

MARKET FUNDAMENTALS



Winnipeg **Unemployment Rate**

6.7% Canadian **Unemployment Rate** Source: Statistics Canada

ECONOMY

Winnipeg has seen year-over-year growth in employment, up 3.0% in December 2024 from December 2023 – a gain of 16,000 jobs over the last year. Similarly, the unemployment rate continues to trend downwards near the end of 2024, from 6.6% in September to now sitting at 6.2% in December. Winnipeg is showing some positive signs in comparison to the overall country as Canadian GDP has barely grown and the national unemployment rate has increased from 5.8% (December 2023) to 6.7% (December 2024).

The Consumer Price Index rose 1.9% in November 2024 in Canada, an increase of 2.4 percentage points compared to November 2023. Manitoba's CPI is also accelerating, up 90 basis points in November from October, but has once again proved to have the lowest inflation rate among all other Canadian provinces.

The Bank of Canada (BoC) continues to lower interest rates, delivering its fifth consecutive cut since June 2024 to bring the policy rate to 3.25%. The BoC also acknowledged the economy has been weaker than anticipated and there's speculation that although rate cuts can continue to be expected, it may move at a slower pace now. Economic activity in commercial real estate is still expected to rise as securing debt becomes cheaper but time will tell if acquiring debt becomes more difficult to access or not.

SUPPLY & DEMAND

The overall office market posted 93,231 square feet (sf) of positive absorption in the fourth quarter of 2024. Only Class B properties witnessed negative absorption of just under 20,000 sf with Class A product having just under 70,000 sf of positive absorption. Although there are very little new office development projects in the pipeline for Winnipeg, many will pay close attention to the Manitoba Metis Federation and their efforts to bring significant office space to the heart of downtown Winnipeg.

Winnipeg's office market has seen an increase in activity recently, but the overall vacancy remains static at 13.1% with only a slight reduction guarter-over-guarter. Major employers are reporting a decrease in employees working from home which could be a significant factor to explain why the increase in the overall office vacancy has slowed. Other notable work in Downtown such as the opening of Portage & Main to pedestrians could give a further bolster Winnipeg's core with an increase in traffic and people working in the office. There is optimism that the office market could be trending back close to pre-pandemic levels.

PRICING

The overall average asking rent has not changed much in the downtown market, with an average asking rent of \$15.65 per square foot (psf) in the fourth quarter of 2024. Similarly, the suburban market had almost no change in its asking rent from the third quarter of 2024, currently sitting at \$14.39 psf. The overall gross rent remained stable, only going up by nine cents to \$28.99 psf in the fourth guarter of 2024.









C Stevenson

SPACE DEMAND / DELIVERIES

OVERALL VACANCY & ASKING RENT

MARKET STATISTICS

| SUBMARKET | INVENTORY | SUBLET VACANCY (SF) | DIRECT VACANCY (SF) | OVERALL VACANCY RATE | CURRENT QTR OVERALL NET ABSORPTION (SF) | YTD OVERALL NET ABSORPTION (SF) | AVERAGE NET ASKING RENT | AVERAGE GROSS RENTAL RATE |
|------------------|------------|---------------------------|---------------------------|----------------------------|--|--|----------------------------------|------------------------------------|
| Class A CBD | 3,537,672 | 71,373 | 321,931 | 11.1% | 42,154 | 256,896 | \$16.78 | \$37.09 |
| Class B CBD | 4,035,675 | 7,535 | 770,620 | 19.3% | -18,332 | -60,929 | \$16.37 | \$33.18 |
| Class C CBD | 5,774,699 | 20,819 | 865,931 | 15.4% | 33,207 | -140,461 | \$15.53 | \$27.54 |
| CBD TOTALS | 13,348,046 | 99,727 | 1,958,482 | 15.4% | 57,029 | 55,506 | \$16.07 | \$31.69 |
| Class A Suburban | 1,407,836 | 4,710 | 172,910 | 12.6% | 27,743 | 117,981 | \$21.48 | \$28.96 |
| Class B Suburban | 4,522,263 | 823 | 307,755 | 6.8% | -549 | 61,368 | \$15.74 | \$25.43 |
| Class C Suburban | 3,031,370 | 10,153 | 365,564 | 12.4% | 9,008 | 26,594 | \$11.75 | \$19.90 |
| SUBURBAN TOTALS | 8,961,469 | 15,686 | 846,229 | 9.6% | 36,202 | 205,943 | \$14.39 | \$22.89 |
| WINNIPEG TOTALS | 22,309,515 | 115,413 | 2,804,711 | 13.1% | 93,231 | 261,449 | \$15.65 | \$28.99 |

KEY LEASE TRANSACTIONS Q4 2024

| PROPERTY | SUBMARKET | +/-SF | ТҮРЕ |
|--------------------|-----------|-------|-------|
| 550 Century Street | Non-CBD | 1,363 | Lease |

KEY SALES TRANSACTIONS Q4 2024

| PROPERTY | SUBMARKET | SF | PRICE / \$ PSF |
|-----------------------|-----------|--------|--------------------|
| 627-629 Dudley Avenue | CBD | 10,125 | 1,300,000/\$128.40 |
| 114 Garry Street | CBD | 74,248 | Not disclosed |

KEY CONSTRUCTION COMPLETIONS YTD 2024

| PROPERTY | SUBMARKET | SF | OWNER/DEVELOPER |
|--|-----------|---------|--|
| 372 Graham Avenue (Wawanesa Tower) | CBD | 300,000 | True North Sports and Entertainment Limited |
| 990 Taylor Avenue | Non-CBD | 21,000 | Shindico |
| 4055 Portage Avenue (Red River Business Park) | Non-CBD | 17,403 | ICI Properties |

CHRIS HOURIHAN

Associate Vice President Tel: +1 204 934 6215 Chris.hourihan@cwstevenson.ca

BRETT INTRATER

Business Solutions Sr VP Brett Intrater Personal Real Estate Corp Tel: +1 431 866 2569 Tel: +1 204 934 6229 Nicolas.otero@cwstevenson.ca Brett.intrater@cwstevenson.ca

A CUSHMAN & WAKEFIELD RESEARCH PUBLICATION

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 2023, the firm reported revenue of \$9.5 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), sustainability and more. For additional information, visit www.cushmanwakefield.com.

Independently Owned and Operated / A Member of the Cushman & Wakefield Alliance

©2025 Cushman & Wakefield. All rights reserved. The information contained within this report is gathered from multiple sources believed to be reliable, including reports commissioned by Cushman & Wakefield ("CWK"). This report is for informational purposes only and may contain errors or omissions; the report is presented without any warranty or representations as to its accuracy.

Nothing in this report should be construed as an indicator of the future performance of CWK's securities. You should not purchase or sell securities—of CWK or any other company—based on the views herein. CWK disclaims all liability for securities purchased or sold based on information herein, and by viewing this report, you waive all claims against CWK as well as against CWK's affiliates, officers, directors, employees, agents, advisers and representatives arising out of the accuracy, completeness, adequacy or your use of the information herein.



RYAN MUNT

Sr VP Ryan Munt Personal Real Estate Corp Tel: +1 204 934 6215 Ryan.munt@cwstevenson.ca

NICOLAS PAEZ