

# SOUTHEAST WISCONSIN INDUSTRIAL REPORT

**Q1-2026**

[www.barrycre.com](http://www.barrycre.com)

414-271-1870

1232 N. Edison Street, Milwaukee, WI



## Industrial Market Softens to Start the Year

- The industrial sector saw a slight uptick in vacancy to start the year, with the total vacancy rate rising to 5.8% from 5.3% in Q4.
- Even the tightest submarkets recorded an increase in total vacancy:
  - Walworth rose to 1.3% (up from 0.7% in Q4).
  - Sheboygan rose to 1.7% (up from 0.5% in Q4).
- Market demand experienced a notable pullback in Q1, with over 1 million SF of negative net absorption recorded.

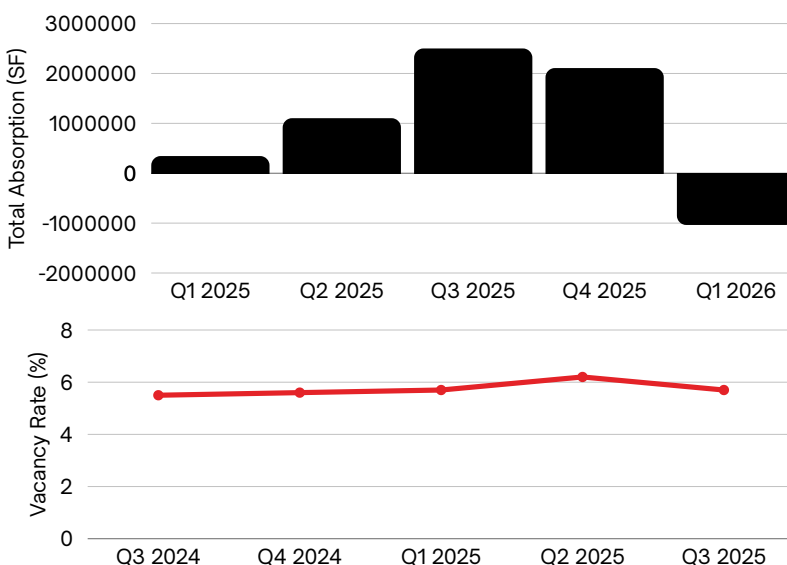
## Summary of Southeast WI Industrial Market

**Q4 TOTAL VACANCY RATE**  
**5.8%**

**Q4 TOTAL VACANCY**  
**22,723,132 SF**

**Q4 TOTAL ABSORPTION**  
**-1,037,167 SF**

## Absorption & Vacancy Rate



## Lowest Vacancy Submarkets

COUNTY	VACANCY RATE
Walworth	1.3%
Sheboygan	1.7%
Waukesha	2.5%
Washington	4.1%
Ozaukee	5.8%

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\*Source: The Barry Company in conjunction with Catylist/Redicoms

# SOUTHEAST WISCONSIN OFFICE REPORT

## Q1-2026

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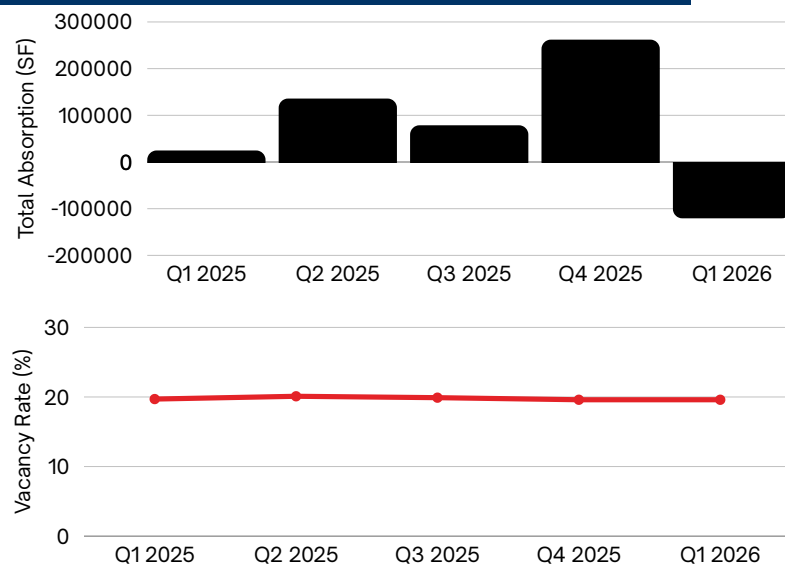
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### Office Market Stability Tested in Q1

- The office market vacancy rate remained unchanged to begin the year, holding steady at 19.6%.
- Net absorption trended slightly negative in the first quarter, with a decrease of 120,644 SF.
- High vacancy persists in key suburban submarkets, specifically West Allis at 32.4% and New Berlin at 30.8%.

### Absorption & Vacancy Rate



### Summary of Southeast WI Office Market

Q4 TOTAL VACANCY RATE  
**19.6%**

Q4 TOTAL VACANCY  
**8,698,798 SF**

Q4 TOTAL ABSORPTION  
**-120,644 SF**

### Highest Vacancy Submarkets

CITY	VACANCY RATE
Milwaukee - West Allis	32.4%
Waukesha Southeast - New Berlin	30.8%
Mayfair - Wauwatosa	26.3%
Brookfield	24.7%
Pewaukee	22.3%

\*Source: The Barry Company in conjunction with Catylist/Redicoms

# ABOUT THE BARRY COMPANY

**Q1-2026**

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## Recent Barry Co Transactions

W140N9427 Fountain Blvd,  
Menomonee Falls, WI 53051 **118,282 Manufacturing Building**



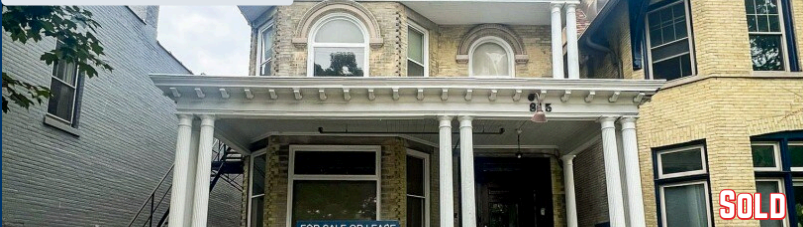
10100 Serpe Way,  
Pleasant Prairie, WI 53158 **248,098 SF Industrial Facility**



12855 W Silver Spring Dr,  
Butler, WI 53007 **13,013 SF Industrial Space**



815 N Cass St,  
Milwaukee, WI 53202 **5,710 SF Office Building**



## Barry Co Transactions From Our History



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## Barry Co Featured Listings

[View All of Our Listings Here](#)

1550 Innovation Way,  
Hartford, WI 53027



**FLEX/TECH/OFFICE/EVENT SPACE FOR LEASE**

2342 North 27<sup>th</sup> St,  
Milwaukee, WI 53210



**OFFICE/COMMERCIAL SPACE FOR LEASE**

613, 621 Grandview Blvd & 620 Morgan Ave,  
Waukesha, WI 53186



**MIXED USE PROPERTY FOR SALE**

817 N East Ave,  
Waukesha, WI 53186



**OFFICE BUILDING FOR LEASE**

## MEET THE TEAM

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