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# THE RISE OF 3PLS

ATLANTA | JUNE 2025



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# Atlanta a top-three U.S. market for 3PL leasing

Driven by growing e-commerce demand and supply chain complexities in recent years, third-party logistics (3PL) firms have emerged as the key driving force for industrial demand across Atlanta. Companies are adapting to optimize operations—often relying on a 3PL partner—amid volatile trade policy and heightened consumer expectations.

In 2024, Atlanta was among the top three industrial markets across the U.S. for 3PL leasing, trailing only the Inland Empire and Central New Jersey. Atlanta’s geographic advantages with access to neighboring Southeast markets and the rest of the United States, and strategic infrastructure with connectivity to major highways, railways, Hartsfield-Jackson International Airport, and the Port of Savannah, create an ideal landscape for 3PL operations. As trade conditions continue to fluctuate, retailers facing excess inventory and rising costs may increasingly leverage 3PLs, spurring demand for this sector across the market.

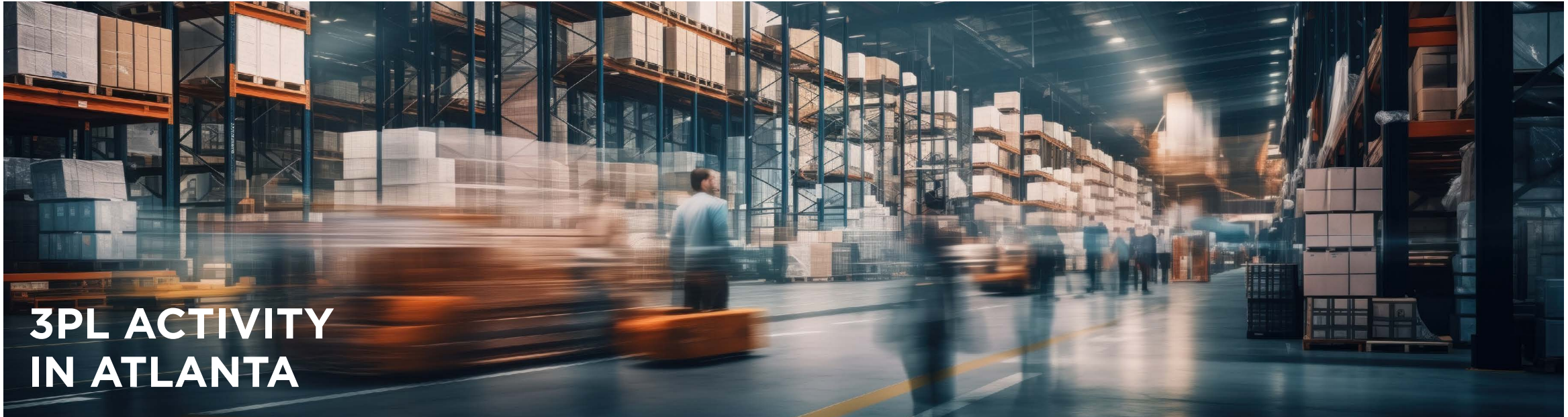
New leases above 50,000 square feet (sf) signed since the start of 2021 are included in the following analysis.





**In Atlanta,  
3PLs captured  
29.5%  
of new leases above  
50,000 sf in 2024**

Source: Cushman & Wakefield Research



## 3PL ACTIVITY IN ATLANTA

Across Atlanta, 3PL firms have steadily gained share of new leasing activity in recent years. With the exception of 2022, which recorded a significant share of 3PL activity elevated by a single lease of more than 1.0 million square feet (msf), each year has recorded a consistent increase in the share of 3PL activity. Up from 10.6% in 2021, 3PLs captured 29.5% of new leases above 50,000 sf in 2024, and this trend continued into 2025 with a 32.7% share in Q1.

3PL providers specialize in a diverse range of services such as pharmaceuticals, automotive, e-commerce, and rail shipping. Additionally, Asian-based 3PLs have been a driving factor in recent activity nationwide. As a response to changes in cross-border trade, Asian-based 3PLs accounted for 27.8% of Atlanta's 3PL leasing in 2024.

Mid-sized 3PLs between 150,000-499,999 sf have dominated new leasing within this tenant type since 2021, accounting for more than half of all activity.

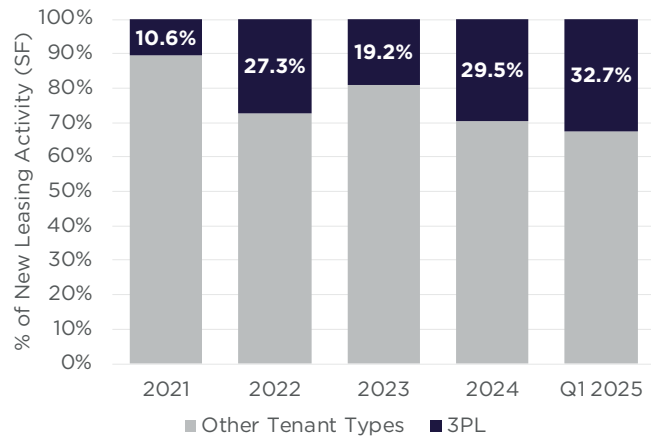
Nearly 26.7% of 3PL leasing volume has been larger than 500,000 sf, including GreenBox Systems, GXO Logistics, BroadRange Logistics, and LX Pantos America, Inc.

Demand from 3PLs is ongoing into the second quarter of 2025. In April, BroadRange Logistics preleased a 308,880-sf facility to expand its footprint across the metro, highlighting strong activity among 3PLs within the 150,000-499,999-sf size range.

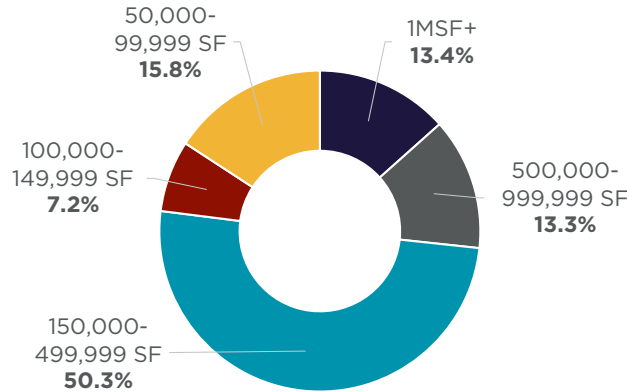
In Atlanta, 3PLs have gravitated toward new construction accounting for 57.2% of new leasing activity in buildings delivered since 2022, including those not yet delivered. Tenants including Geodis and A1 Trucking preleased buildings that are actively underway.

Offering greater clear heights, sizable truck courts, ample parking, and potential for automation, modern facilities provide efficient and ideal space for evolving logistics operations.

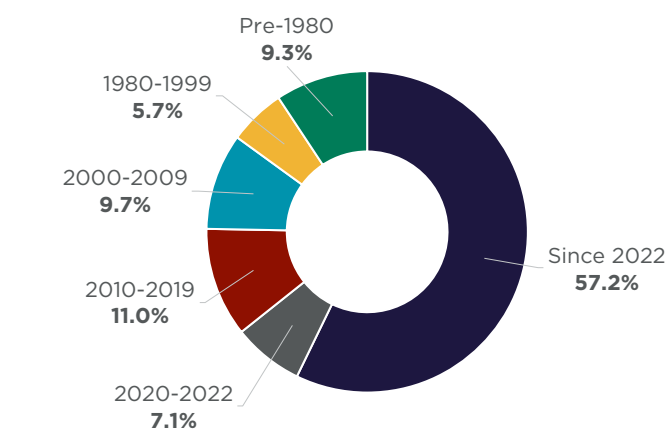
### 3PL SHARE OF NEW LEASING 50,000 SF+



### 3PL NEW LEASING BY SIZE (SF) 2021 - Q1 2025, 50,000 SF+



### 3PL NEW LEASING BY BUILDING AGE (SF) 2021 - Q1 2025, 50,000 SF+



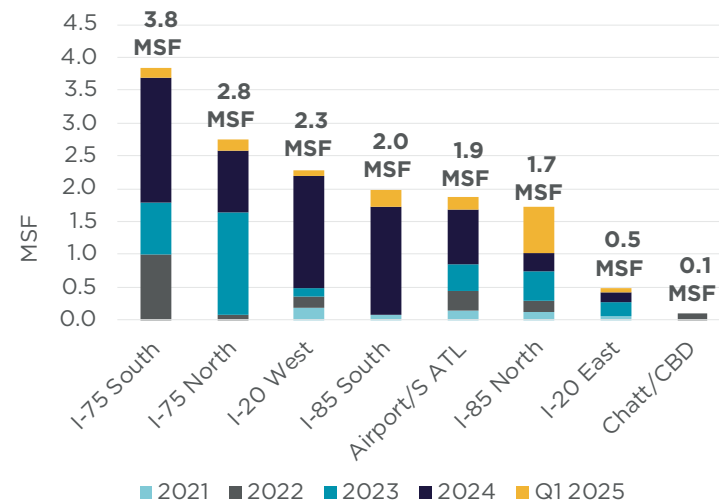


# 3PL ACTIVITY IN ATLANTA

## NEW LEASING BY SUBMARKET

Since 2021, 3PLs have favored I-75 South and I-75 North. The concentration of new leases along the I-75 Corridor emphasizes their need for logistical access, with immediate connectivity to major transportation routes. I-20 West and I-85 South have trailed behind.

3PL NEW LEASING BY SUBMARKET (SF)  
50,000 SF+



Source: Cushman & Wakefield Research

## NEW LEASING MAP CONCENTRATED ALONG TRANSPORTATION ROUTES



## OUTLOOK

The ongoing presence of 3PLs in Atlanta underscores the market's role as the logistics hub of the Southeast. Economic headwinds and uncertainty could potentially cause retailers, wholesalers, and e-commerce firms to cut costs and rely on 3PLs, though possible declines in port volume and consumer spending could pose challenges.

Despite an everchanging environment, Atlanta's strong consumption and distribution market, supported by strategic access to highways and ports, ever-growing population, and rising median household income\*, is likely to remain a tailwind and is poised for persistent industrial demand.

Source: Cushman & Wakefield Research, Esri

\*Total population is projected to grow 3.9% by 2029 and median household income is projected to increase 17.1% by 2029.





## AUTHORS

### MAIJA SUNNARBORG

Senior Research Analyst

Maija.Sunnarborg@cushwake.com

### ALEX KAPLAN

Senior Research Analyst

Alex.Kaplan@cushwake.com

### AUDREY GIGUERE

Research Manager

Audrey.Giguere@cushwake.com

## ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of \$9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that Better never settles, the firm receives numerous industry and business accolades for its award-winning culture. For additional information, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com).

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