



WEST REGION

INDUSTRIAL LABOR REPORT

Q4 2025

Better never settles

cushmanwakefield.com



WEST REGION OVERVIEW



The Western U.S. industrial market benefits from strong demographic fundamentals, with a population of nearly 49.4 million projected to grow 2.7% over the next five years, supporting consumer-driven logistics and manufacturing demand. In recent quarters, nearshoring and reshoring have reinforced manufacturing and distribution activity across the region, particularly along the U.S.-Mexico corridor.

Rising labor costs and heightened union activity—especially in California—are prompting occupiers to accelerate automation adoption and rethink workforce strategies. These dynamics are reshaping site selection as companies seek locations with deeper labor pools and invest in technology-driven facilities to mitigate long-term labor risk. This trend points to strong performance in high-quality, mid-sized industrial assets, which occupiers have favored in 2025, prioritizing supply chain flexibility, high-spec facilities and strategically located build-to-suit (BTS) investments.

This report highlights 16 key metropolitan areas located near major industrial markets across California, Oregon, Washington, Idaho, Colorado, Nevada and Arizona. It examines the dynamics of industrial labor supply and demand within the warehouse and manufacturing sectors, as well as trends in industrial space utilization throughout the region.

This report provides macro-level labor market indicators and is not intended for site selection decision-making. For customized, location-specific labor insights, please contact our Industrial Strategic Consulting team.

BEN HARRIS

Head of Industrial Consulting
Logistics & Industrial Services - Americas
Direct: +1 912 414 2129
ben.harris@cushwake.com

KEY TAKEAWAYS



The West and Southwest regions have experienced substantial expansion in recent years, driven by steady population growth and strong economic performance. Over the past decade, the population reached 49.4 million, with an additional 2.7% growth projected over the next five years—primarily in Southwest metros. The region also benefits from a high median household income of \$100,041, well above the U.S. average of \$78,171, providing a strong foundation for consumer spending and economic activity.



Rapid population growth, a healthy economy, and rising e-commerce sales fueled record demand for industrial space, particularly in major metropolitan areas. However, as consumer spending moderates amid historically high rental rates, many occupiers have consolidated operations into modern, efficient logistics hubs. While logistics has traditionally dominated industrial demand, manufacturing activity has recently gained momentum, supported by significant investments from major companies scaling operations in the region amid the current high-tariff environment.



More recently, a softening economy and shifting port dynamics—including reduced cargo volumes through key West Coast gateways and increased activity at East and Gulf Coast ports—have tempered demand in several major industrial markets. Looking ahead, large-scale manufacturing investments are expected to drive additional growth as suppliers and secondary businesses enter the market to support these operations.

DEMOGRAPHICS

49.4M

Population

2.7%

Projected Population Growth (5-Year)

31.0M

Working Age Population
(Ages 18-64)

25.0M

Labor Force

\$100,041

Median Household Income

41.7%

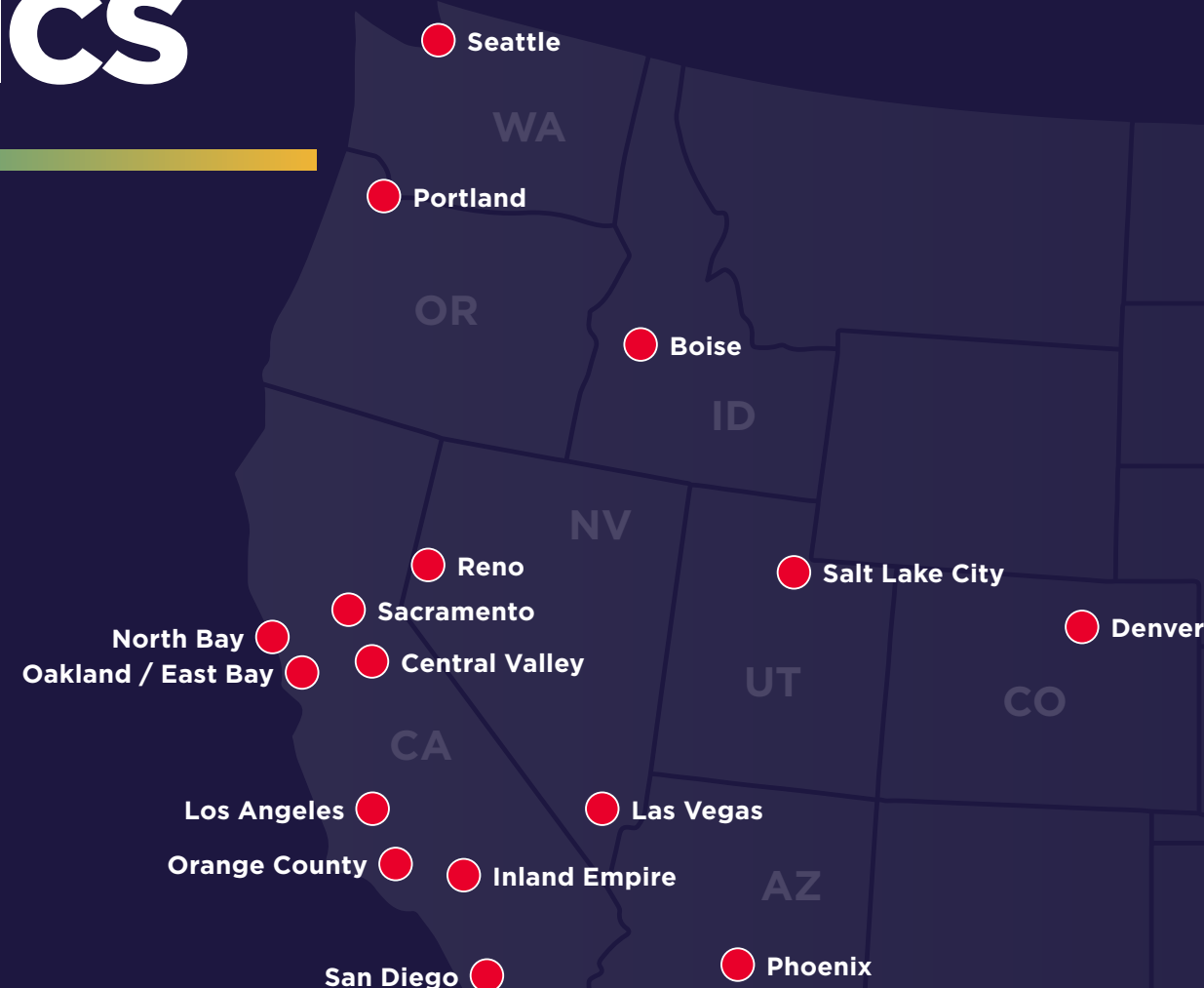
Educational Attainment:
(% of Total Pop. Age 25+ with High School to Associates Degree)

\$25.73

4-Position Warehouse
Average Hourly Wage

\$26.04

4-Position Production
Average Hourly Wage




*Demographic and labor statistics reflect 16 key metros included within the report, not the entire West region.

INDUSTRIAL WAGES

WAREHOUSE WAGES	U.S. AVERAGE	WEST AVERAGE	San Diego	Los Angeles	Orange County	Inland Empire	East Bay / Oakland	Central Valley	North Bay	Seattle	Portland	Sacramento	Boise	Las Vegas	Reno	Phoenix	Denver	Salt Lake City
INDEX	100	112	116	118	114	111	123	113	124	121	113	115	95	106	107	102	113	99
4-Position Average	\$23.00	\$25.73	\$26.68	\$27.12	\$26.18	\$25.56	\$28.28	\$25.97	\$28.59	\$27.85	\$25.90	\$26.47	\$21.84	\$24.48	\$24.52	\$23.53	\$25.92	\$22.81
Materials Handler	\$21.32	\$23.96	\$25.11	\$25.49	\$23.98	\$23.82	\$25.83	\$24.23	\$26.11	\$26.28	\$24.15	\$24.44	\$20.50	\$22.82	\$23.06	\$22.09	\$24.11	\$21.27
Warehouse Selector	\$22.23	\$24.68	\$25.28	\$25.74	\$25.47	\$24.49	\$27.52	\$24.86	\$27.78	\$26.48	\$24.91	\$25.67	\$21.03	\$23.02	\$23.13	\$22.72	\$25.11	\$21.61
Forklift Operator	\$22.33	\$25.13	\$26.37	\$26.84	\$25.22	\$25.02	\$27.15	\$25.43	\$27.42	\$27.52	\$25.28	\$25.67	\$21.48	\$23.87	\$24.12	\$23.08	\$25.30	\$22.35
Maintenance Associate	\$26.13	\$29.16	\$29.95	\$30.40	\$30.06	\$28.92	\$32.60	\$29.36	\$33.04	\$31.10	\$29.27	\$30.11	\$24.35	\$28.21	\$27.76	\$26.23	\$29.15	\$26.01

PRODUCTION WAGES	U.S. AVERAGE	WEST AVERAGE	San Diego	Los Angeles	Orange County	Inland Empire	East Bay / Oakland	Central Valley	North Bay	Seattle	Portland	Sacramento	Boise	Las Vegas	Reno	Phoenix	Denver	Salt Lake City
INDEX	100	111	114	114	112	109	122	112	124	121	112	114	94	106	105	102	111	99
4-Position Average	\$23.53	\$26.04	\$26.88	\$26.90	\$26.35	\$25.57	\$28.71	\$26.24	\$29.07	\$28.49	\$26.36	\$26.77	\$22.13	\$24.87	\$24.80	\$23.92	\$26.12	\$23.41
Production Laborer	\$19.77	\$22.20	\$23.26	\$23.51	\$22.16	\$22.02	\$23.85	\$22.45	\$24.17	\$24.44	\$22.46	\$22.60	\$19.00	\$21.24	\$21.48	\$20.60	\$22.34	\$19.64
Assembler Team	\$23.85	\$26.10	\$26.86	\$26.55	\$26.29	\$25.39	\$28.86	\$26.28	\$29.19	\$28.89	\$26.56	\$26.88	\$22.33	\$24.74	\$24.70	\$24.18	\$26.20	\$23.71
Machine Operator	\$24.38	\$26.68	\$27.46	\$27.14	\$26.89	\$25.96	\$29.52	\$26.87	\$29.86	\$29.51	\$27.13	\$27.48	\$22.84	\$25.30	\$25.26	\$24.68	\$26.78	\$24.27
Maintenance Associate	\$26.13	\$29.16	\$29.95	\$30.40	\$30.06	\$28.92	\$32.60	\$29.36	\$33.04	\$31.10	\$29.27	\$30.11	\$24.35	\$28.21	\$27.76	\$26.23	\$29.15	\$26.01

WAREHOUSE JOB DESCRIPTIONS



MATERIALS HANDLER
Loads, unloads, and moves materials around work site.



WAREHOUSE SELECTOR
Picks merchandise for shipment according to current orders, verifying product and quantity accurately.



FORKLIFT OPERATOR
Operates forklift and similar equipment to move materials in warehouse, storage yard, or factory.



MAINTENANCE ASSOCIATE
Repairs, installs, and maintains machinery, equipment, physical structures, and systems.

PRODUCTION JOB DESCRIPTIONS



PRODUCTION LABORER
Performs tasks that require mainly physical abilities and effort involving little or no specialized skill or prior work experience.



ASSEMBLER TEAM
Assembles and tests products and machines, maintaining skills and knowledge of entire assembly process in order to rotate between various functions as needed.



MACHINE OPERATOR
Operates fabricating machines and determines machine adjustments and material requirements.

Cushman & Wakefield | West Region Industrial Labor Report

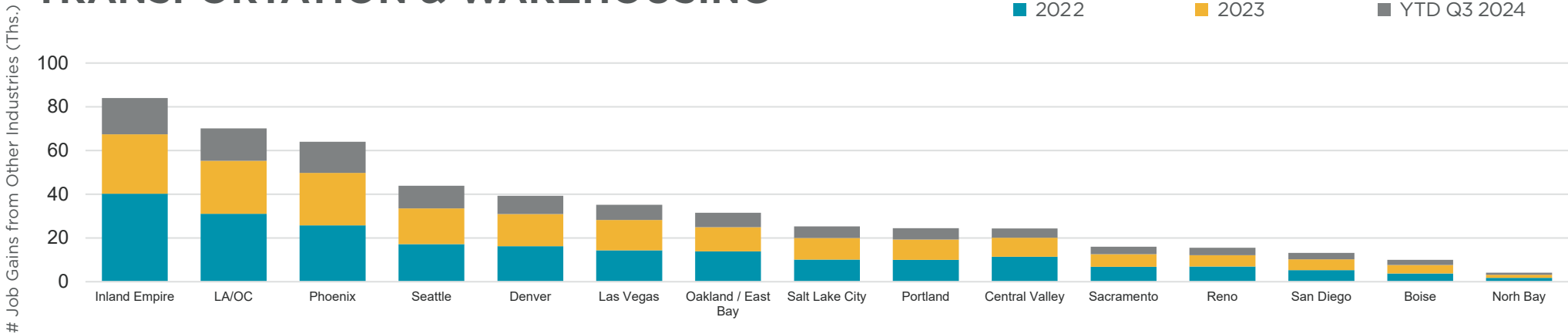
Source: Economic Research Institute

5

INDUSTRIAL JOB MIGRATION

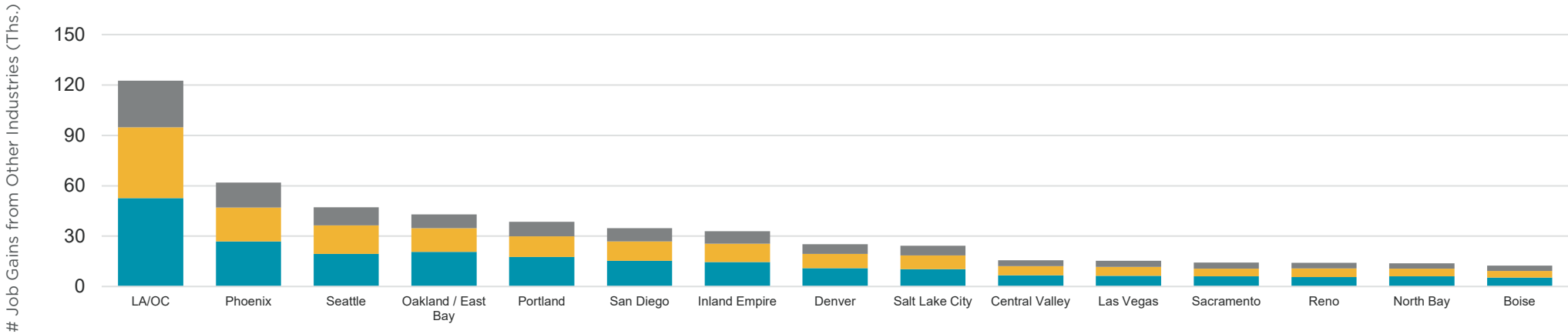
Workers Switching to Transportation/Warehousing and Manufacturing from Other Industries

TRANSPORTATION & WAREHOUSING



Since 2022, more than 500,440 employees in the West region metros have transitioned from roles in other industries to transportation and warehousing jobs.

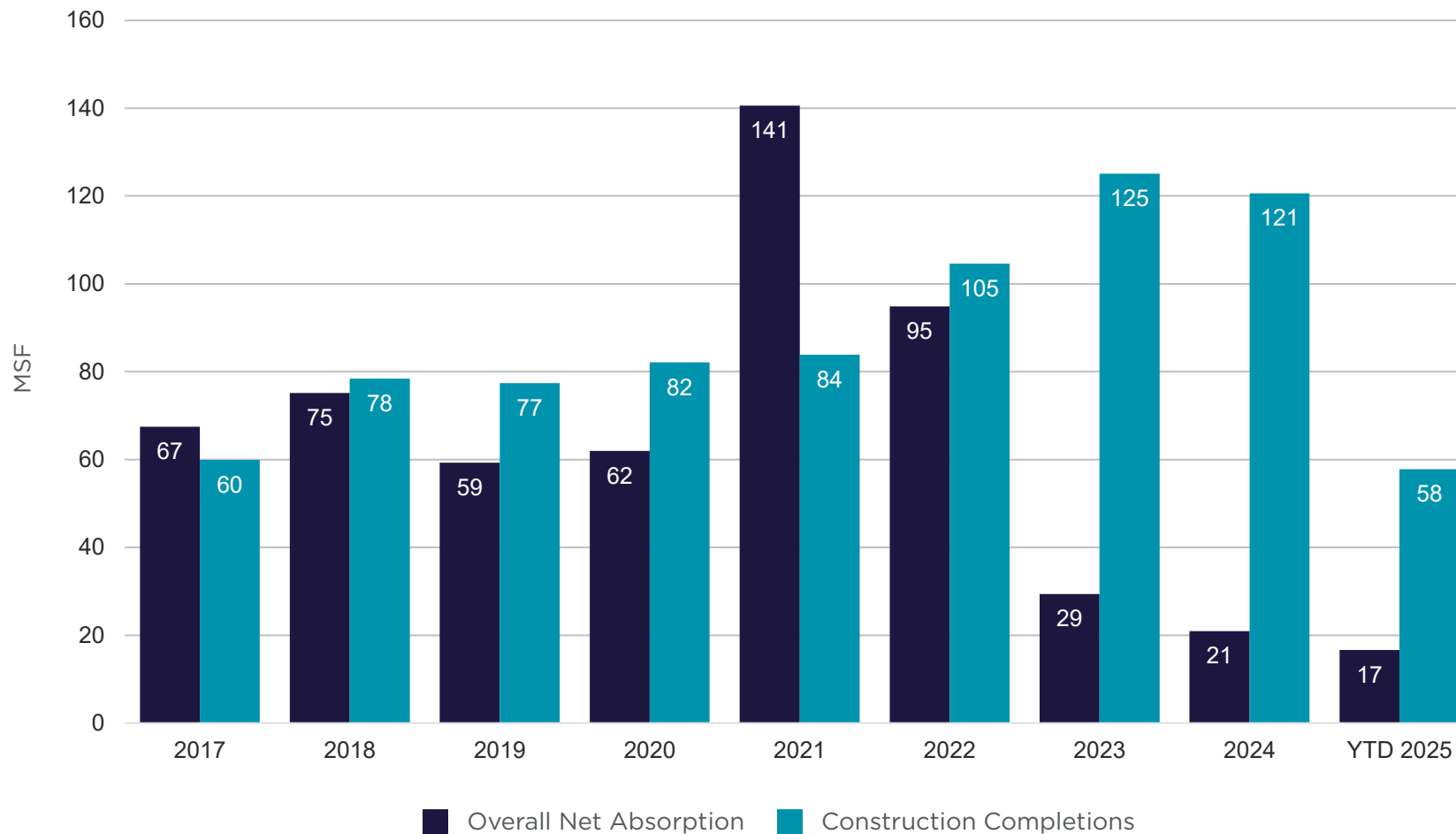
MANUFACTURING



In the same period, over 516,240 workers shifted to manufacturing roles in the key West region metros, led by Los Angeles, Phoenix, and Seattle.

INDUSTRIAL CRE SUPPLY & DEMAND

OVERALL ABSORPTION & NEW SUPPLY





CUSHMAN &
WAKEFIELD

WEST REGION INDUSTRIAL MARKET SPOTLIGHT

Click on a market name to learn more.

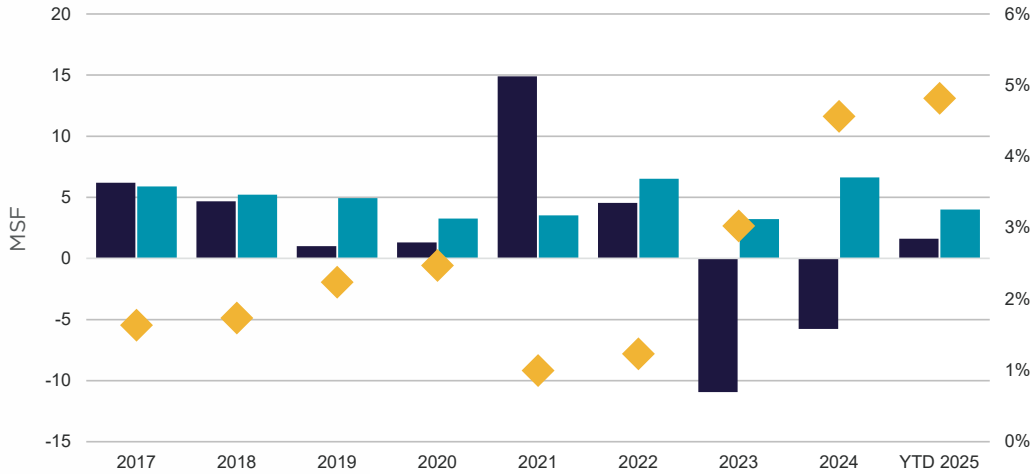


LOS ANGELES



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- Industrial fundamentals have softened noticeably. Since 2023, Los Angeles has recorded negative 15.1 msf of net absorption, reversing years of robust demand. Meanwhile, development has remained steady, with new construction averaging 4.8 msf annually since 2017 and totaling 43.2 msf of new supply.
- This sustained pipeline, coupled with cooling demand, has pushed the vacancy rate sharply higher—from a historic low of 1.0% in 2021 to 4.8% as of the third quarter of 2025. Elevated availabilities reflect both normalizing supply chains and ongoing shifts in port-related activity.
- Despite these headwinds, Los Angeles remains one of the deepest labor pools in the West region, with one of the highest concentrations of target blue-collar workers. However, the metro is expected to see some of the slowest growth in material-moving and production occupations over the next five years, underscoring the challenge of expanding headcount in an already tight and highly competitive labor market.

Source: Cushman & Wakefield Research
Cushman & Wakefield | West Region Industrial Labor Report

DEMOGRAPHICS	
Population	9.8M
Projected Population Change (5-Year)	1.1%
Working Age Population (Ages 18-64)	6.3M
Labor Force	4.9M
Median Household Income	\$89,285
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	38.3%
Target Blue Collar Demographic Volume	1.7M
Target Blue Collar Demographic Concentration	1.6

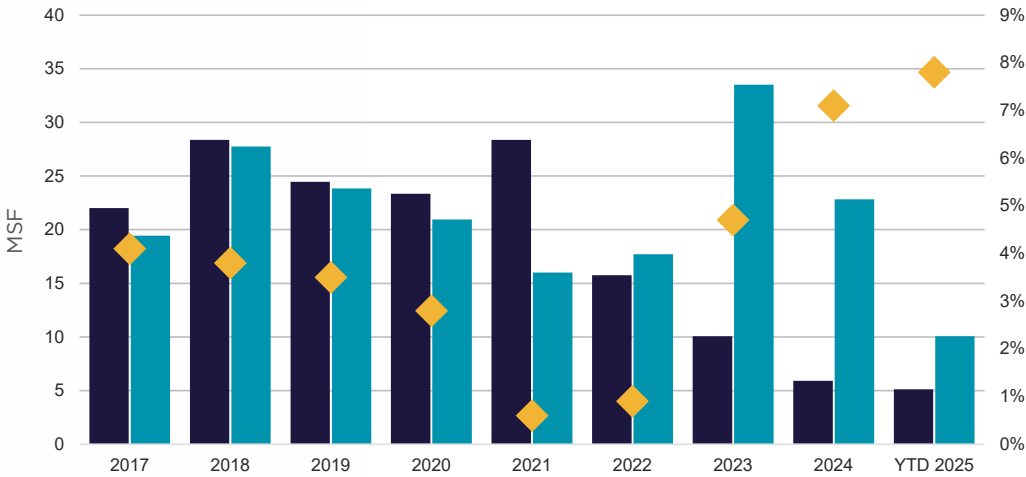
INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	181,626	251,665
Worker Concentration	1.0	1.0
5-Year Employment Growth	0.0%	-0.4%
Average Wages*	\$25.49	\$23.51
Wage Index	118	114

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY
& VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- The Inland Empire (IE) serves as a critical logistics corridor for Southern California and the Western U.S., benefiting from its proximity to the Ports of Los Angeles and Long Beach.
- Since 2023, 66.4 msf of industrial space has been delivered despite softer demand, pushing the overall vacancy rate up to 7.8% from the 0.6% low recorded in 2021. Vacancy rates are expected to stabilize over the next three years amid modest new supply and greater clarity in the marketplace.
- With the most affordable housing in Southern California, the IE’s population is projected to grow 2.3% over the next five years.
- The market also has the highest blue-collar demographic concentration (2.1) among the 16 West markets and outperforms the West average (1.3) and the U.S. average (1.0). The IE also leads in material-mover concentration (2.4) compared to West region (1.2) and the U.S. average (1.0).

DEMOGRAPHICS

Population	3.8M
Projected Population Change (5-Year)	2.3%
Working Age Population (Ages 18-64)	2.4M
Labor Force	1.7M
Median Household Income	\$96,458
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	50.4%
Target Blue Collar Demographic Volume	722,572
Target Blue Collar Demographic Concentration	2.1

INDUSTRIAL LABOR

	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	125,026	93,618
Worker Concentration	2.4	1.1
5-Year Employment Growth	3.8%	3.6%
Average Wages*	\$23.82	\$22.02
Wage Index	111	109

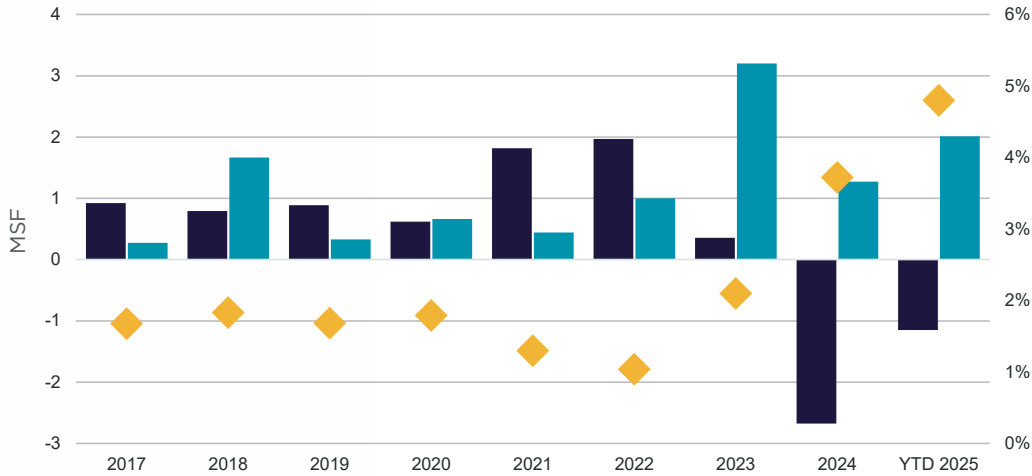
*Occupations included in the average wages are outlined on page 5.

ORANGE COUNTY



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- Orange County (OC) recorded 1.3 msf of construction completions in 2024 and an additional 2.0 msf delivered year-to-date (YTD) in 2025. The vacancy rate has climbed to 4.8%, driven by softening demand and an influx of newly delivered buildings that remain unleased.
- Leasing activity totaled 1.8 msf in Q3 2025, marking a 21.1% decline quarter-over-quarter (QOQ) and an 8.3% decrease year-over-year (YOY). While preleasing has improved compared to earlier quarters, only four of the 17 buildings currently under construction are preleased. Of the 0.8 msf of new inventory expected by year-end 2025, nearly 26% is preleased—underscoring tenant caution amid shifting market conditions.
- OC’s population stands at 3.1 million, with a projected five-year growth rate of 1.3%, reflecting measured but steady regional expansion. The working-age cohort (18–64) includes about 2.0 million residents, supporting a labor force of 1.7 million and reinforcing the county’s strong economic and employment base.

Source: Cushman & Wakefield Research
Cushman & Wakefield | West Region Industrial Labor Report

DEMOGRAPHICS	
Population	3.1M
Projected Population Change (5-Year)	1.3%
Working Age Population (Ages 18-64)	2.0M
Labor Force	1.7M
Median Household Income	\$117,998
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	35.8%
Target Blue Collar Demographic Volume	332,123
Target Blue Collar Demographic Concentration	0.9

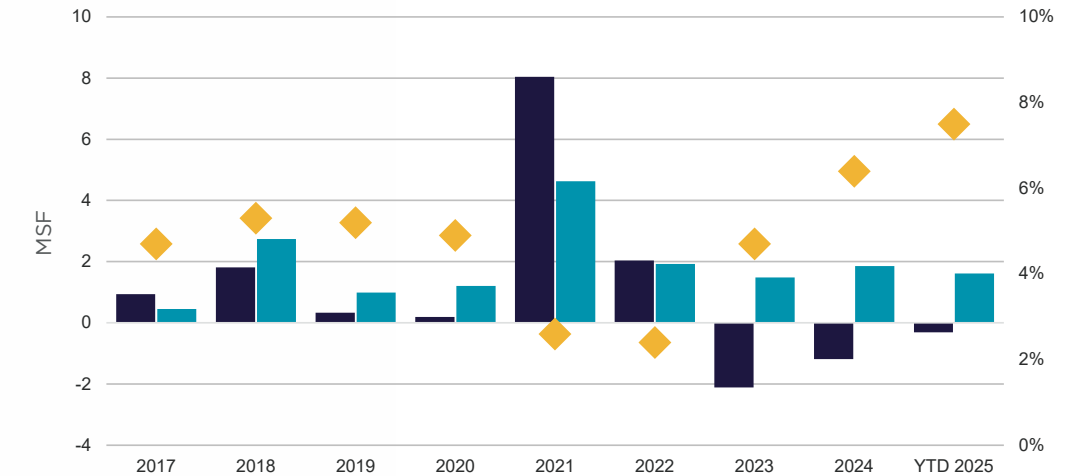
INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	43,575	81,494
Worker Concentration	0.7	0.9
5-Year Employment Growth	2.4%	1.4%
Average Wages*	\$23.98	\$22.16
Wage Index	114	112

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- San Diego is a key metro market positioned along the U.S.-Mexico border, with a population of 3.3 million and a labor force of 1.6 million. Notably, 25.5% of the labor force falls within the prime working-age cohort of 18 to 34—well above the U.S. average of 22.9%—indicating a comparatively young, dynamic workforce.
- The population is projected to grow by 1.8% over the next five years, slightly below the national growth rate of 2.1%. Over the same period, the labor force outlook remains stable. Production occupations are expected to grow 1.5% (compared with 1.3% nationally and 2.7% across the West region), while the material-moving roles are forecast to grow 2.2%, matching the national rate but trailing the 3.4% projected growth in the West region.
- Industrial real estate fundamentals have softened, with vacancy rising sharply following a wave of aggressive warehouse and distribution development—particularly in the Otay Mesa submarket. As new products were delivered, demand from e-commerce and logistics tenants cooled, creating a near-term imbalance between supply and absorption.

Source: Cushman & Wakefield Research

Cushman & Wakefield | West Region Industrial Labor Report

DEMOGRAPHICS

Population	3.3M
Projected Population Change (5-Year)	1.8%
Working Age Population (Ages 18-64)	2.1M
Labor Force	1.6M
Median Household Income	\$111,951
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	38.8%
Target Blue Collar Demographic Volume	369,428
Target Blue Collar Demographic Concentration	1.0

INDUSTRIAL LABOR

	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	42,405	65,629
Worker Concentration	0.7	0.8
5-Year Employment Growth	2.2%	1.5%
Average Wages*	\$25.11	\$23.26
Wage Index	116	114

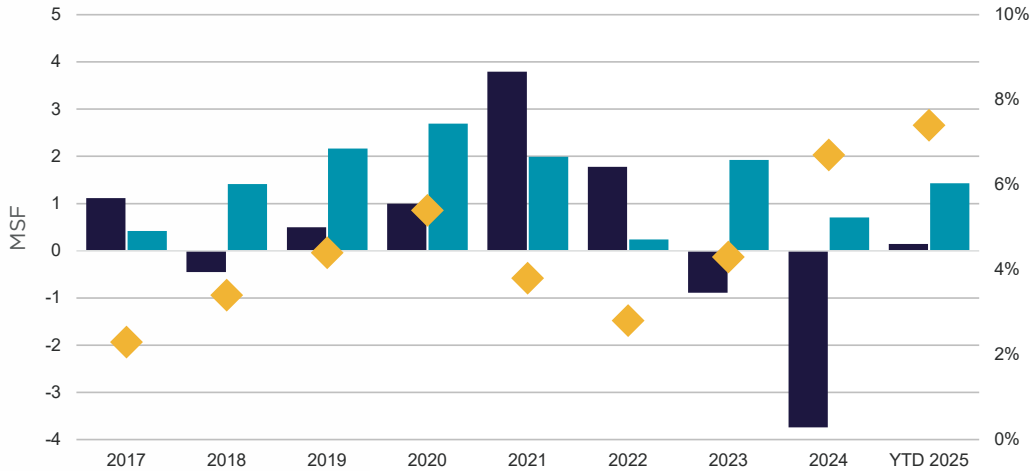
*Occupations included in the average wages are outlined on page 5.

OAKLAND/EAST BAY



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- The Oakland/East Bay market benefits from a central Bay Area location, offering efficient access to San Francisco and San Jose, along with relative affordability and a lower cost of living.
- The Port of Oakland—one of the West Coast’s largest—handled 2.3 million TEUs in 2024, up 9.5% from 2023, reinforcing the region’s strength as a premier distribution hub.
- After speculative construction and economic headwinds pushed vacancy higher in 2023 and 2024, renewed demand returned absorption to positive territory in 2025. Much of this demand is coming from hardware and semiconductor users leveraging the East Bay’s proximity to Silicon Valley.
- The region draws from a diverse labor pool, offering both blue and white-collar talent to support users ranging from warehousing and manufacturing to life sciences and advanced industries.

DEMOGRAPHICS	
Population	3.4M
Projected Population Change (5-Year)	1.7%
Working Age Population (Ages 18-64)	2.1M
Labor Force	1.7M
Median Household Income	\$122,523
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	35.9%
Target Blue Collar Demographic Volume	332,686
Target Blue Collar Demographic Concentration	1.0

INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	51,004	65,347
Worker Concentration	0.8	0.7
5-Year Employment Growth	2.8%	2.0%
Average Wages*	\$25.83	\$23.85
Wage Index	123	122

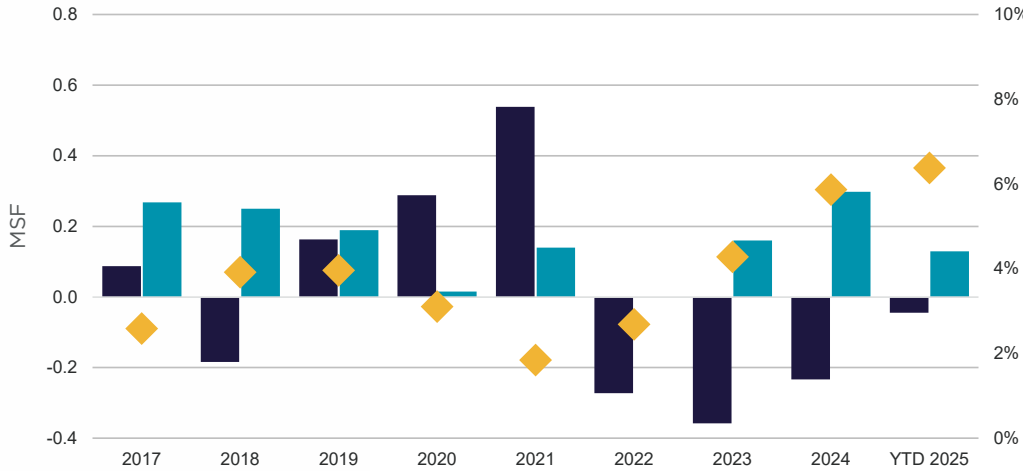
*Occupations included in the average wages are outlined on page 5.

NORTH BAY



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- The North Bay industrial market functions as a key industrial and distribution hub for the Bay Area and is one of the largest in Northern California.
- This market benefits from its proximity to the Sonoma-Marín Area Rail (SMART) freight line, major interstate corridors, the Port of Oakland and full access to all San Francisco Bay Area markets.
- The North Bay industrial market closed the third quarter with an overall vacancy rate of 6.4%, remaining flat QOQ and up 120 basis points (bps) YOY.
- New construction activity in the North Bay remains limited following the recent delivery of Santa Rosa LogistiCenter, a 129,200-sf Class A industrial/warehouse project in Santa Rosa.

DEMOGRAPHICS

Population	742,000
Projected Population Change (5-Year)	1.5%
Working Age Population (Ages 18-64)	431,000
Labor Force	378,000
Median Household Income	\$117,987
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	36.5%
Target Blue Collar Demographic Volume	66,874
Target Blue Collar Demographic Concentration	1.0

INDUSTRIAL LABOR

	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	8,801	13,475
Worker Concentration	0.7	0.8
5-Year Employment Growth	0.3%	0.4%
Average Wages*	\$26.11	\$24.17
Wage Index	124	124

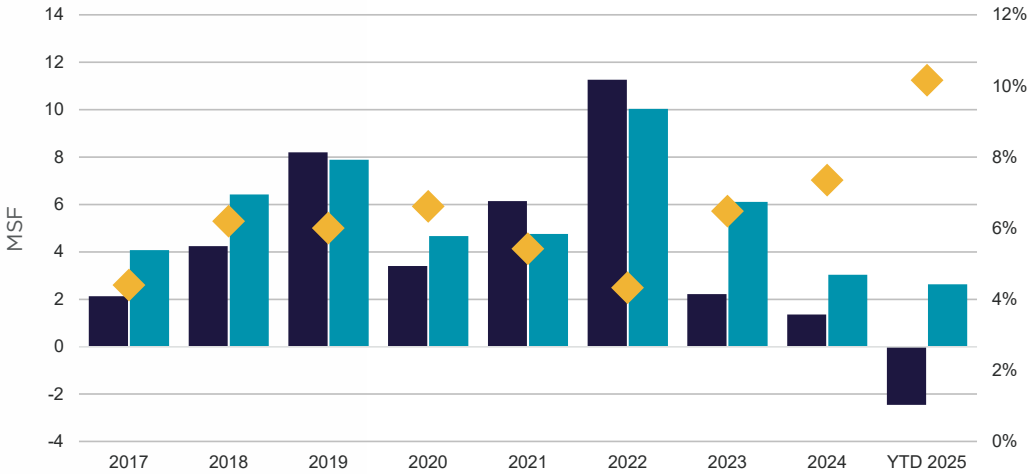
*Occupations included in the average wages are outlined on page 5.

CENTRAL VALLEY



ABSORPTION, NEW SUPPLY
& VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- The Central Valley has emerged as Northern California’s premier destination for large occupiers, supported by proximity to major population centers, ample developable land and a strong blue-collar labor pool.
- Since the pandemic, the Central Valley’s inventory has expanded by 22%, with 31.3 msf of new construction delivered.
- Leasing has been driven by large users, with five deals more than 1.0 msf signed since early 2024, while activity among small and mid-size tenants has softened amid global economic headwinds.
- Speculative development has nearly stopped, with just one building underway. Build-to-suit activity, however, is surging, totaling almost 5.0 msf across the region.

DEMOGRAPHICS	
Population	1.4M
Projected Population Change (5-Year)	2.5%
Working Age Population (Ages 18-64)	816,000
Labor Force	588,000
Median Household Income	\$83,640
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	51.4%
Target Blue Collar Demographic Volume	227,380
Target Blue Collar Demographic Concentration	1.5

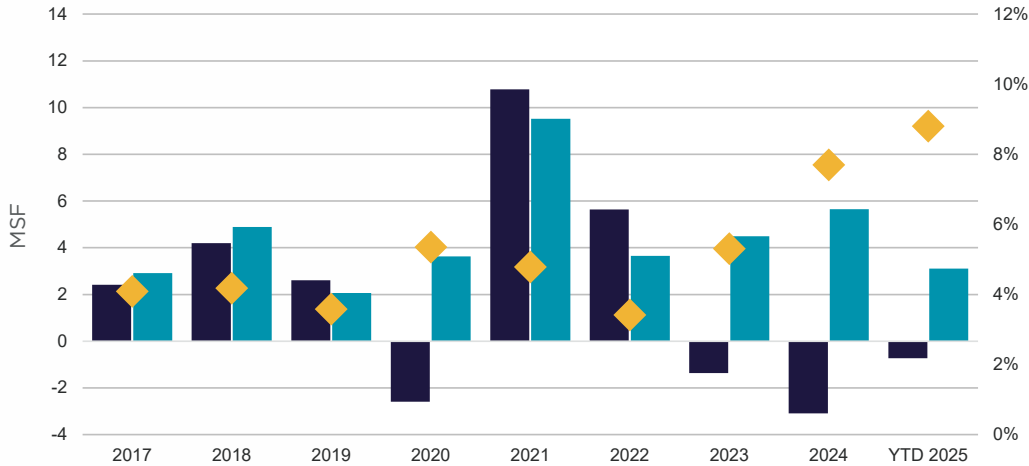
INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	40,204	38,642
Worker Concentration	1.8	1.2
5-Year Employment Growth	1.5%	1.7%
Average Wages*	\$24.23	\$22.45
Wage Index	113	112

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- The Northwest Seaport Alliance, which unites the ports of Seattle and Tacoma, has been a major economic engine for the Pacific Northwest since its creation in 2015. The Alliance has handled 19.2 million TEUs since 2020 and nearly \$76 billion in global waterborne trade with 176 trading partners globally in 2024.
- Vacancy has been rising and rents stabilizing as tenants consolidate and return excess space to the market, prompting landlords to prioritize occupancy over rate growth. Demand remains strongest among 3PL and e-commerce users, with activity concentrated in South King County, where proximity to the ports is a key driver.
- The Puget Sound region supports 2.2 million workers, with Seattle home to the Pacific Northwest’s highest concentration of material-moving and production occupations. Nearly 7.0% of all metro jobs are tied to the industrial sector.

Source: Cushman & Wakefield Research
Cushman & Wakefield | West Region Industrial Labor Report

DEMOGRAPHICS	
Population	4.4M
Projected Population Change (5-Year)	3.1%
Working Age Population (Ages 18-64)	2.9M
Labor Force	2.4M
Median Household Income	\$116,890
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	38.8%
Target Blue Collar Demographic Volume	238,061
Target Blue Collar Demographic Concentration	0.5

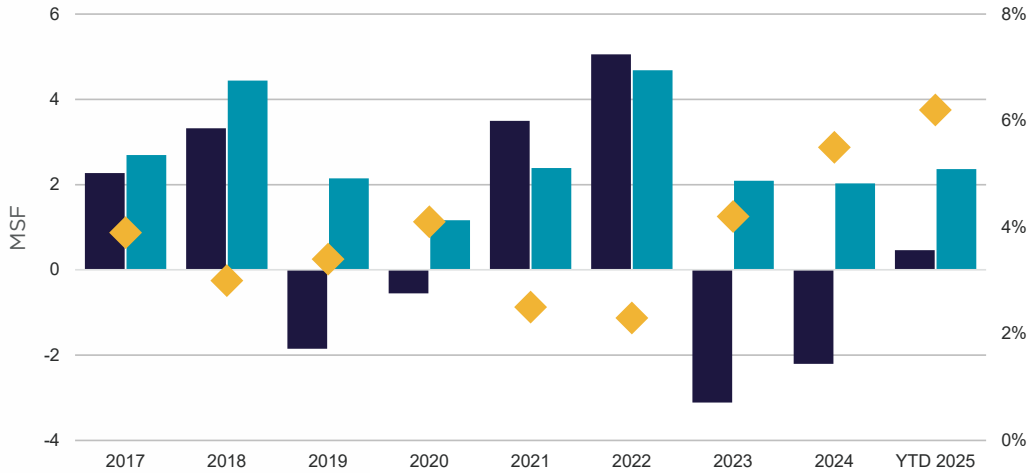
INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	74,405	92,930
Worker Concentration	0.9	0.8
5-Year Employment Growth	3.9%	3.2%
Average Wages*	\$26.28	\$24.44
Wage Index	121	121

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- Portland’s industrial market saw a sharp slowdown, shifting from positive momentum to negative net absorption of 2.2 msf in 2024 before stabilizing and returning to roughly 0.5 msf of positive absorption YTD in 2025.
- Despite elevated deliveries—2.0 msf in 2024 and 2.4 msf through 2025 YTD—weaker demand pushed vacancy up to 6.2%, a notable rise from the prior low of 2.5% recorded in 2021.
- Industrial employment has contracted, with trade, transportation and utilities down 0.5% YOY and manufacturing down 5.3% YOY, highlighting ongoing softness in the region’s industrial employment base.

DEMOGRAPHICS	
Population	2.4M
Projected Population Change (5-Year)	2.7%
Working Age Population (Ages 18-64)	1.5M
Labor Force	1.3M
Median Household Income	\$100,563
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	41.4%
Target Blue Collar Demographic Volume	152,300
Target Blue Collar Demographic Concentration	0.6

INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	42,738	60,761
Worker Concentration	0.9	0.9
5-Year Employment Growth	4.5%	3.5%
Average Wages*	\$24.15	\$22.46
Wage Index	113	112

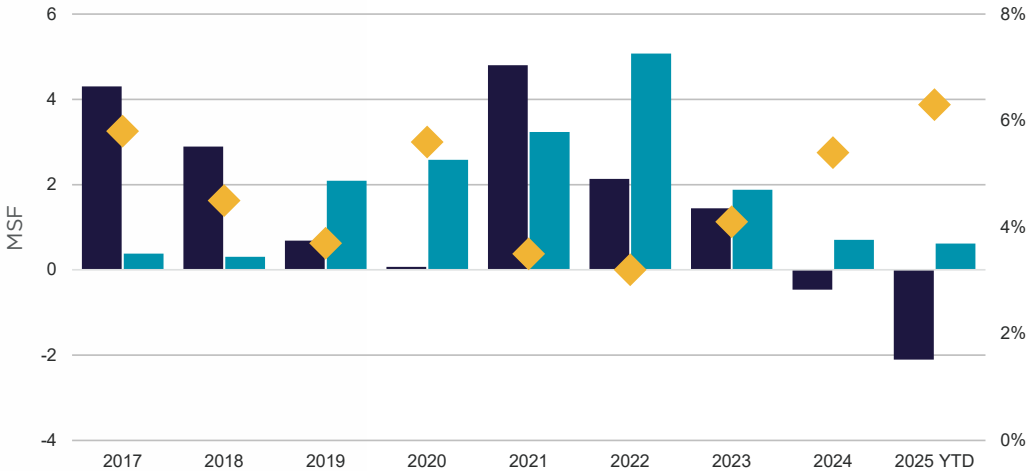
*Occupations included in the average wages are outlined on page 5.

SACRAMENTO



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- Sacramento’s labor participation rate is 82.2%, with working-age residents (16–84) comprising 61.0% of the population. Both figures are slightly below the West region averages of 85.1% and 63.0%, respectively.
- Despite a decade of strong population growth, Sacramento’s blue-collar worker concentration sits at the national average (1.0) and represents just 21.8% of the total labor force.
- Since 2017, the region has delivered 16.9 msf of industrial space while sustaining historically low vacancy levels, underscoring consistently strong demand.

DEMOGRAPHICS	
Population	2.4M
Projected Population Change (5-Year)	2.6%
Working Age Population (Ages 18-64)	1.5M
Labor Force	1.2M
Median Household Income	\$97,939
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	44.1%
Target Blue Collar Demographic Volume	283,810
Target Blue Collar Demographic Concentration	1.0

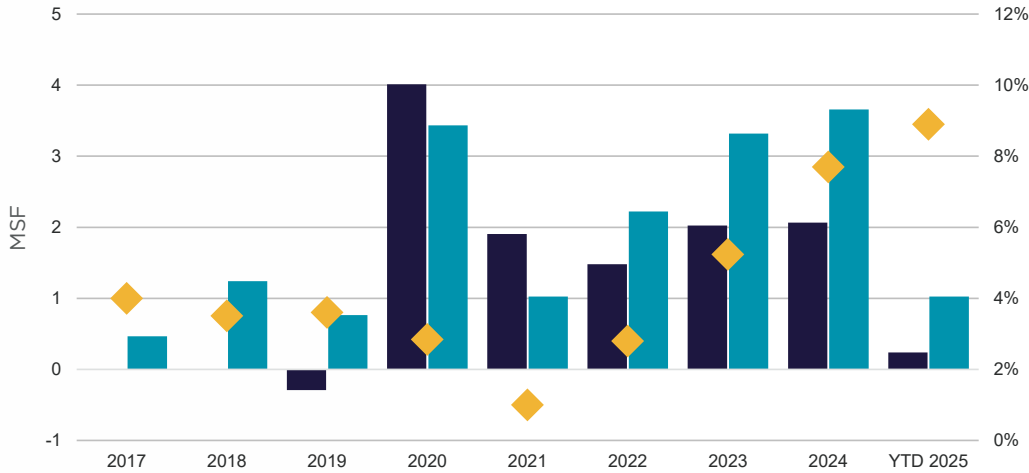
INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	37,862	37,357
Worker Concentration	0.9	0.6
5-Year Employment Growth	4.7%	4.9%
Average Wages*	\$24.44	\$22.60
Wage Index	115	114

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- Boise posted a strong economic performance in the third quarter of 2025, leading the nation in population growth at 3.0%, with an additional 7.6% projected over the next five years. Healthcare employment climbed 4.2% YOY to 59,400, with further gains expected. Median household income rose 2.1% YOY to \$86,100, and unemployment fell 10 bps YOY to 3.5%, the ninth-lowest among U.S. metros.
- A steady flow of speculative supply pushed industrial vacancy to 8.9% in the third quarter of 2025, up 30 bps QOQ and 80 bps YOY. Absorption remains below historical norms amid muted leasing activity and slower development starts.
- Asking rents held flat QOQ at \$0.89 per square foot (psf) triple net (NNN) per month but posted YOY gains. Newer product is commanding premium rates, especially 5,000 to 10,000-sf units with 15% office buildout, which are asking \$1.50 psf NNN.

DEMOGRAPHICS	
Population	825,000
Projected Population Change (5-Year)	7.6%
Working Age Population (Ages 18-64)	503,000
Labor Force	437,000
Median Household Income	\$85,833
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	47.6%
Target Blue Collar Demographic Volume	58,789
Target Blue Collar Demographic Concentration	0.9

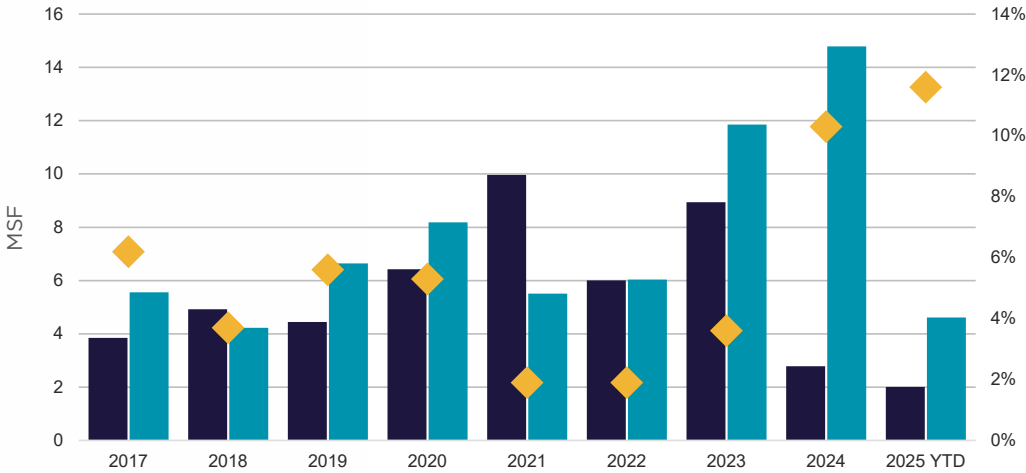
INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	13,978	19,067
Worker Concentration	1.0	0.9
5-Year Employment Growth	6.6%	6.0%
Average Wages*	\$20.50	\$19.00
Wage Index	95	94

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY
& VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- The Las Vegas industrial market is anchored by a population base of 2.3 million, projected to grow 3.2% over the next five years.
- Labor force participation stands at 84.9%, slightly above the U.S. average of 84.4%. Material movers are concentrated at the national norm (1.0) and are forecast to grow 4.9% over five years—outpacing both regional (3.4%) and national (2.2%) averages. This reflects a strong and expanding labor pool for industrial users.
- In 2025, Las Vegas delivered 4.7 msf of new industrial space, with another 2.2 msf scheduled by year-end. The resulting jump in vacancy to 11.6% has tempered new development heading into 2026 as the market works through elevated supply.

DEMOGRAPHICS

Population	2.3M
Projected Population Change (5-Year)	3.2%
Working Age Population (Ages 18-64)	1.4M
Labor Force	1.2M
Median Household Income	\$75,056
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	51.4%
Target Blue Collar Demographic Volume	333,249
Target Blue Collar Demographic Concentration	1.3

INDUSTRIAL LABOR

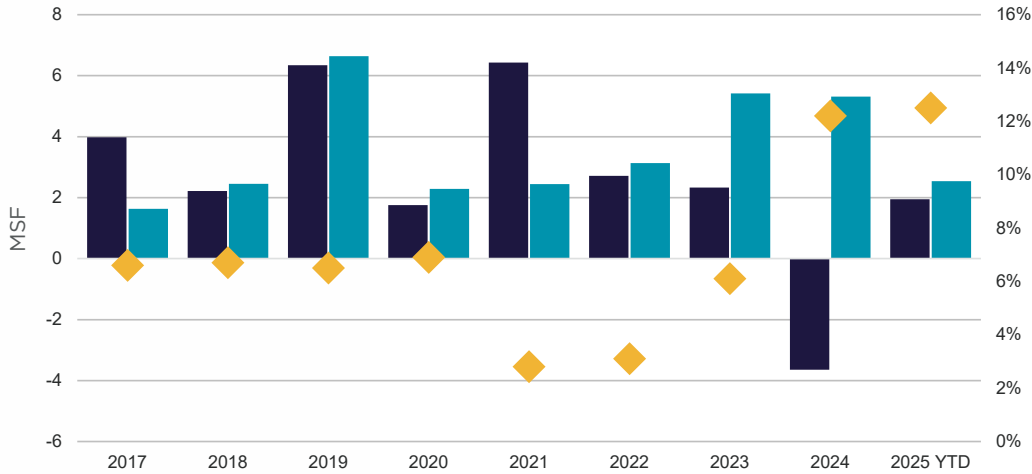
	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	42,515	34,534
Worker Concentration	1.0	0.6
5-Year Employment Growth	4.9%	3.6%
Average Wages*	\$22.82	\$21.24
Wage Index	106	106

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- Reno’s industrial market is supported by 590,000 residents, with population growth projected at 4.9% over the next five years.
- The region has above-average concentrations of material-moving (1.5 vs. 1.2) and production workers (1.1 vs. 0.9) compared to the West region average, with expected growth of 5.0% and 4.2%, respectively. This underscores a strong industrial labor base for northern Nevada.
- Reno’s labor participation rate of 87.7% exceeds both the West region (85.1%) and U.S. (84.4%) averages. Its strategic one-day access to major markets continues to attract logistics and supply chain users.
- Reno recorded nearly 2.0 msf of positive net absorption through the third quarter of 2025, signaling a strong rebound from the 3.6 msf of space returned to the market in 2024. This recovery helped temper upward pressure on vacancy rates, which were largely driven by the anticipated delivery of 4.1 msf of new inventory throughout 2025.

Source: Cushman & Wakefield Research
Cushman & Wakefield | West Region Industrial Labor Report

DEMOGRAPHICS	
Population	590,000
Projected Population Change (5-Year)	4.9%
Working Age Population (Ages 18-64)	361,000
Labor Force	301,000
Median Household Income	\$91,002
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	49.2%
Target Blue Collar Demographic Volume	56,217
Target Blue Collar Demographic Concentration	0.9

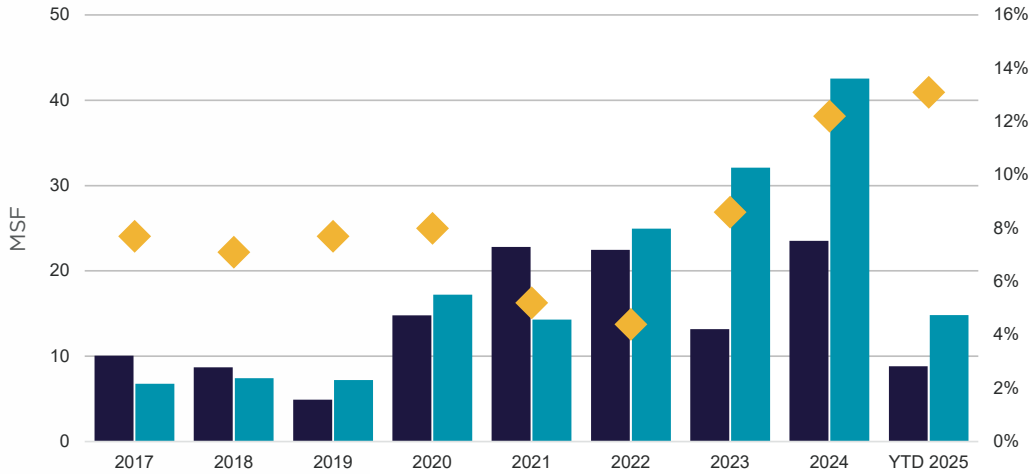
INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	16,453	17,727
Worker Concentration	1.5	1.1
5-Year Employment Growth	5.0%	4.2%
Average Wages*	\$23.06	\$21.48
Wage Index	107	105

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- Phoenix ranks as the second-most populous and fourth-fastest-growing city in the West region, with the metro population expected to grow by 4.3% by 2030.
- Job growth has slowed but remains above the U.S. average, with metro Phoenix posting a 1.3% employment gain over the past year. Health services accounted for more than half of all job growth in the 12 months ending August 2025.
- Working-age residents (18-64) make up 60.9% of the population, and the metro’s 84.8% labor force participation rate exceeds the national average of 84.4%, though it trails the broader West region average of 85.1%.
- Industrial vacancy fell for the first time since early 2023, down 20 bps QOQ to 13.1%, as new supply slowed. Deliveries totaled just 6.8 msf in the second and third quarters of 2025, the lowest six-month total since mid-2020. Vacancy is expected to ease further as 42.7 msf is projected for delivery between 2026 and 2029, nearly equal to 2024’s total.

DEMOGRAPHICS	
Population	5.1M
Projected Population Change (5-Year)	4.3%
Working Age Population (Ages 18-64)	3.1M
Labor Force	2.5M
Median Household Income	\$86,489
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	45.9%
Target Blue Collar Demographic Volume	534,312
Target Blue Collar Demographic Concentration	0.9

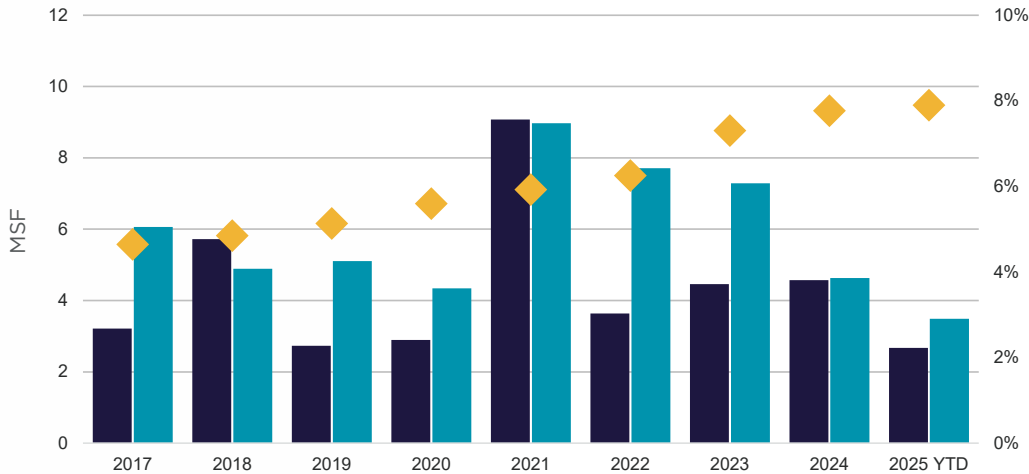
INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	89,255	98,739
Worker Concentration	0.9	0.7
5-Year Employment Growth	6.7%	6.5%
Average Wages*	\$22.09	\$20.60
Wage Index	102	102

*Occupations included in the average wages are outlined on page 5.



ABSORPTION, NEW SUPPLY
& VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- New construction starts in Denver continued to slow in 2025, resulting in the lowest YTD completion total through three quarters since 2020. The pullback in deliveries has helped vacancy begin to stabilize as demand holds steady.
- Denver’s population is projected to grow 3.8% over the next five years, on track to outpace both the U.S. (2.1%) and West region (2.7%) forecasts.
- Five-year growth expectations for material movers (5.1%) and production workers (4.1%) are notably stronger than U.S. and regional projections, reflecting a supportive long-term labor outlook.
- Denver’s wage indices remain above the U.S. average (production: 111; warehouse: 113), though they rank seventh-lowest and eighth-lowest, respectively, among the 16 West region markets analyzed.

DEMOGRAPHICS

Population	3.0M
Projected Population Change (5-Year)	3.8%
Working Age Population (Ages 18-64)	2.0M
Labor Force	1.8M
Median Household Income	\$105,200
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	36.7%
Target Blue Collar Demographic Volume	211,414
Target Blue Collar Demographic Concentration	0.6

INDUSTRIAL LABOR

	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	48,686	53,162
Worker Concentration	0.8	0.6
5-Year Employment Growth	5.1%	4.1%
Average Wages*	\$24.11	\$22.34
Wage Index	113	111

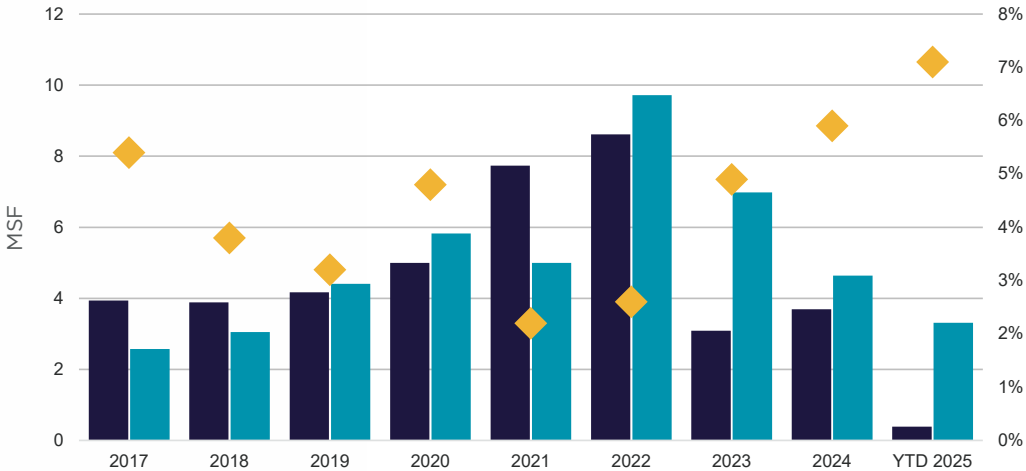
*Occupations included in the average wages are outlined on page 5.

SALT LAKE CITY



ABSORPTION, NEW SUPPLY & VACANCY RATES

- Overall Net Absorption
- Construction Completions
- Overall Vacancy Rate (RHS)



RHS - Right-hand side axis

- Salt Lake City has a population of 2.7 million, projected to grow 5.5% over the next five years. The working-age population (18-64) is 1.7 million, with a labor force of 1.5 million.
- In 2024, Salt Lake City’s industrial sector employed 52,726 material-moving workers and 81,800 production workers, with five-year growth rates of 6.4% and 5.2%, respectively.
- Industrial vacancy rose modestly in 2025 due to new vacant supply, reaching 7.1%-in line with the U.S. industrial national vacancy rate reported in the third quarter of 2025. Since early 2024, the market has reported 8.0 msf of new deliveries, with 4.3 msf (55%) still available for lease, contributing to the uptick in vacancy.
- Vacancy is expected to rise in the near term, as supply continues to come online, but should stabilize and potentially begin to decline in 2026, assuming no major new construction starts. Demand remains strong for outdoor storage and trailer yard space.

Source: Cushman & Wakefield Research
Cushman & Wakefield | West Region Industrial Labor Report

DEMOGRAPHICS	
Population	2.7M
Projected Population Change (5-Year)	5.5%
Working Age Population (Ages 18-64)	1.7M
Labor Force	1.5M
Median Household Income	\$102,344
Educational Attainment: % of Total Pop. Age 25+ with High School to Associates Degree	45.2%
Target Blue Collar Demographic Volume	172,127
Target Blue Collar Demographic Concentration	0.7

INDUSTRIAL LABOR	MATERIAL MOVING OCCUPATIONS	PRODUCTION OCCUPATIONS
2024 Employment Volume	52,726	81,800
Worker Concentration	1.0	1.1
5-Year Employment Growth	6.4%	5.2%
Average Wages*	\$21.27	\$19.64
Wage Index	99	99

*Occupations included in the average wages are outlined on page 5.



WEST REGION

INDUSTRIAL LABOR REPORT

AUTHOR

JOLANTA CAMPION
Senior Research Director
Southern California
jolanta.campion@cushwake.com

INDUSTRIAL
STRATEGIC CONSULTING

BEN HARRIS
ben.harris@cushwake.com

MATT NIEHOFF
matt.niehoff@cushwake.com

AMERICAS LOGISTICS
& INDUSTRIAL RESEARCH

JASON PRICE
Americas Head of Industrial & Logistics Research
jason.price@cushwake.com

AMERICAS LOGISTICS
& INDUSTRIAL SERVICES

JASON TOLLIVER
President, Americas Logistics & Industrial Services
jason.tolliver@cushwake.com

LOCAL RESEARCH CONTRIBUTORS

SOUTHERN CALIFORNIA

JOLANTA CAMPION
jolanta.campion@cushwake.com

LOS ANGELES

ZACH PYSER
zachary.pyser@cushwake.com

INLAND EMPIRE

KAREN ADAME
karen.adame@cushwake.com

ORANGE COUNTY

SEBASTIAN WELLS
sebastian.wells@cushwake.com

SAN DIEGO

JUSTIN BALAGTAS
justin.balagtas@cushwake.com

NORTHERN CALIFORNIA

ROBERT SAMMONS
robert.sammons@cushwake.com

OAKLAND / EAST BAY

WESCOTT OWEN
wescott.owen@cushwake.com

NORTH BAY

JASON KARBELK
jason.karbelk@cushwake.com

CENTRAL VALLEY

WESCOTT OWEN
wescott.owen@cushwake.com

SACRAMENTO

JAMES MASUDA
james.masuda@cushwake.com

PACIFIC NORTHWEST

ROBERT SAMMONS
robert.sammons@cushwake.com

SEATTLE

BRIAN CAGAYAT
brian.cagayat@cushwake.com

PORTLAND

ALYSSA MILLER
alyssa.miller1@cushwake.com

SOUTHWEST

JEFFREY COOLEGE
jeffrey.cooledge@cushwake.com

LAS VEGAS

CHRISTIAN D’ORAZIO MARTIN
christian.doraziomartin@cushwake.com

RENO

CHRISTIAN D’ORAZIO MARTIN
christian.doraziomartin@cushwake.com

BOISE

CHRISTOPHER ISON
christopher.ison@cushwake.com

SALT LAKE CITY

REBECCA LLOYD
rebecca.lloyd@cushwake.com

PHOENIX

JOSHUA CRAFT
joshua.craft@cushwake.com

DENVER

CARA RASACHAK
cara.rasachak@cushwake.com

Better never settles

cushmanwakefield.com

©2025 Cushman & Wakefield. All rights reserved. The material in this presentation has been prepared solely for information purposes, and is strictly confidential. Any disclosure, use, copying or circulation of this presentation (or the information contained within it) is strictly prohibited, unless you have obtained Cushman & Wakefield's prior written consent. The views expressed in this presentation are the views of the author and do not necessarily reflect the views of Cushman & Wakefield. Neither this presentation nor any part of it shall form the basis of, or be relied upon in connection with any offer, or act as an inducement to enter into any contract or commitment whatsoever.