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Greenville MSA Ranked as a Leading Metro for Workforce, Economic Growth

GREENVILLE, N.C. (January 6, 2026) — The Greenville-Pitt County, NC MSA is gaining national attention as one of the country's most competitive metropolitan areas, especially among small markets. According to the [2025 Leading Metro Locations report](#), published annually by Area Development, the Greenville, NC MSA shines on multiple fronts, including workforce readiness, economic fundamentals, and long-term growth potential.

In the most recent assessment of 411 metropolitan statistical areas (MSAs) across the United States, Greenville ranks:

- #24 Overall in the Nation
- #23 for Prime Workforce
- #13 Overall among Small-Population MSAs
- #3 Overall in the South Atlantic Region

These results highlight Greenville's unique positioning in today's economic landscape, a place where talent, cost advantages, and growth prospects align to strengthen competitiveness. National data shows momentum in smaller markets, a trend that plays directly to Greenville's strengths.

"This recognition validates what we see every day in Greenville-Pitt County as a market that is competing and winning because of its people," said Josh Lewis, president and CEO of the Greenville ENC Alliance. "Our workforce strength, collaborative approach, and long-term focus on growth are positioning Greenville and Pitt County as a place where businesses can invest with confidence."

In this report, Area Development, in partnership with Chmura Economics & Analytics, evaluates U.S. metropolitan areas based on the core fundamentals that matter most to business expansion. This criterion includes workforce strength, economic performance, and adaptability. Chmura's data-driven model, which equally weights prime workforce and economic strength, powers the Leading Metro Locations rankings and highlights where talent, growth, and opportunity converge.

"The 2025 results confirm a national realignment in progress. Smaller and mid-size markets are outperforming their larger counterparts, buoyed by agile workforces, rising investment, and livability advantages that big metros increasingly struggle to match," wrote Andy Greiner, editor of Area Development, in the Leading Metros Locations article.

This dynamic shift is driven by qualities that define Greenville's economic success, including a skilled workforce, growing industry clusters, and a business-friendly environment that supports rapid development and expansion.

"Our community's strong overall performance is not just about where we rank, it's about what those rankings mean for the future," explained Lewis. "Companies seeking growth, relocation, or expansion are placing greater value on locations like Greenville-Pitt County, where they can find workforce readiness, economic stability, and quality of life without the cost pressures or infrastructure constraints of major cities."

Greenville-Pitt County's position near the top of national and regional rankings confirms that the MSA is not merely participating in economic trends; it's leading them. With a proven workforce pipeline, competitive cost structure, and an award-winning collaborative economic development approach, the Greenville MSA continues to deliver the fundamentals companies need to succeed. To learn more about why Greenville-Pitt County is built for growth, [click here](#).

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