Asheville's Hidden Economic Engine

A national manufacturing surge may be driving local real estate strength

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THE DATA

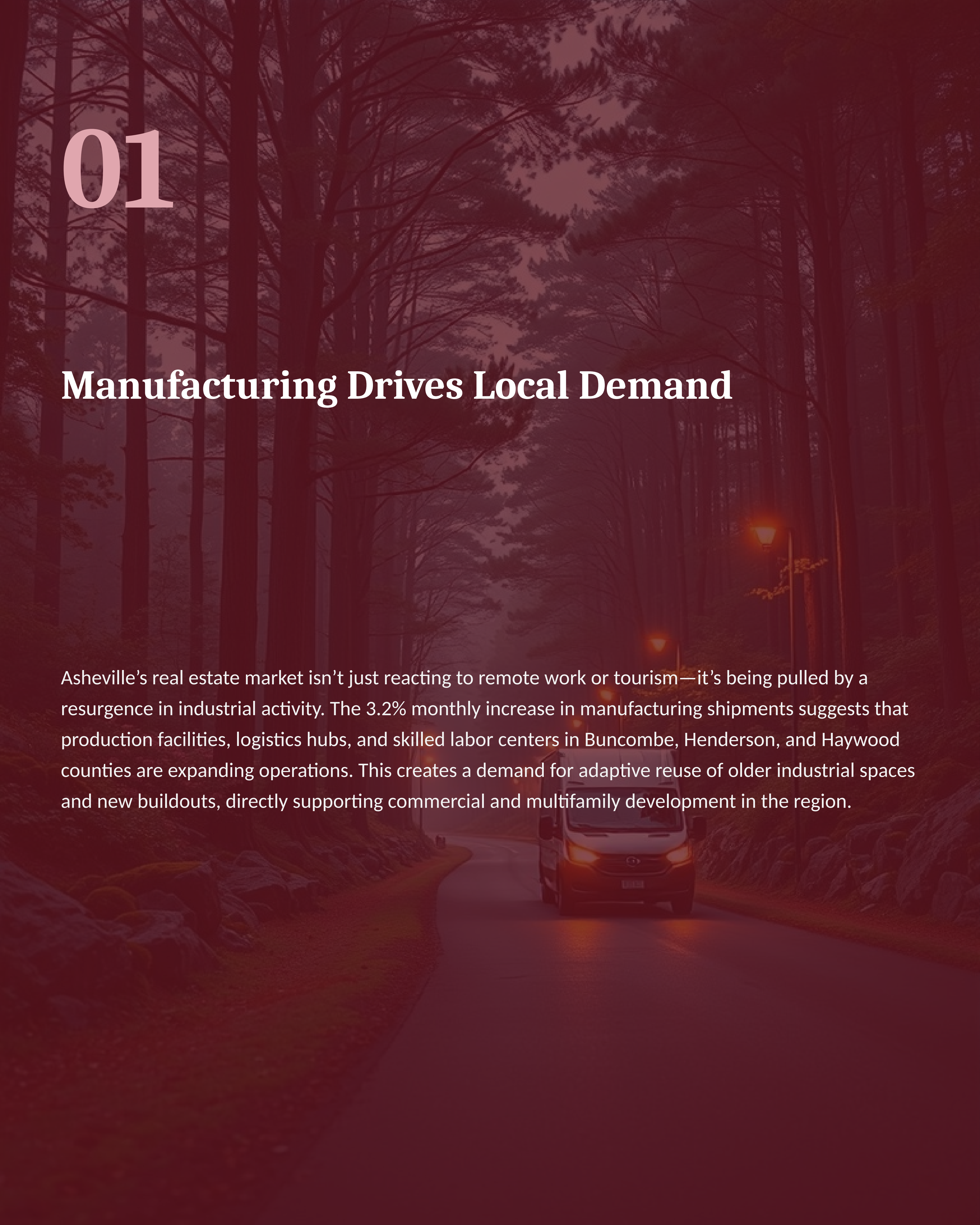
3.2%

Manufacturing Shipments Growth (MoM)

National manufacturing shipments rose 3.2% in August 2026, marking the strongest monthly gain in over a year.

This uptick reflects renewed industrial momentum across the U.S., including in the Southeast. For Asheville, which hosts a growing cluster of advanced manufacturing and tech-enabled production in the Blue Ridge corridor, this national trend signals stronger local demand for industrial and mixed-use space. As regional supply chains reconfigure, manufacturing activity in western NC is likely benefiting from broader national momentum.

Source: U.S. Census Bureau · Published September 16, 2026
https://www.census.gov/manufacturing/m3/index.html



01

Manufacturing Drives Local Demand

Asheville’s real estate market isn’t just reacting to remote work or tourism—it’s being pulled by a resurgence in industrial activity. The 3.2% monthly increase in manufacturing shipments suggests that production facilities, logistics hubs, and skilled labor centers in Buncombe, Henderson, and Haywood counties are expanding operations. This creates a demand for adaptive reuse of older industrial spaces and new buildouts, directly supporting commercial and multifamily development in the region.

02

A Second-Order Ripple Effect

When manufacturing shipments rise, so does the need for housing near production zones. Workers relocating to or within the Asheville region for industrial jobs are increasing demand for rental and ownership opportunities in suburban and fringe areas. This is not just about jobs—it's about a structural shift in where people live and work. The correlation between manufacturing recovery and housing demand in western NC may be stronger than previously assumed, especially in counties with underdeveloped industrial infrastructure that are now attracting new investment.

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