Self Storage Market Rate Flash

April 2025

SELF STORAGE
ADVISORY AUSTRALIA

Summary

How time flies…It has officially been twelve months since we released our inaugural Self Storage Market Rate Flash in May 2024. One year later, the demand for timely and relevant market data grows stronger, so we're thrilled to announce that Self Storage Advisory Australia has partnered with StorTrack, the leading provider of self storage market data and analytics.

This collaboration marks a significant step forward in providing the sector with comprehensive, up-to-date rental rate data and research to better inform decisions across revenue strategy and investment. As part of this partnership, Self Storage Advisory Australia will act as the exclusive reseller of StorTrack's suite of products throughout Australia and New Zealand.

Leveraging this partnership, we have integrated our monthly Market Rate Flash with StorTrack's robust rental rate data set, further enhancing the breadth and coverage of asking rent data across each metropolitan market in Australia—and more.

Market Highlights – April 2025

With a full year of data, Sydney and Melbourne's last twelve-month (LTM) performance demonstrates softening demand. Sydney has fared worse with prices decreasing across the board by 6.7% or more, while Melbourne's pricing decline was a maximum of 6.4% (refer Simple Growth LTM data).

Brisbane and Perth posted the strongest gains in the country over the last twelve months. Brisbane's success has come from smaller product rate appreciation (2.25m^2, 4.50m^2 and 6.00m^2), whereas Perth posted a mixture over the last twelve-month period.

On a month over month basis the highest gains posted were Adelaide's 9.00m^2 with a 2.85% increase, and Brisbane's 6.00m^2 with a 2.97% uptick.

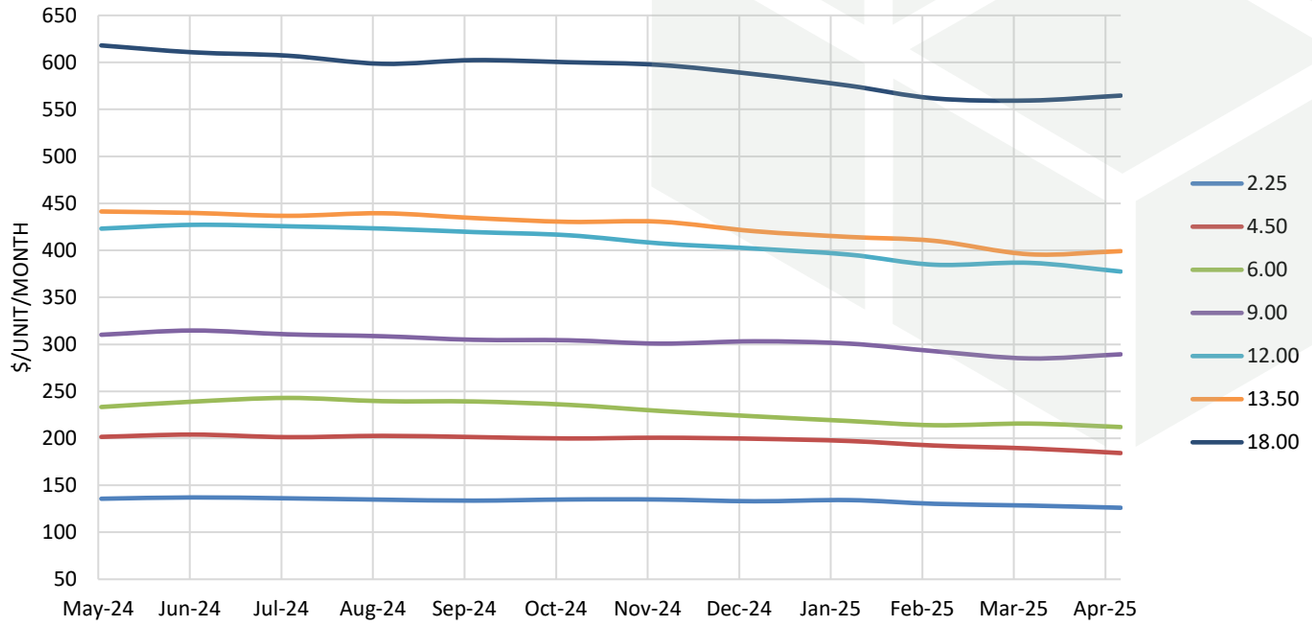
With the help of StorTrack's data, these insights will now be available to the Australian and New Zealand markets with greater depth, accuracy, and frequency.

Reach out to Self Storage Advisory Australia to learn how StorTrack's suite of products and tools can help you.

Average Asking Rate Growth

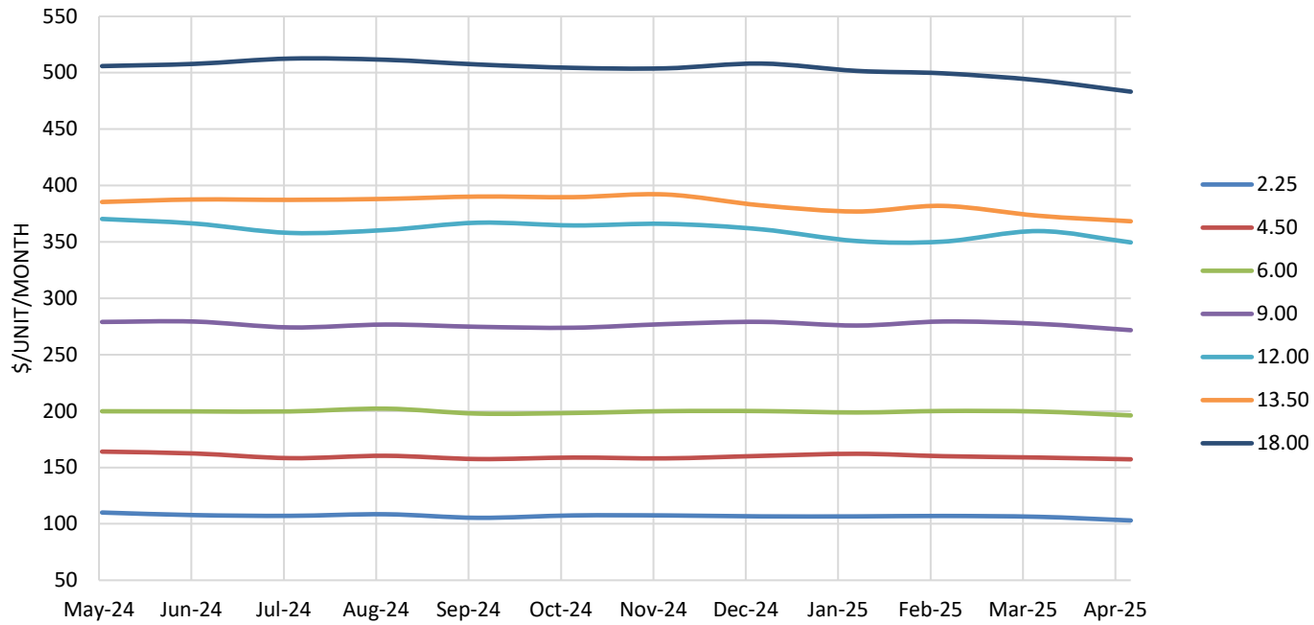
Greater Sydney

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. April 2025	Avg. $/m²/yr. April 2025
2.25	(0.67%)	(7.08%)	(1.83%)	$126	$672
4.50	(0.81%)	(8.55%)	(2.58%)	$184	$491
6.00	(0.87%)	(9.14%)	(1.70%)	$212	$424
9.00	(0.63%)	(6.71%)	1.54%	$289	$386
12.00	(1.03%)	(10.79%)	(2.40%)	$377	$377
13.50	(0.91%)	(9.56%)	0.83%	$399	$355
18.00	(0.82%)	(8.64%)	0.94%	$565	$376



Greater Melbourne

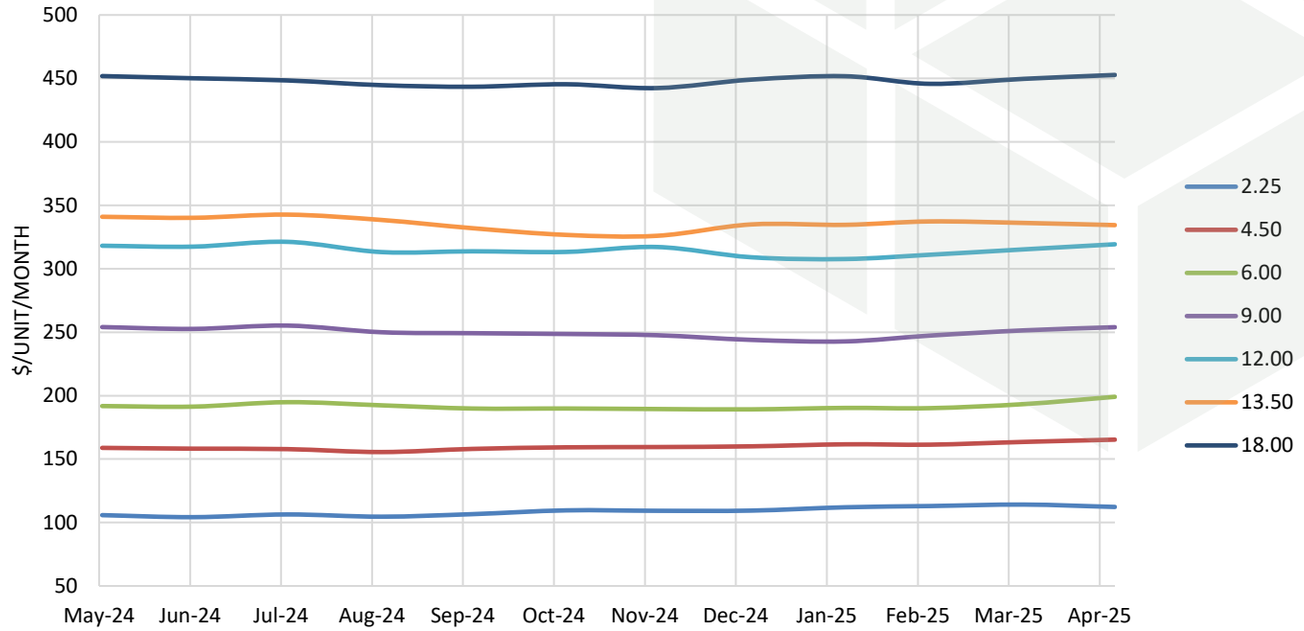
Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. April 2025	Avg. $/m²/yr. April 2025
2.25	(0.60%)	(6.40%)	(3.05%)	$103	$549
4.50	(0.38%)	(4.15%)	(0.98%)	$157	$419
6.00	(0.17%)	(1.84%)	(1.72%)	$196	$392
9.00	(0.24%)	(2.61%)	(2.03%)	$272	$362
12.00	(0.52%)	(5.61%)	(2.79%)	$350	$350
13.50	(0.41%)	(4.44%)	(1.31%)	$368	$327
18.00	(0.42%)	(4.49%)	(2.05%)	$483	$322



Average Asking Rate Growth

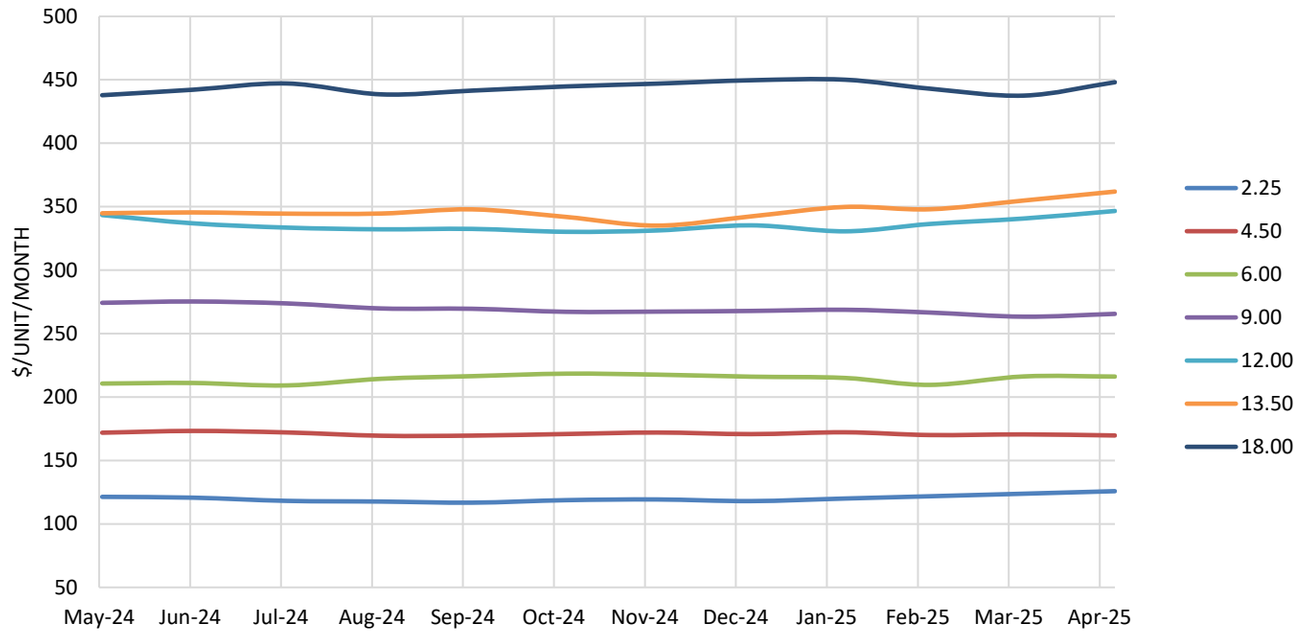
Greater Brisbane

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. April 2025	Avg. $/m²/yr. April 2025
2.25	0.54%	6.10%	(1.64%)	$112	$599
4.50	0.36%	4.08%	1.10%	$165	$441
6.00	0.34%	3.80%	2.97%	$199	$398
9.00	(0.00%)	(0.04%)	0.99%	$254	$339
12.00	0.03%	0.36%	1.27%	$319	$319
13.50	(0.18%)	(1.93%)	(0.51%)	$334	$297
18.00	0.02%	0.20%	0.68%	$453	$302



Greater Perth

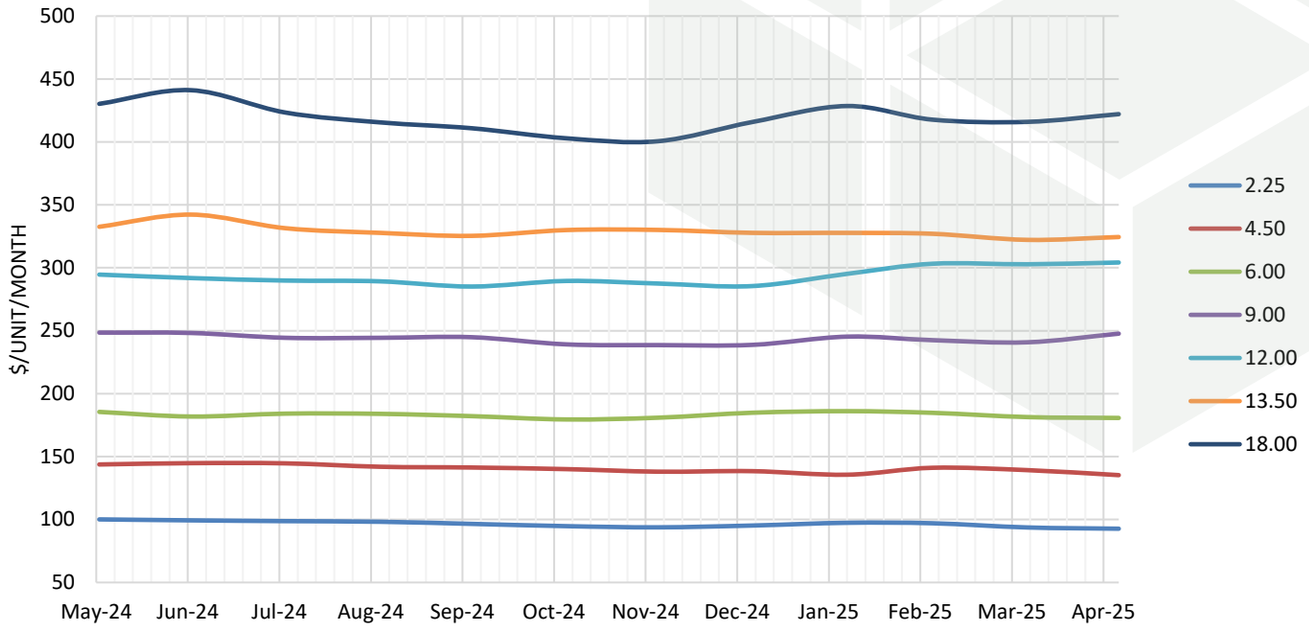
Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. April 2025	Avg. $/m²/yr. April 2025
2.25	0.33%	3.69%	1.61%	$126	$671
4.50	(0.12%)	(1.27%)	(0.50%)	$170	$453
6.00	0.24%	2.62%	(0.05%)	$216	$432
9.00	(0.29%)	(3.18%)	0.85%	$266	$354
12.00	0.09%	0.94%	1.74%	$347	$347
13.50	0.44%	4.96%	1.99%	$362	$322
18.00	0.21%	2.34%	2.41%	$448	$299



Average Asking Rate Growth

Greater Adelaide

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. April 2025	Avg. $/$m^2$/yr. April 2025
2.25	(0.70%)	(7.39%)	(1.06%)	$93	$494
4.50	(0.55%)	(5.90%)	(2.87%)	$135	$361
6.00	(0.24%)	(2.59%)	(0.38%)	$181	$361
9.00	(0.03%)	(0.33%)	2.85%	$248	$330
12.00	0.29%	3.26%	0.47%	$304	$304
13.50	(0.23%)	(2.45%)	0.70%	$324	$288
18.00	(0.17%)	(1.90%)	1.48%	$422	$281



NOTES

- All prices are represented net of GST.
- Unit size variables include data for units +/-0.25m^2 of the standard unit size.
- LTM represents “Last Twelve Months”.
- Average Monthly Growth is calculated using the geometric mean of the average monthly price changes.

About Self Storage Advisory Australia

SELF STORAGE ADVISORY AUSTRALIA

Self Storage Advisory Australia is a real estate agency specialised in selling self storage assets. With over a decade of global industry specific experience, we understand the unique fundamentals of the asset class. We sell self storage, because we know self storage.

At Self Storage Advisory Australia, our experience lies in all facets of real estate and the self storage asset class. Our comprehensive knowledge of the industry underpins our ability to achieve the best outcome for our clients — from investment sales to strategic advisory.

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