food and beverage</i>

*Italicized are new leases, non-italicized are openings



Columbus Circle: Columbus Avenue (66th Street – 79th Street)

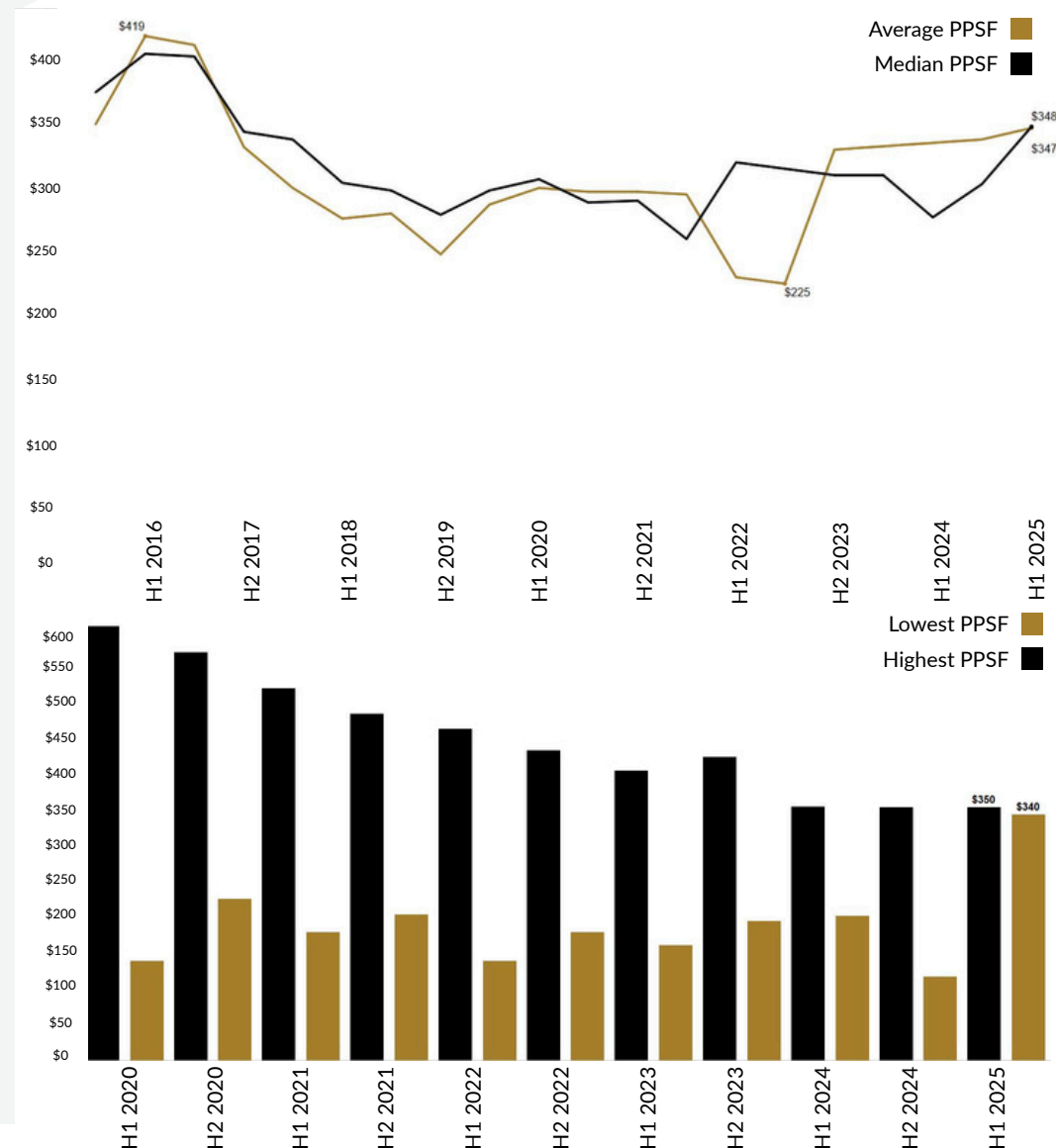
Columbus Circle continues to attract fashion and accessories, food and beverage, and service retailers. Recent activity has been concentrated on the edge of Columbus Circle – closer to either Lincoln Square or the Upper West Side. Recent leases and openings include family social club, Cocoon, and salon, The Cutting District. Athletic performance brand, Vuori, recently opened its fourth location at 201 Columbus Avenue.

Following the trend of most corridors, available storefronts fell during the first half of the year, from six storefronts to four. Average asking rent jumped from \$303 in H2 2024 to \$348 in the H1 of 2025, a 14.9% jump from six months ago and 25.6% year-on-year. Rent is 22% below the all-time peak of \$447 in Fall 2013.

Leases/Opening

Retailer	Address	Sector
Vuori	201 Columbus	Fashion (activewear)
Cocoon	408 Columbus	Family Social Club
Le Vin Coeur	108 W 81 st Street	Wine Bar
The Cutting District	265 Columbus	Barber Shop

*Italicized are new leases, non-italicized are openings



Upper East Side: East 86th Street (Lexington Ave - Second Ave)

This major East-West transit-rich corridor has only five quality storefront options available between Lexington and Second Avenue (a two-block stretch), down from eight in H2 2024. Service retailers, food and beverage, and groceries have been active.

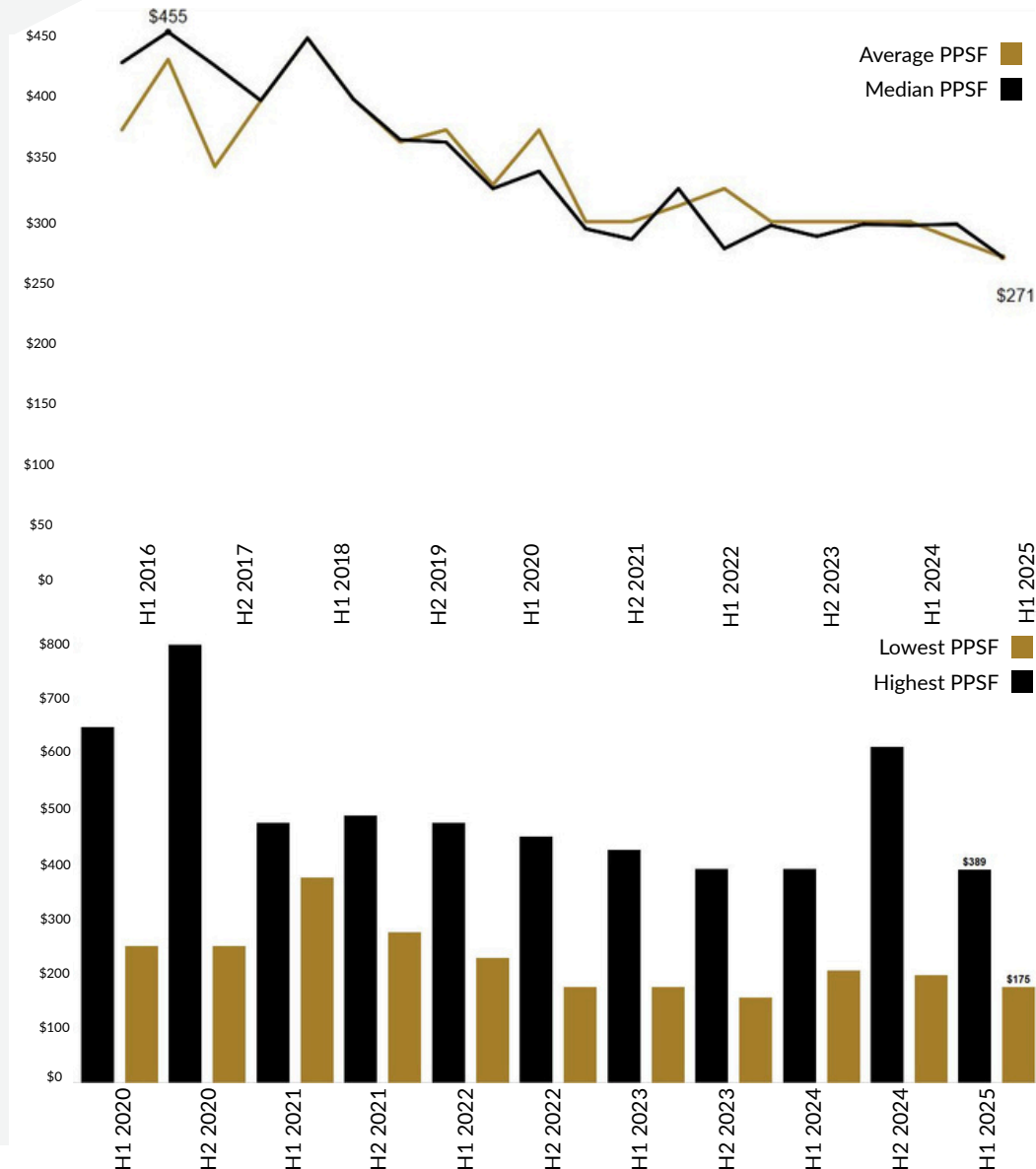
Tenants can find a few more options along Third and Second Avenue, closer to Yorkville, but more of these were taken in the last six months. Van Leeuwen Ice Cream recently added 1380 Madison as its third Upper East Side location.

Property Shark recently reported that the Upper East Side topped every neighborhood in the five boroughs in residential sales, with 600 properties sold, up 24% year-over-year. New residential development on Third and Second Avenues will eventually bring new retail. Rent fell from \$298 to \$271, a 9.1% dip from six months ago as well as year-on-year.

Leases/Opening

Retailer	Address	Sector
Lexington Marketplace	1276 Lexington	Deli/grocery
<i>Angelina Bakery</i>	<i>1100 Lexington</i>	<i>Bakery</i>
HMart	223 E 86 th Street	Grocery (Korean)
Tuckernuck	1121 Madison	Fashion
Toast	1221 Madison	Fashion
Jennifer Fisher	1157 Madison	Jeweler
Skinny Louie	1565 Second	Quick Service Restaurant

*Italicized are new leases, non-italicized are openings



Upper East Side: Madison Avenue (57th Street - 72nd Street)

Most of the prime storefronts along Madison Avenue were leased several quarters ago. The first half of the year brought several notable grand opening events, including Dolce & Gabbana's new five-floor flagship, the return of Marina B to Madison Avenue for the first time since the 1990s and London jeweler Jessica McCormack's new two-story location at 743 Madison Avenue.

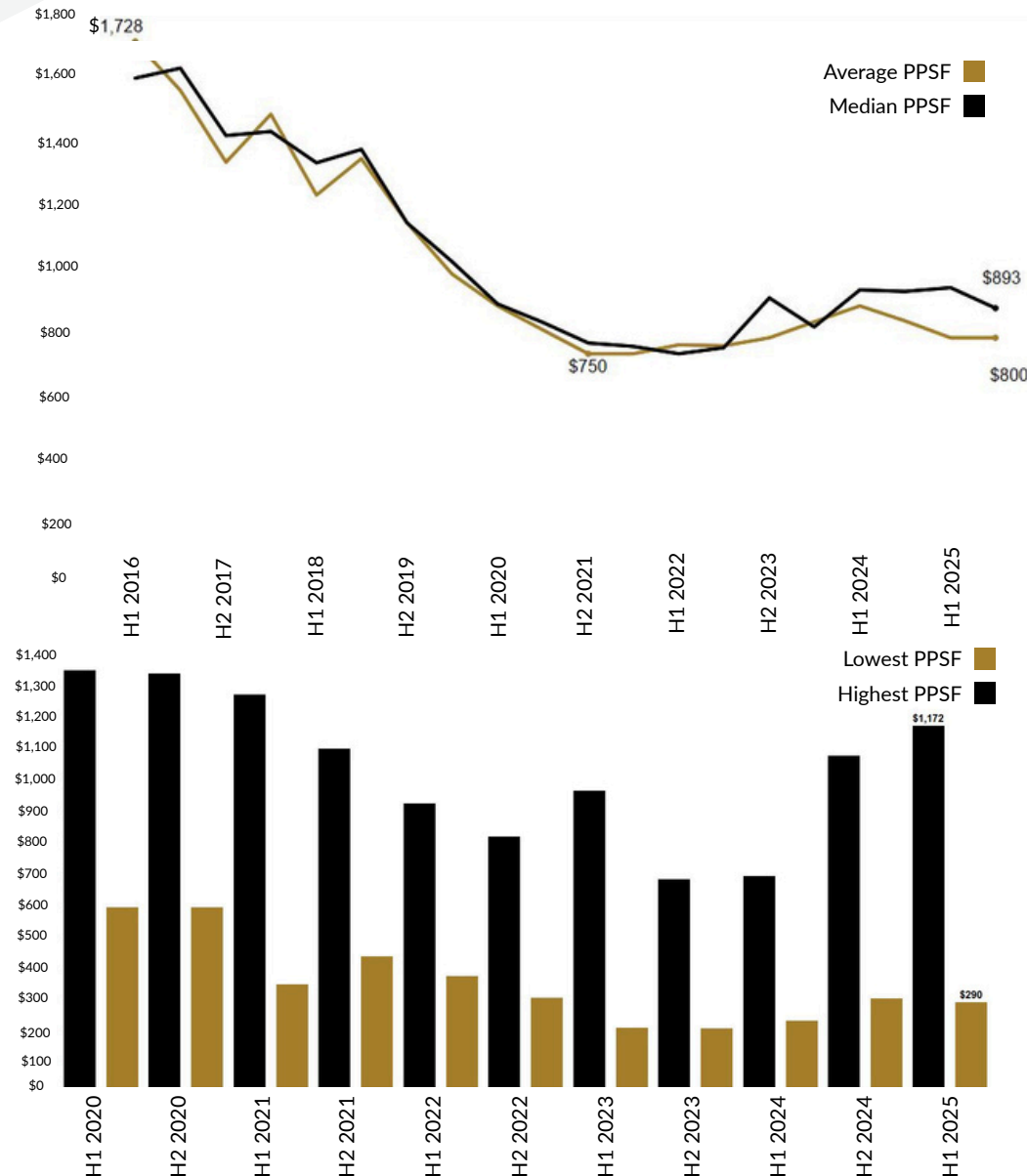
In addition to the activity along Upper Madison by several boutiques, other clothing brands are leasing side-street locations. Women's clothing brand, Ludivine, which recently closed its store in the West Village, opened at 24 E 73rd Street.

Available storefronts fell from 28 to 23 in the H1 of 2025, with most of those concentrated above 68th Street. Rent fell from \$957 to \$893, a 6.7% drop from six months ago and a 5.5% year-on-year decrease. Rent is 48% below the all-time peak of \$1,709 in Fall 2014, but is 82% above the low of \$491 in the H2 2002.

Leases/Opening

Retailer	Address	Sector
STAUD	1011 Madison	Fashion (boutique)
Kallmeyer	1022 Madison	Fashion (women's)
Camilla	1015 Madison	Fashion (women's)
Ludivine	24 E 73 rd Street	Fashion (women's)
Marina B	674 Madison	Jeweler
Gianvito Rossi	729 Madison	Accessories (shoes)
Jessica McCormack	743 Madison	Jeweler

*Italicized are new leases, non-italicized are openings



Third Avenue

(60th Street - 72nd Street)

Available storefronts fell from 15 storefronts to nine in the first half of 2025. Straddling residential neighborhoods like Lenox Hill and the Midtown East office district, Third Avenue is capturing activity from fast-casual, local services, home goods, and fitness.

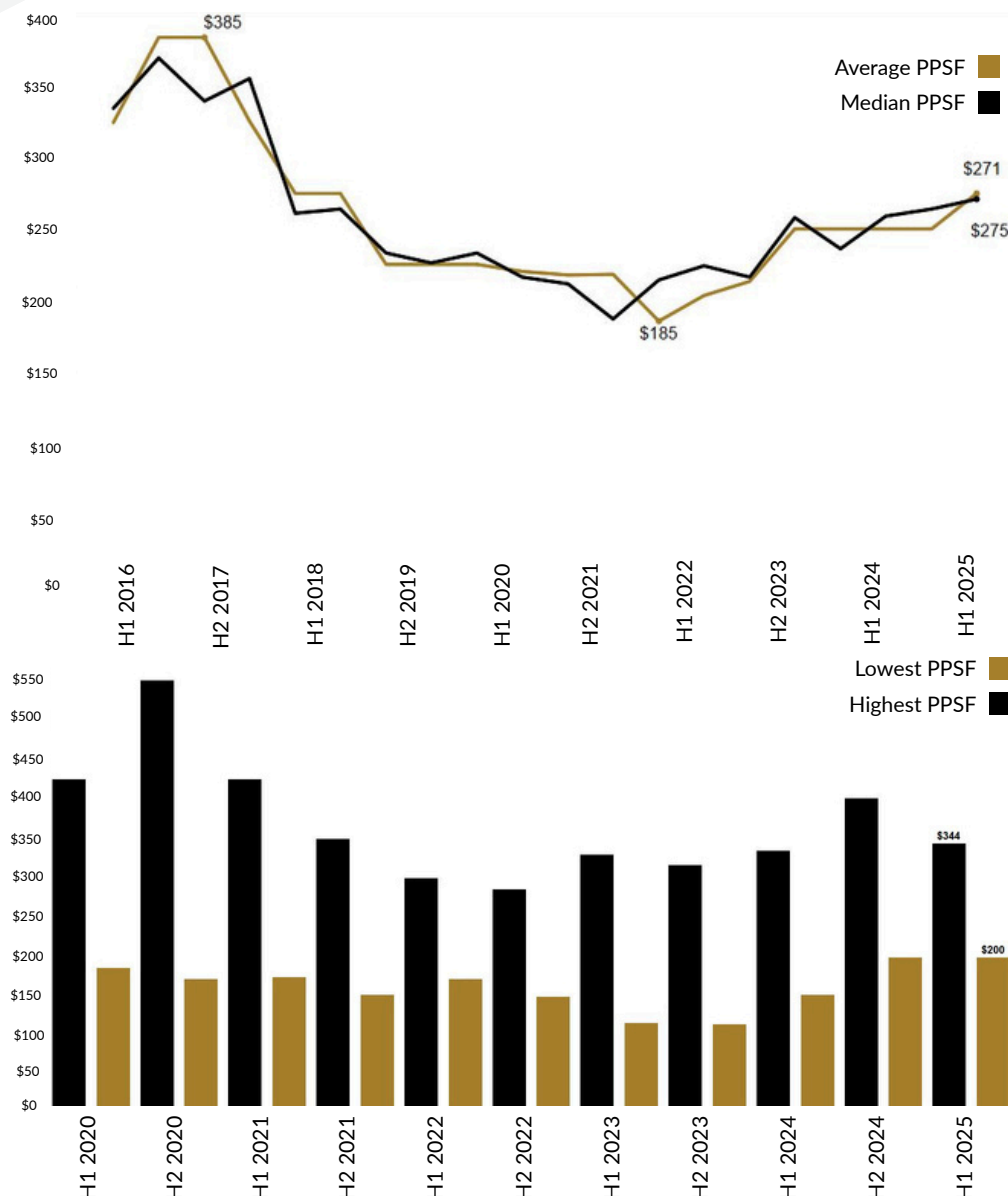
Third Avenue is likely to gather more foot traffic and diversified shopping as office product converts below 60th Street. Some sections of Third Avenue have already seen a notable jump in both new residential buildings as well as medical office space. Several of the leases and openings were at the base of recently delivered apartment buildings, including Le Petit Parisien and Bond Vet at 1035 Third Avenue.

Average asking rent rose from \$264 to \$271 in H1 2025, a 2.7% jump from six months ago and 4.6% year-on-year. Rent is 27% below the all-time peak of \$371 in H1 2016 but has increased 49% from the all-time low of \$182 in H2 2002.

Leases/Opening

Retailer	Address	Sector
Bond Vet	1035 Third	Veterinarian
Le Petit Parisien	1039 Third	Bakery
CBD Boutqieue	1126 Third	Cannabis
<i>Gilded Ritual</i>	<i>1210 Third</i>	<i>Nail Salon</i>
Workshoppe	1120 Third	Health Club

*Italicized are new leases, non-italicized are openings



Lower Fifth Avenue (42nd Street - 49th Street)

Only a couple of quality storefront options were actively marketed in the first half of the year. This section of Fifth Avenue has rebounded thanks to steady return to office as well as surging tourism. The upcoming delivery of JP Morgan's headquarters building, opening off the LIRR Madison Avenue stop, and buzz surrounding One Vanderbilt and Bryant Park have drawn additional foot traffic to surrounding streets.

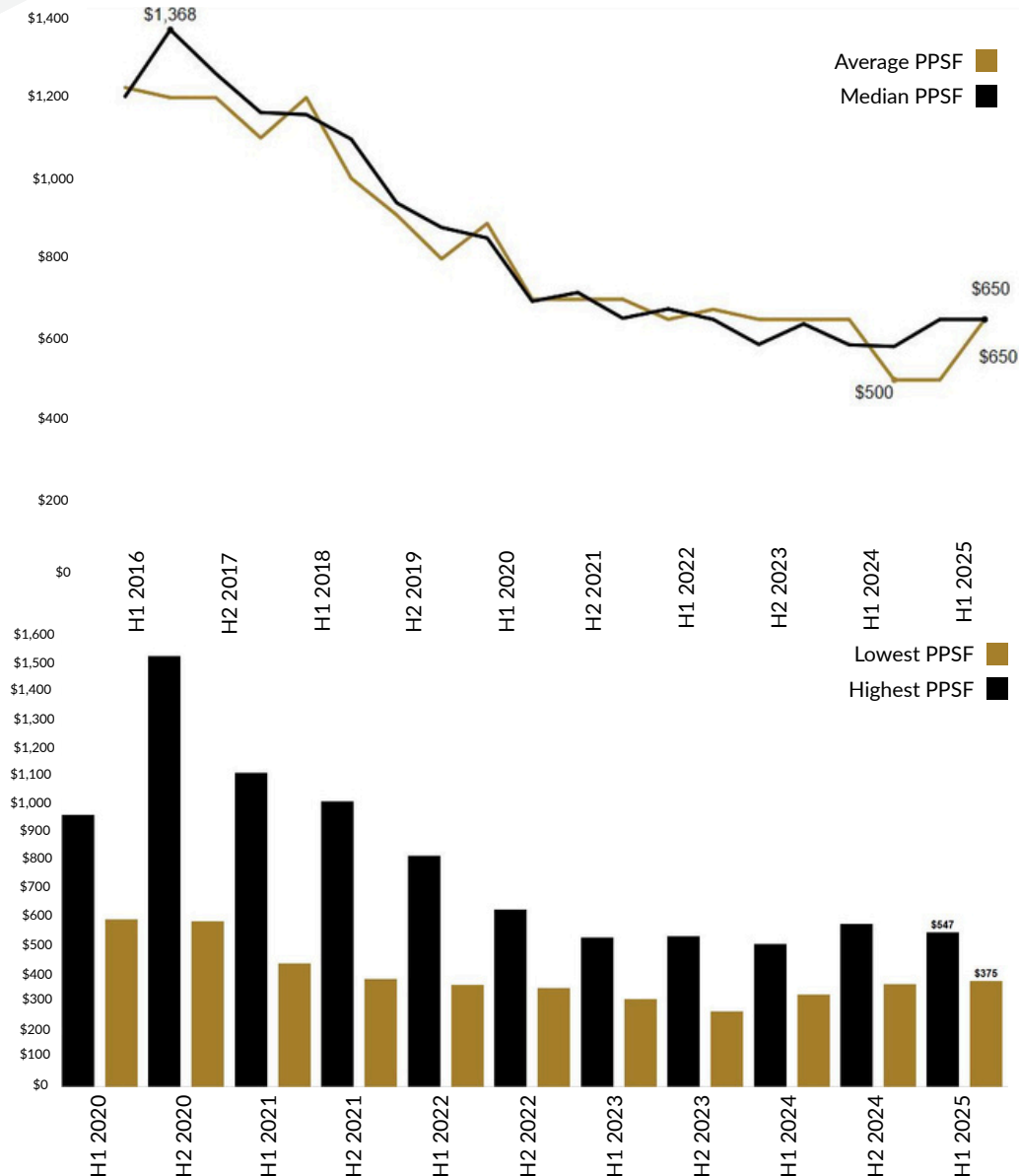
Lacoste opened its first U.S. store at 575 Fifth in April. The French brand, founded in 1933 by tennis player Rene Lacoste, hopes to expand in multiple U.S. locations.

With only a few storefronts remaining, asking rent was unchanged, remaining at \$650 from H2 of 2024. Rent is 52% below the all-time peak of \$1,368 in H1 2016 but has increased 53% from the all-time low of \$425 in H1 2010.

Leases/Opening

Retailer	Address	Sector
Lacoste	575 Fifth	Fashion

*Italicized are new leases, non-italicized are openings



Upper Fifth Avenue (49th Street - 59th Street)

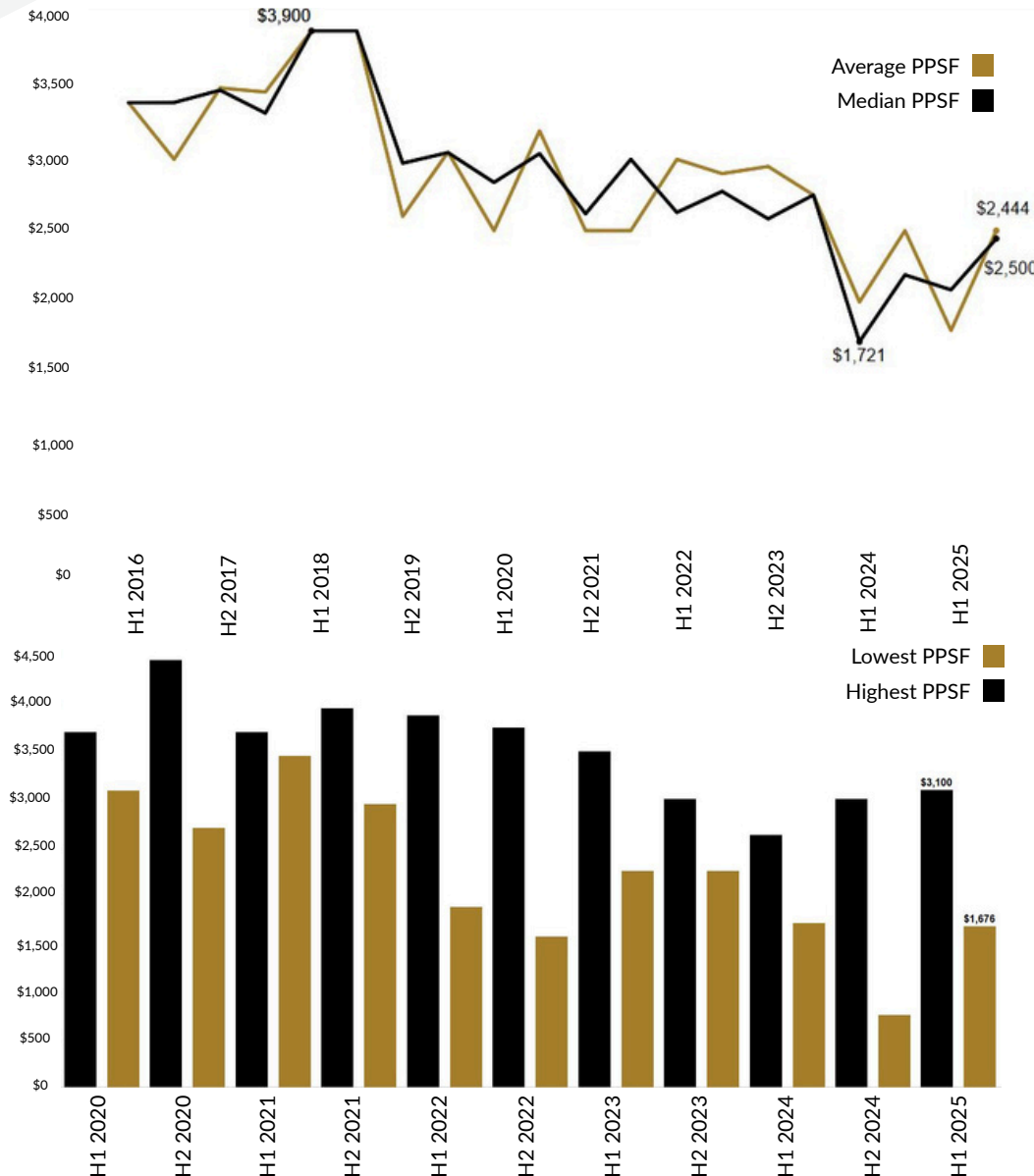
Upper Fifth Avenue only has a handful of options on the market, but that includes some of the most expensive in Manhattan. Average asking rent spiked to \$2,444, up by 17% from \$2,085 in 2H 2024. Rent ranges from a low of \$1,676 to a high of \$3,100.

On the upper edge of Fifth Avenue, Audemars Piguet took 12,000 square feet at the Parc Cinq co-op at 785 Fifth Avenue. Previously occupied by a windowless Citibank, this is the first retail tenant in the building. The luxury Swiss watchmaker will consolidate its East 57th street pied-a-terre and Gansevoort location once the store is completed. Additionally, Prada opened a men's store at 720 Fifth Avenue, next to its flagship at 724 Fifth Avenue.

Leases/Opening

Retailer	Address	Sector
<i>Audemars Piguet</i>	785 Fifth	Watchmaker
Prada Men's Store	720 Fifth	Fashion (men's)
Hublot	645 Fifth	Watchmaker

*Italicized are new leases, non-italicized are openings



Times Square: Broadway and Seventh Ave (42nd Street - 47th Street)

Times Square continues to capture activity among food and beverage tenants as well as encouraging growth among entertainment. Seaview Productions, the team behind Good Night and Good Luck, leased the former Second Stage theater at 681 Eighth Avenue.

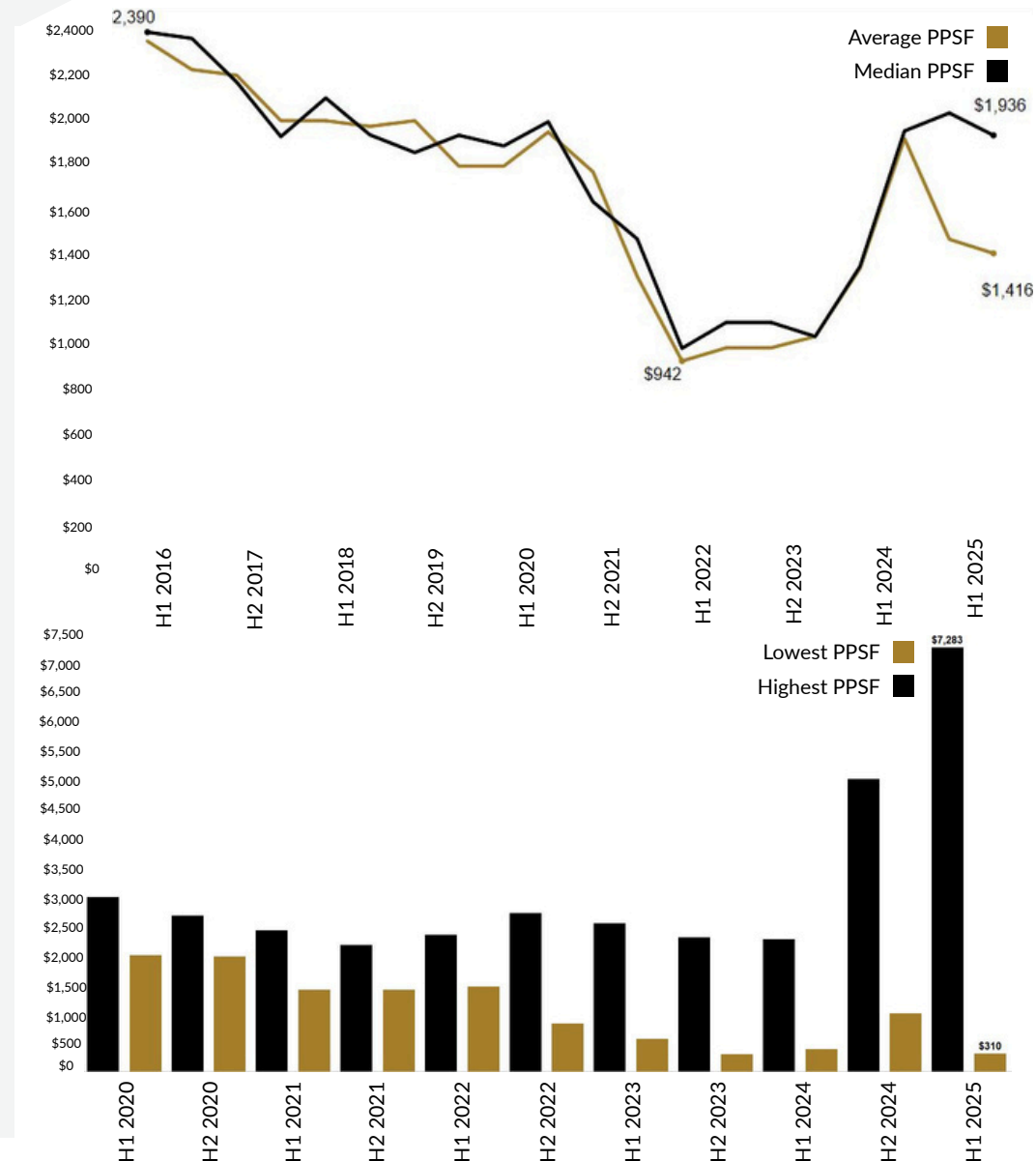
The Times Square Alliance noted that average daily pedestrians totaled 240,652 in June, up 6% from the prior years. The average weekly Broadway attendance was 320,844 that same month, up by 14% from 2024.

Availabilities increased. Good Morning America's TSQ studio was one addition. Asking rent fell to \$1,936 down by 4.8% from H2 2024 and 1% year-on-year. Asking rent ranges from \$310 to \$7,720 for studio space. The average rent was 20% below the record \$2,431 in Spring 2015, but 150% above the low of \$775 in H2 2008.

Leases/Opening

Retailer	Address	Sector
<i>Soundview Productions</i>	<i>681 Eighth</i>	<i>Entertainment</i>

*Italicized are new leases, non-italicized are openings



Herald Square: West 34th Street (Fifth Ave - Seventh Ave)

For the second straight quarter, Herald Square secured one of the city's largest leases. Old Navy committed to a 55,000 square foot flagship at 50 W. 34th – swapping locations with Primark at 150 W 34th.

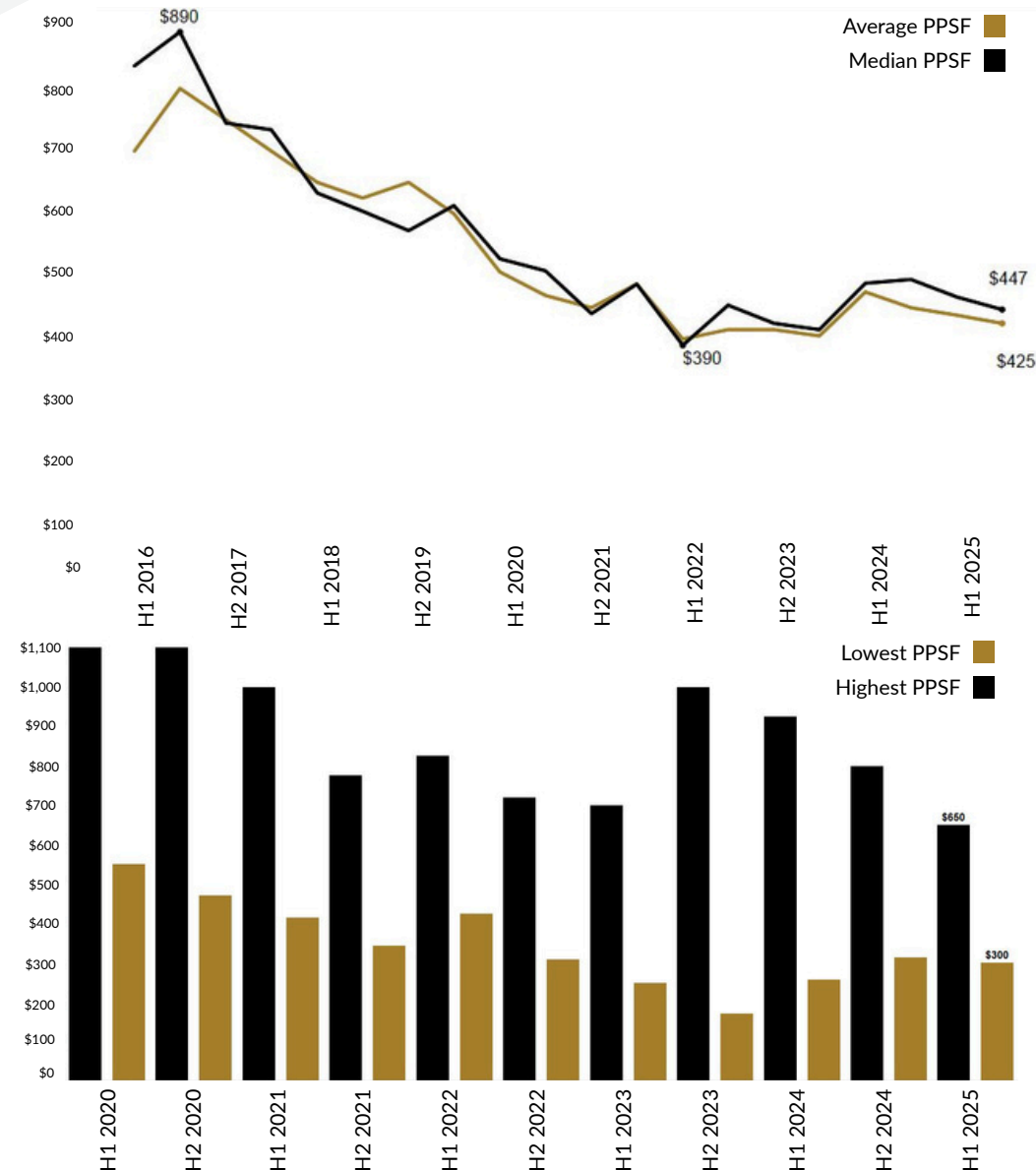
In addition to fashion, food and beverage has accounted for much of the activity. Sweet Graffiti opened early in 2025 at 51 West 32nd Street. The pastry shop is part of the Franklin Becker Hospitality group. In June, Yemeni coffee and tea shop, Moka & Co., held its grand opening at 142 West 34th Street.

Even with these leases, available storefronts still rose to 21. Asking rent fell from \$467 to \$447, down by 4.3% from H2 2024 and falling 9.7% from a year ago. The average rent is down 59% from the peak of \$1,000 in H1 2015.

Leases/Opening

Retailer	Address	Sector
<i>Old Navy</i>	<i>50 West 34th</i>	<i>Fashion</i>
Moka & Co	142 West 34th	Coffee
Swet Graffiti	51 West 32nd	Bakery

*Italicized are new leases, non-italicized are openings



Flatiron: Fifth Avenue (14th Street - 23rd Street)

Flatiron's Fifth Avenue was one of a handful of corridors with a slight increase in storefronts for lease, rising from five to seven storefronts. Demand remains brisk, though, as fashion and accessories brands were active. The North Face leased 95 Fifth Avenue for its third New York City store.

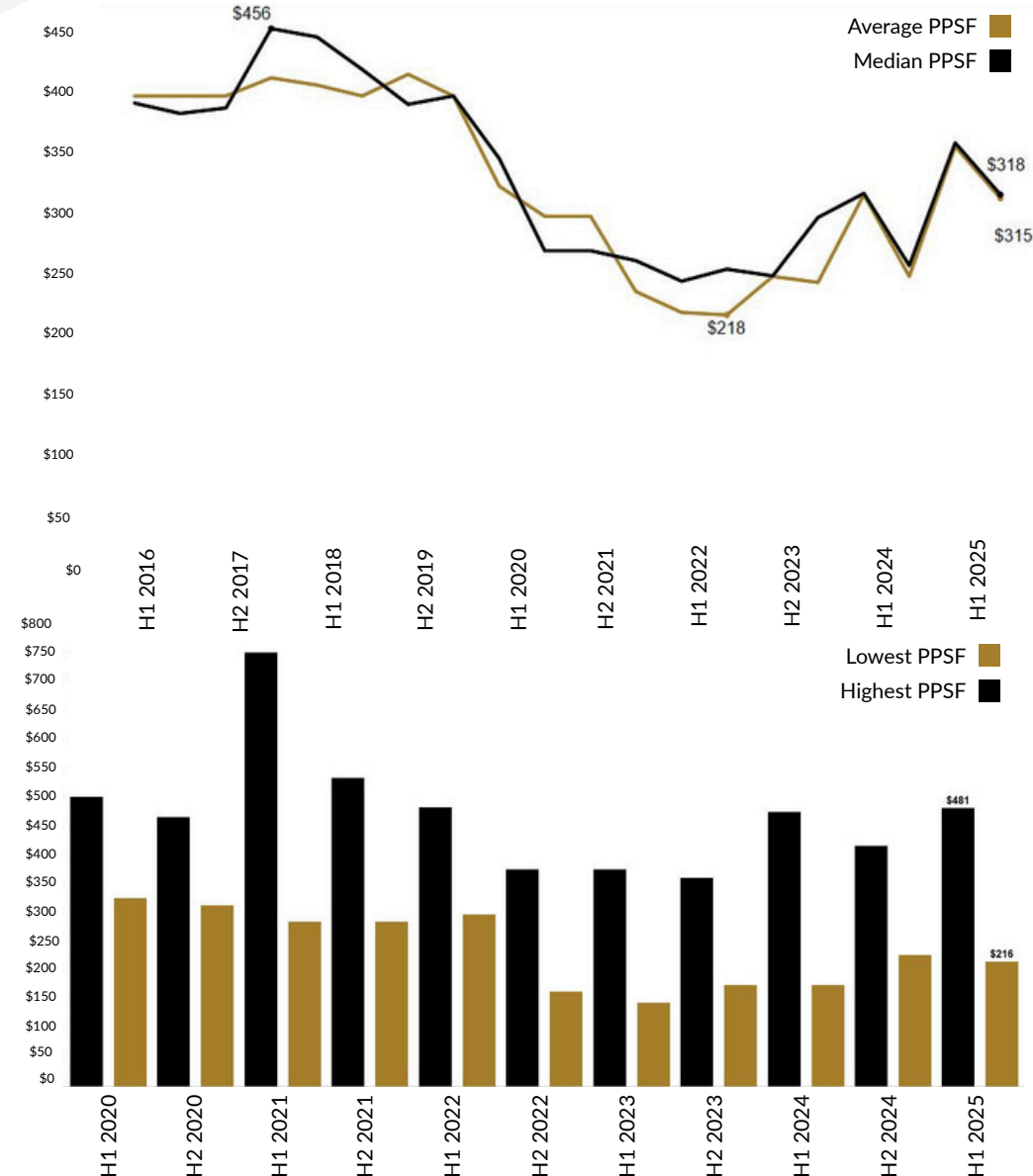
In NoMad, anti-aging skin care clinic TREAT Medspa recently opened its flagship location at 244 Fifth Avenue. TREAT will also offer integrative wellness therapies. Spa Lala, an upscale salon for kids, is planned for 30 West 22nd Street. The owners also run Salon V at 10 E 8th Street.

Asking rent dropped from \$361 in H2 2024 to \$318 in H1 2025, as a couple of higher-priced stores were absorbed. The average rent is down 30% from the peak of \$456 in H1 2017 but is up by 137% from the low of \$137 in H2 2002.

Leases/Opening

Retailer	Address	Sector
<i>North Face</i>	<i>95 Fifth</i>	<i>Fashion</i>
<i>Spa Lala</i>	<i>30 West 22nd Street</i>	<i>Salon (kids)</i>
TREAT Medspa	244 Fifth	Spa/Wellness

*Italicized are new leases, non-italicized are openings



Flatiron: Broadway (14th Street - 23rd Street)

Broadway in the Flatiron District continued to tighten, with actively marketed storefronts falling from six to four availabilities. A wide array of retailers continue to flock to the Flatiron District, one of Manhattan's most dense and diverse neighborhoods with private equity, fintech, universities, and extensive residential product all within several blocks.

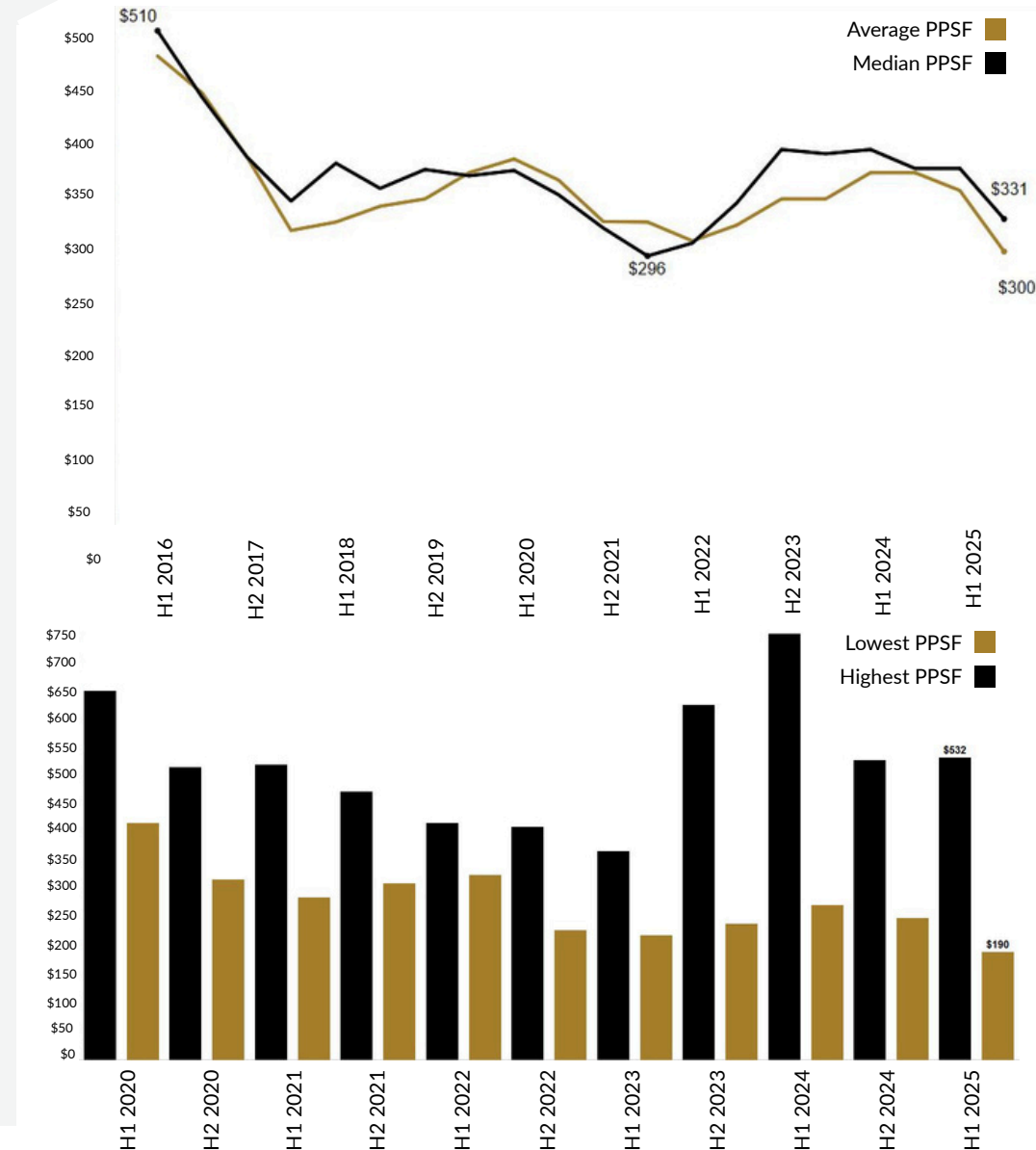
Luckin Coffee opened one of its first two New York City locations at 800 Sixth Avenue.

Asking rent dropped from \$379 in H2 2024 to \$331 in H1 2025, as a several higher-priced storefronts were leased. The average rent is down 35% from a peak of \$510 in H2 2015 but is up by 54% from the low of \$215 in H1 2012.

Leases/Opening

Retailer	Address	Sector
Carhartt	936 Broadway	Fashion
Uniqlo	860 Broadway	Fashion
Sweetgreen	870 Broadway	Quick Service Restaurant
Luckin Coffee	800 Sixth	Coffee

*Italicized are new leases, non-italicized are openings



Meatpacking

(14th Street - 10th Avenue)

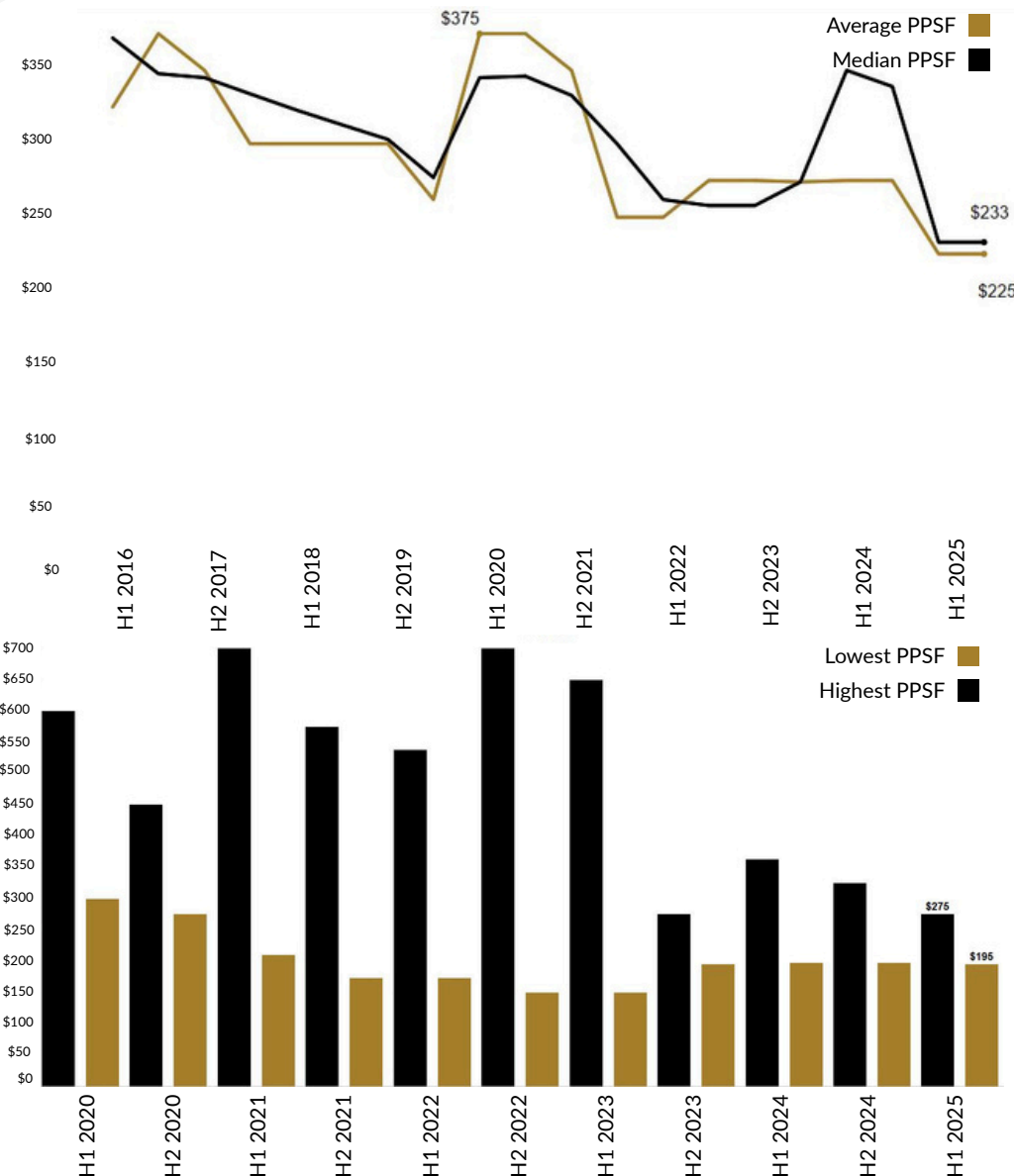
One of the smaller corridors included in this report, the Meatpacking District was largely unchanged during the first half of the year. There were some significant openings, but leasing continued to lag other markets.

In June, the West 14th Street Promenade opened. Located between Ninth and 10th Avenues, the walkway offers gathering areas, public art installations, and connection to the Hudson River Park. Designed in partnership with the Meatpacking Business Improvement District, NYC DOT, and planning firm, Street Plans. The BID recently reported that almost two million people cross 10th Avenue at West 14th, a 175% spike from 2023. This spring, Golden Goose opened its third New York City store on Washington Street. The store features a Co-Creation Bar, allowing customers to their own products. Asking rent was unchanged, remaining at \$233. Asking rent ranges from \$195 to \$275. The average rent is down 48% from the peak of \$452 in H1 2008.

Leases/Opening

Retailer	Address	Sector
Golden Goose	812 Washington Street	Luxury accessories
Baccarat	Ninth Ave and 14 th Street	Luxury crystal

*Italicized are new leases, non-italicized are openings



West Village: Bleecker Street (Seventh Ave - Hudson Street)

The West Village's storefront inventory is almost fully leased, with only two storefronts being marketed. The corridor's mix of trendy boutiques, new brands as well as salons and restaurants continues to draw other retailers. While options along Bleecker have been absorbed, new residential development on Clarkson Street and Greenwich Street offer retailers alternate locations.

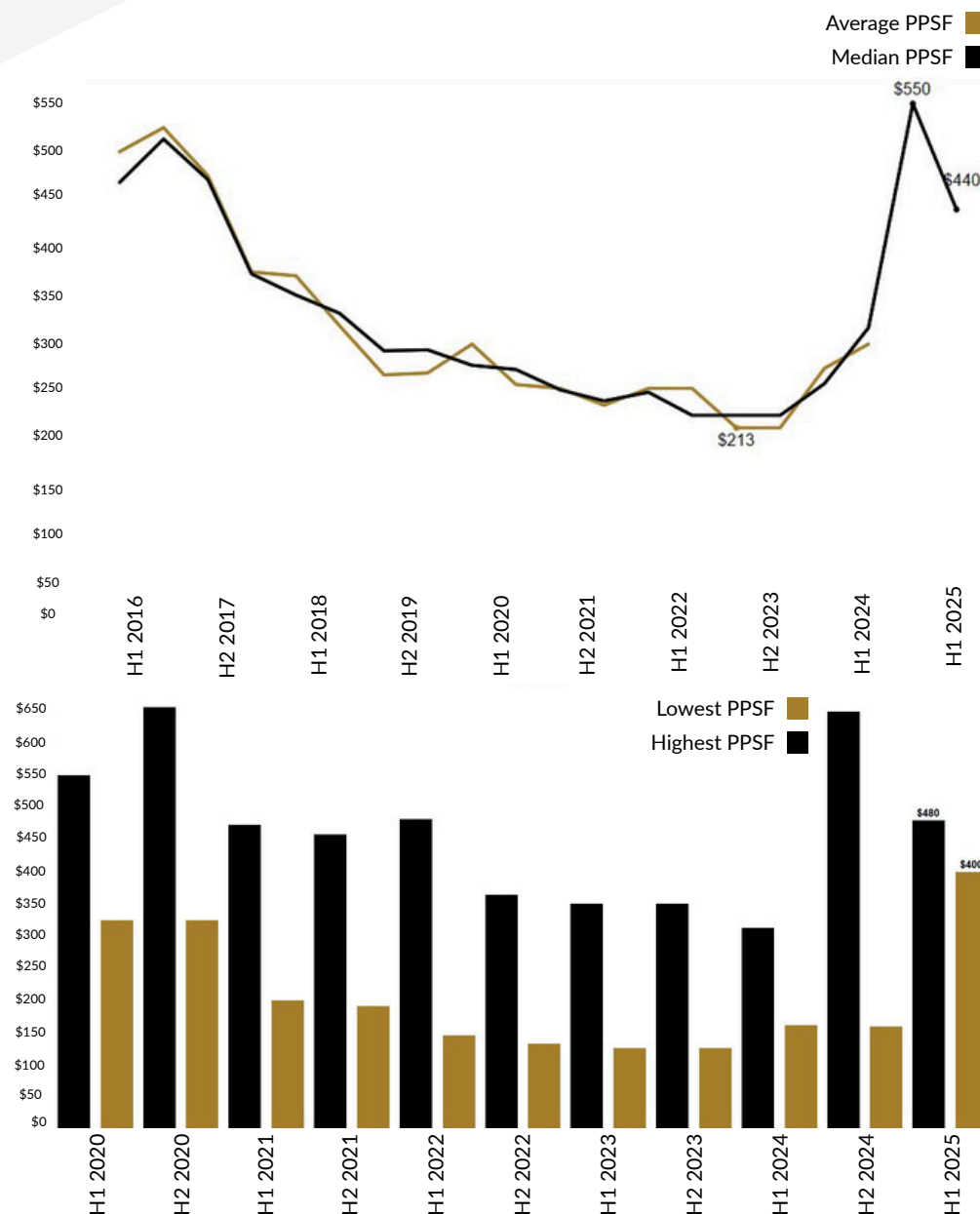
With almost no remaining options, leasing activity was negligible. Nevertheless, some new openings of note, including Loeffler Randall, which opened its second Manhattan boutique at 343 Bleecker Street. Additionally, online jeweler Wanderlust + Co opened its first brick-and-mortar location in May. Founded in Australia in 2010, the jeweler has stores in Singapore and Malaysia.

Asking rent fell to \$440, down 20% from H2 2024 but up by 38.8% from a year ago. The average rent is down 20% from the peak of \$550 in H2 2024.

Leases/Opening

Retailer	Address	Sector
Loeffler Randall	343 Bleecker Street	Accessories (shoes)
Wanderlust + Co	370 Bleecker Street	Jeweler
FlynnStonedCannabis	388 West Street	Cannabis

*Italicized are new leases, non-italicized are openings



SoHo: Broadway (Houston Street - Broome Street)

Broadway has only a handful of quality storefronts left for lease. A wide array of fashion and accessories retailers continue to select a SoHo location. Los Angeles Apparel leased 24,687 sf at 480 Broadway (formerly TopShop) for its first NYC location. The “ethically-driven” brand manufactures all of its clothing in a L.A. factory. Another LA-based brand, JW PEI, recently opened a pop-up at 42 Crosby Street that will run through the end of 2025.

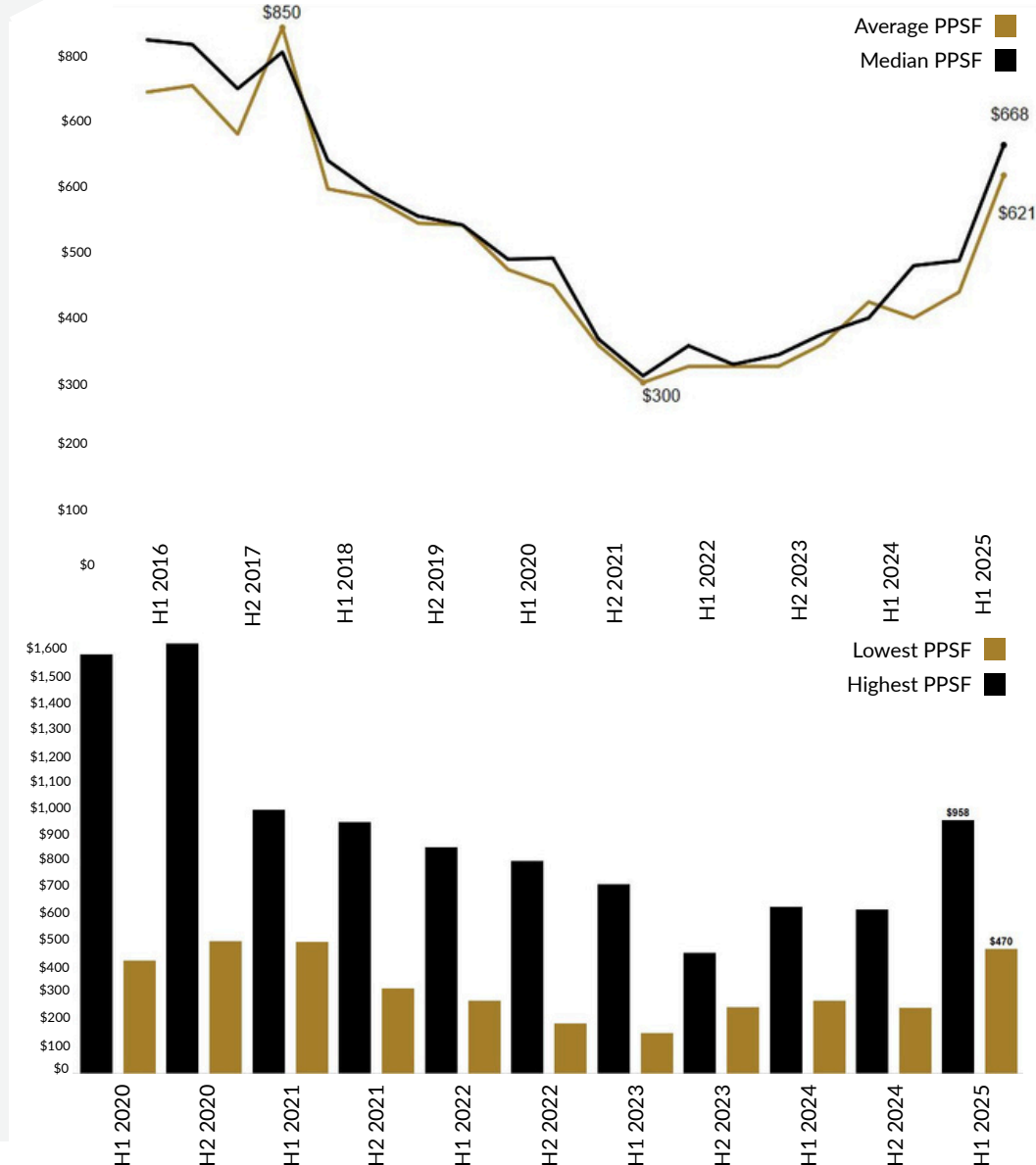
Nearby, Prince Street is even tighter following Estee Lauder’s lease for four adjacent storefronts between Greene and Wooster Streets. The cosmetics giant reportedly plans to use each storefront for a separate cosmetic line, giving them the ultimate testing ground. In April, Ralph Lauren paid \$132 million to buy its retail condo at 109 Prince Street.

Asking rent jumped by 24.1% from \$481 to \$621. Rent remains 38% below its prior peak of \$977 attained in the H1 2015. Available storefronts fell from nine to five.

Leases/Openings

Retailer	Address	Sector
Los Angeles Apparel	480 Broadway	Fashion
<i>Bao Bao Issey Miyake</i>	<i>126 Prince Street</i>	<i>Luxury handbags</i>
Estee Lauder	120-124 Prince Street	Cosmetics
Adidas	135 Spring Street	Fashion (athletic)
<i>With Jean</i>	<i>43 Wooster Street</i>	<i>Fashion</i>

*Italicized are new leases, non-italicized are openings



Financial District: Broadway (Battery Park - Chambers Street)

The Financial District has seen leasing gains in the last 12 months. Return to office has improved in recent months, and as noted above tourism has nearly returned to 2019 levels.

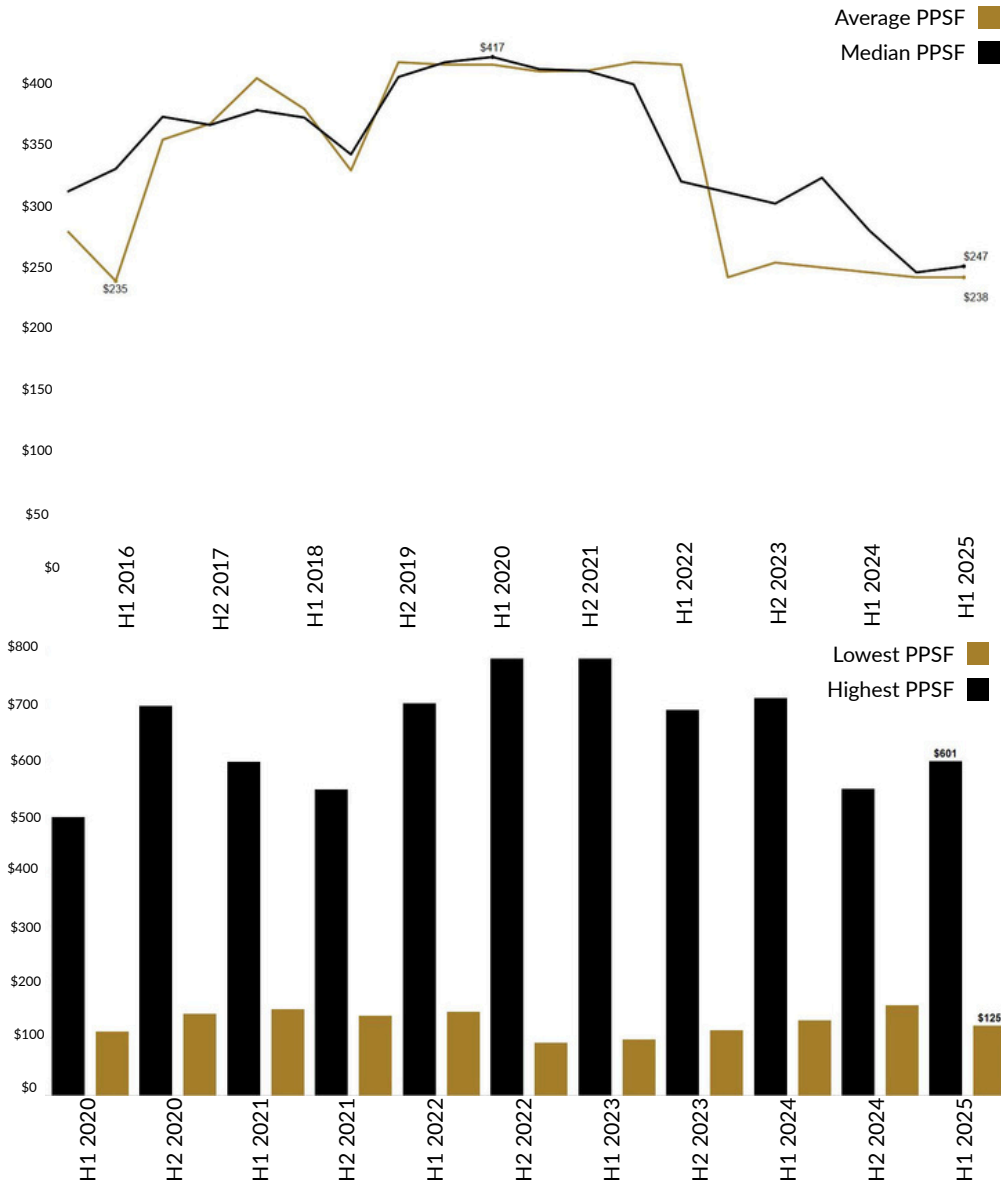
Pickle1, Manhattan's first purpose-built indoor pickleball court, leased 5,000 square feet at 100 Pearl Street. This will be the company's first location. The Seaport District continues to draw retailers. Meow Wolf signed the largest retail lease year-to-date, committing to 75,000 square feet at Pier 17 in the South Street Seaport. The installation will take more than two years to complete and require the collaboration of nearly 500 artists and Seaport Entertainment Group.

Available storefronts remained at 19. Asking rent inched higher from \$243 to \$247, up by 2.1% from H2 2024 but down by 10.5% from a year ago. Asking rent ranges from \$155 to \$601. The average rent is down 41% from the peak of \$417 in H1 2020 but is nearly triple the low of \$85 in H1 2020.

Leases/Opening

Retailer	Address	Sector
<i>Maman</i>	71 Broadway	<i>Bakery</i>
<i>SK Hospitality</i>	25 Broad Street	<i>Food and beverage</i>
Grace Loves Lace	51 Warren Street	Bridal Boutique
Meow Wolf	89 South Street	Immersive Art
Pickle1	100 Pearl Street	Fitness (pickleball)

*Italicized are new leases, non-italicized are openings



Appendix

Average Asking Rent PPSF

Corridor	H1 2025	H2 2024	H1 2024	H2 2023	H1 2023	Δ H2 2024	ΔH1 2024
Harlem (125th)	\$138	\$140	\$145	\$145	\$155	-1.4%	-4.8%
Upper West Side (Broadway)	\$283	\$247	\$251	\$242	\$229	14.6%	12.7%
Columbus Avenue (66 th - 77 th)	\$348	\$303	\$277	\$310	\$310	14.9%	25.6%
Upper East Side (86 th : Lexington to Second Ave)	\$271	\$298	\$297	\$298	\$288	-9.1%	-8.8%
Madison Avenue (57 th - 72 nd)	\$893	\$957	\$945	\$950	\$834	-6.7%	-5.5%
Third Avenue (60 th - 72 nd)	\$271	\$264	\$259	\$236	\$258	2.7%	4.6%
East 57 th (Fifth Ave - Park Ave)	N/A	N/A	N/A	N/A	\$313	N/A	N/A
Lower Fifth Avenue (42 nd - 49 th)	\$650	\$650	\$583	\$587	\$639	0.0%	11.5%
Upper Fifth Avenue (49 th - 59 th)	\$2,444	\$2,085	\$2,190	\$1,721	\$2,750	17.2%	11.6%
Times Square (Broadway and Seventh: 42 nd - 27 th)	\$1,936	\$2,034	\$1,955	\$1,359	\$1,050	-4.8%	-1.0%
Herald Square (34 th : Fifth Ave - Seventh Ave)	\$447	\$467	\$495	\$489	\$415	-4.3%	-9.7%
Flatiron (Fifth Ave: 14 th - 23 rd)	\$318	\$361	\$259	\$319	\$299	-11.9%	22.8%
Flatiron (Broadway: 14 th - 23 rd)	\$331	\$379	\$379	\$397	\$393	-12.7%	-12.7%
Meatpacking (14 th : Ninth - Tenth Ave)	\$233	\$233	\$339	\$350	\$274	0.0%	-31.3%
West Village (Bleecker: Seventh Avenue - Hudson)	\$440	\$550	\$317	\$259	\$226	-20.0%	38.8%
Soho (Houston - Broome)	\$621	\$489	\$481	\$400	\$376	24.1%	26.2%
Financial District (Broadway - Chambers)	\$247	\$242	\$276	\$319	\$298	2.1%	-10.5%

Appendix

Median Asking Rent PPSF

Corridor	H1 2025	H2 2024	H1 2024	H2 2023	H1 2023	Δ H2 2024	Δ H1 2024
Harlem (125th)	\$155	\$160	\$165	\$165	\$142	-3.1%	-6.1%
Upper West Side (Broadway)	\$275	\$221	\$205	\$206	\$200	24.4%	34.1%
Columbus Avenue (66 th - 77 th)	\$347	\$338	\$331	\$330	\$330	2.7%	4.8%
Upper East Side (86 th : Lexington to Second Ave)	\$271	\$285	\$300	\$300	\$300	-4.9%	-9.7%
Madison Avenue (57 th - 72 nd)	\$800	\$800	\$853	\$900	\$850	0.0%	-6.2%
Third Avenue (60 th - 72 nd)	\$275	\$250	\$250	\$250	\$250	10.0%	10.0%
East 57 th (Fifth Ave - Park Ave)	N/A	N/A	N/A	N/A	\$ 214	N/A	N/A
Lower Fifth Avenue (42 nd - 49 th)	\$650	\$500	\$500	\$650	\$650	30.0%	30.0%
Upper Fifth Avenue (49 th - 59 th)	\$2,500	\$1,800	\$2,500	\$2,000	N/A	38.9%	0.0%
Times Square (Broadway and Seventh: 42 nd - 27 th)	\$1,416	\$1,478	\$1,922	\$1,350	N/A	-4.2%	-26.3%
Herald Square (34 th : Fifth Ave - Seventh Ave)	\$425	\$438	\$450	\$475	\$405	-3.0%	-5.6%
Flatiron (Fifth Ave: 14 th - 23 rd)	\$315	\$358	\$250	\$318	\$245	-12.0%	26.0%
Flatiron (Broadway: 14 th - 23 rd)	\$300	\$358	\$375	\$375	\$350	-16.2%	-20.0%
Meatpacking (14 th : Ninth - Tenth Ave)	\$225	\$225	\$275	\$275	\$274	0.0%	-18.2%
West Village (Bleecker: Seventh Avenue - Hudson)	N/A	N/A	\$300	\$275	\$213	N/A	N/A
Soho (Houston - Broome)	\$604	\$440	\$400	\$425	\$360	37.3%	51.0%
Financial District (Broadway - Chambers)	\$238	\$238	\$250	\$275	\$250	0.0%	-4.8%

Methodology

The Real Estate Board of New York's (REBNY) bi-annual Manhattan Retail Report is a joint effort by the REBNY Manhattan Retail Advisory Group and the REBNY team. The report provides a particular point in time snapshot of major retail corridors in the borough based on available ground-floor retail asking rent information. All data is sourced from the respective firms of each REBNY Manhattan Retail Advisory Group member.

REBNY's bi-annual Manhattan Retail Report includes the average price per square foot, median price per square, the lowest price per square foot and highest price per square foot for each of the 17 retail corridors tracked.

Key Terms

Asking Rent – Represents the annual dollar amount the lessor is asking in order to lease their retail space.

Availability – Direct ground-floor retail space that is actively marketed or off-market; includes spaces for immediate and future occupancy which are not necessarily vacant. Does not include below or above ground-floor retail space, spaces with frontage on side streets or subleases.

PPSF – The price per square foot is calculated by dividing the annual asking rent by the ground-floor square footage.

Average PPSF – The average price per square foot is calculated using the price per square foot that represents the straight-line average for all direct, ground-floor availabilities within a particular corridor frontage. The Average PPSF provides values that are not skewed by high or low outlier prices.

Median PPSF – The median price per square foot is calculated using the price per square foot that represents the midpoint PPSF for all direct, ground-floor availabilities within a particular corridor frontage. Half of the prices fall either below or above this value.

Lowest PPSF – The lowest price per square foot recorded for all direct, ground-floor availabilities within a particular corridor frontage.

Highest PPSF – The highest price per square foot recorded for all direct, ground-floor availabilities within a particular corridor frontage.

Acknowledgements

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