Apartments.com Releases Multifamily Rent Growth Report for July 2025

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Monthly data shows national apartment rent growth has flattened in recent months, with gains narrowing to 1.1%

ARLINGTON, Va.--(BUSINESS WIRE)--Aug. 8, 2025-- Today Apartments.com, an industry-leading online marketplace of CoStar Group (NASDAQ: CSGP), published an in-depth report on multifamily rent trends for July 2025.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250808528913/en/

National rent growth is flattening

U.S. apartment rent growth continued to slow throughout the month, with the national average holding at $1,717, unchanged from June. The month-over-month change was a negligible -0.03%, marking the sixth straight month of flat or negative monthly growth. Annual rent growth has also slowed, from 1.5% in January 2025 to 1.1% in July 2025.

The market has not entered a broad decline, but the trajectory since January has been downward, reflecting persistent supply pressures and a cooling demand environment. However, the pace of moderation remains measured, and the national average is still above year-ago levels.

Regional performance continues to remain highly uneven, with the Midwest and Northeast leading regional rent growth while the South and West lag. The Midwest led all regions with a 0.06% month-over-month increase and 2.6% year-over-year growth. The Northeast also posted gains, up 0.03% month-over-month and 2.2% year-over-year.

In contrast, the South slipped -0.08% month but is still up 0.3% year-over-year, while the West declined -0.22% month-over-month and is now down -1.1% year-over-year. Elevated supply levels are a key driver of weak rent change in the South and West, where new deliveries continue to outpace demand in many metros.

Market-level performance also continued to diverge in July, with more than half of the nation's 50 largest apartment markets by inventory posting month-over-month rent declines in July. This prolonged shift could weigh on annual growth figures in the months ahead as seasonal demand fades and supply pressures persist.

San Francisco ended the month with the largest rent growth month-over-month, at +0.43%. Orange County followed at +0.40%, with Oklahoma City at +0.37%, Norfolk at +0.30%, and Saint Louis at +0.29% not far behind. San Francisco also led nationally with the largest rent growth year-over-year at +5.3%, followed by Chicago at +3.8%, San Jose at +3.2%, and Norfolk and Pittsburgh both at +2.7%.

At the opposite end of the scale, Las Vegas saw the largest rent decline month-over-month, at -0.60%. Tucson followed at -0.51%, with San Antonio at -0.46%, and Tampa and Phoenix both at -0.44%. Austin led the country with the largest rent decline year-over-year at -4.3%, followed by Denver at -3.5%, Phoenix at 2.9%, San Antonio at -2.3%, and Tucson at -1.8%.

These patterns reinforce the broader regional divide, with the Midwest and select coastal markets outperforming Sun Belt metros facing elevated supply. Markets with the weakest rent change are generally those facing the highest levels of new supply and elevated vacancy, underscoring the connection between construction pipelines and rent performance.

As rent growth slows in several major markets, August data will be key to understanding whether the market is stabilizing or continuing to soften. Key indicators to watch include performance in coastal cities and whether weakness in the Sun Belt continues. These insights will help shape expectations for the fourth quarter.

About CoStar Group

CoStar Group (NASDAQ: CSGP) is a global leader in commercial real estate information, analytics, online marketplaces, and 3D digital twin technology. Founded in 1986, CoStar Group is dedicated to digitizing the world's real estate, empowering all people to discover properties, insights, and connections that improve their businesses and lives.

CoStar Group's major brands include CoStar, a leading global provider of commercial real estate data, analytics, and news; LoopNet, the most trafficked commercial real estate marketplace; Apartments.com, the leading platform for apartment rentals; and Homes.com, the fastest-growing residential real estate marketplace. CoStar Group's industry-leading brands also include Matterport, a leading spatial data company whose platform turns buildings into data to make every space more valuable and accessible, STR, a global leader in hospitality data and benchmarking, Ten-X, an online platform for commercial real estate auctions and negotiated bids and OnTheMarket, a leading residential property portal in the United Kingdom.

CoStar Group's websites attracted over 141 million average monthly unique visitors in the second quarter of 2025, serving clients around the world. Headquartered in Arlington, Virginia, CoStar Group is committed to transforming the real estate industry through innovative technology and comprehensive market intelligence. From time to time, we plan to utilize our corporate website as a channel of distribution for material company information. For more information, visit CoStarGroup.com.

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