

How Reshoring Is Reshaping Atlanta’s Industrial Market

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The resurgence of U.S. manufacturing underscores a powerful trend of economic revitalization driven by reshoring and strategic investment. In 2024, 244,000 manufacturing jobs were created through reshoring and foreign direct investment, marking one of the strongest annual performances historically. This momentum reflects federal initiatives such as the CHIPS and Science Act and the Inflation Reduction Act, significantly boosting investments in sectors like semiconductors, electric vehicles (EV), and renewable energy.

Georgia exemplifies this national manufacturing growth. By 2024, the state initiated 217 new industrial projects, highlighting Georgia’s pivotal role in national industrial expansion. Major projects include Hyundai Motor Group’s \$7.6 billion EV facility near Savannah, expected to create 8,500 direct jobs, alongside thousands more through supplier networks. Rivian’s \$5 billion carbon-conscious plant east of Atlanta adds another 7,500 jobs, while Qcells’ expansion in Bartow and Dalton solidifies Georgia’s position in clean-energy manufacturing, contributing an additional 2,500 jobs.



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The surge in manufacturing has directly influenced Atlanta’s industrial real estate sector. In 2024, the city absorbed 12.8 million square feet of industrial space, ranking within the top five in North America, fueled by demand from manufacturers prioritizing facilities close to major logistics hubs like I-75/I-85, Hartsfield-Jackson Airport, and the Port of Savannah.

For occupiers and investors, this manufacturing surge translates to significant opportunities. Manufacturers in EVs, batteries, and solar modules increasingly favor Atlanta’s skilled labor and efficient logistics. Despite a construction pipeline exceeding 7 million square feet, the reshoring trend sustains robust rent growth in prime submarkets.

Georgia’s proactive investment in infrastructure and workforce development—such as the Georgia Quick Start program and planned grid upgrades—further enhances its attractiveness. Educational institutions, including Georgia Tech, are rapidly scaling training and apprenticeship programs to meet escalating demand for advanced manufacturing skills.

For landlords, the message is clear: facilities offering scale, power redundancy, and proximity to intermodal hubs will capture the next tranche of reshoring-driven demand. For occupiers making “build-vs-lease” decisions, today’s incentive-rich environment and forward-rent trajectories argue for acting before competition tightens. Together, reshoring is not just a national narrative—it’s reshaping Atlanta’s industrial landscape and creating durable opportunities across the supply chain.