

Shift Share Analysis

KINGS COUNTY



What is a shift share analysis?

Shift-share analysis breaks down job growth into three parts: national trends, industry trends, and local advantages. It shows whether a region is growing because of broader economic forces or unique local strengths. For landlords, it helps identify which sectors are driving demand and where future leasing and investment opportunities may exist.

Brooklyn Employment Trends (2015–2023 Shift-Share Summary)

Brooklyn added over 200,000 jobs from 2015 to 2023, outperforming regional trends in several sectors. Growth was driven largely by local economic strength rather than national or industry-wide momentum.

Top-Growth Sectors:

- **Health Care & Social Assistance:** Largest gains; strong local demand.
- **Education:** Outpaced regional growth; driven by school and institutional expansion.
- **Professional & Technical Services:** Strong startup and creative sector activity.

Lagging Sectors:

- **Manufacturing:** Continued decline, below regional and national levels.
- **Retail:** Modest growth, showing resilience despite national retail contraction.
- **Transportation/Warehousing:** Underperformed despite regional strength.

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Why This Matters to Brooklyn Landlords

Brooklyn's employment base is **not only growing—it's diversifying toward stable, high-demand sectors that support long-term tenancy**. Health care, education, and tech jobs bring reliable income and consistent demand for housing, office, and flex-use space. For landlords, this means:

- Stronger tenant retention in buildings near employment centers or transit-accessible zones.
- Higher leasing velocity for well-positioned residential and mixed-use assets.
- Ongoing development opportunity in neighborhoods benefiting from construction job growth and infrastructure investment.
- Reduced risk exposure, as leading job sectors are less cyclical and more resilient in downturns.

Brooklyn's shift from industrial to service-based employment supports a real estate strategy focused on modernization, repositioning, and proximity to growing workforce hubs.

Do landlords need to dive this deep?

No—but we do. Brokerage is more than just advertising space and negotiating deals. Working with an established, data-driven advisor ensures your asset receives the level of research, strategy, and dedication it deserves.