

Self Storage Market Rate Flash

January 2026



SELF STORAGE
ADVISORY AUSTRALIA



Summary

It's a little too long in the tooth to being saying "Happy New Year" in mid-February, so instead we'll say welcome to a new year of self storage data in 2026.

The team at Self Storage Advisory Australia and our partners in data, StorTrack, have been feverishly working away to deliver new and relevant insights. In this edition of Market Rate Flash, we're pleased to report on:

- Total number of units tracked, on a daily basis, to inform the average asking monthly rental rates (the grey bars in the graphs); and
- Weighted average unit price by month (the dotted black lines in the graphs).

We've backdated the new reporting points to February 2025 to provide you with meaningful data. The overwhelming theme we're seeing is an increase in the number of units tracked and calculating monthly average asking rates over the last twelve months (LTM) in all markets.

Market Highlights – January 2026

Green shoots continue to grow in Greater Sydney. Aside from 9.00m² and 12.00m² product, all unit sizes posted sizeable asking rate growth MoM. The weighted average monthly asking rate for all units is \$454, which is a 10.6% increase over the LTM.

Stagnation and decline continue in the Greater Melbourne market. Aside from 2.25m² products, all unit sizes posted declines, or remained stable. The weighted average monthly asking rate for all units is \$324, which is a 2.8% increase over the LTM.

Greater Brisbane and Greater Perth are following similar trajectories with declines nearly across the board. For Greater Brisbane, the weighted average monthly asking rate for all units is \$338, which is a 14.0% increase over the LTM. For Greater Perth, the weighted average monthly asking rate for all units is \$307, which is a -0.01% decrease over the LTM.

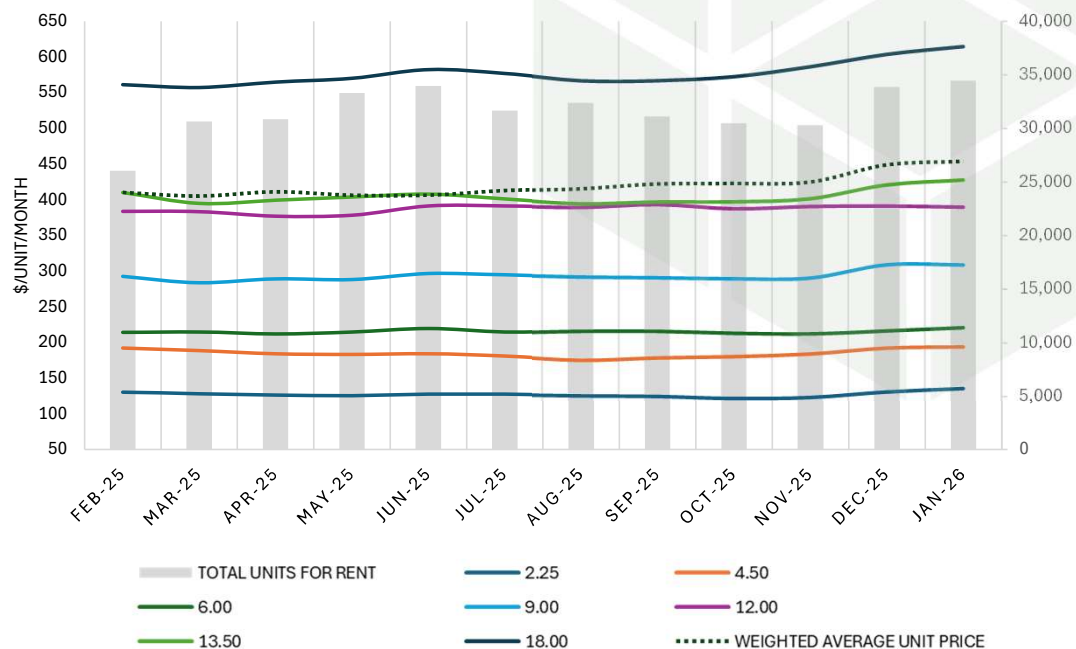
Greater Adelaide continues to perform well with MoM increases across all product sizes bar 6.00m² units. The weighted average monthly asking rate for all units is \$320, which is a 16.6% increase over the LTM – the highest across all national markets for the same period.

We wouldn't have guessed it at the start of last year, but the City of Churches has emerged as the quiet achiever of 2025.

Average Asking Rate Growth

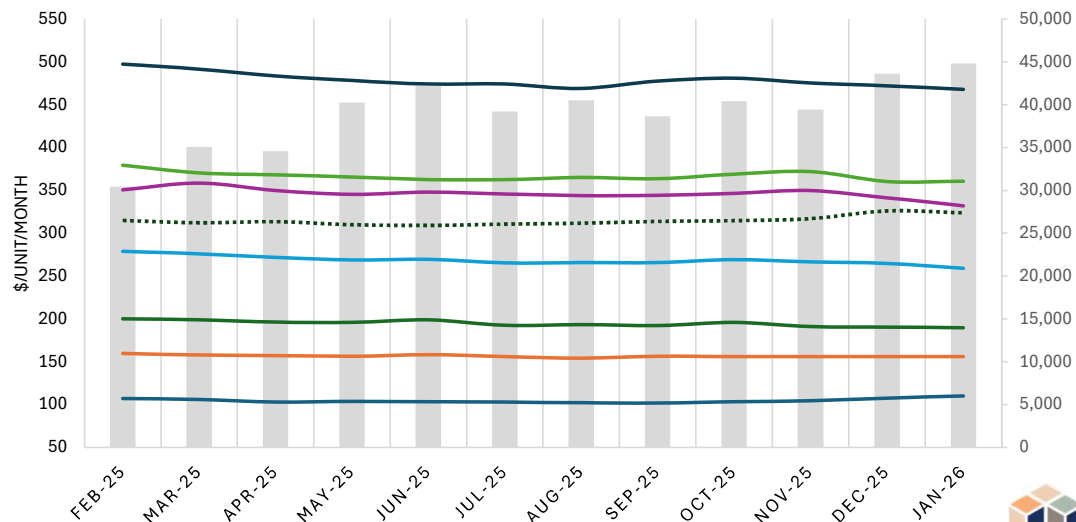
Greater Sydney

Size (m ²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. \$/Unit/mo. January 2026	Avg. \$/m ² /yr. January 2026
2.25	0.39%	4.41%	3.63%	\$136	\$726
4.50	0.10%	1.13%	0.84%	\$194	\$518
6.00	0.31%	3.41%	2.10%	\$221	\$442
9.00	0.51%	5.72%	(0.07%)	\$309	\$412
12.00	0.15%	1.68%	(0.41%)	\$390	\$390
13.50	0.39%	4.33%	1.63%	\$428	\$380
18.00	0.83%	9.54%	1.80%	\$615	\$410



Greater Melbourne

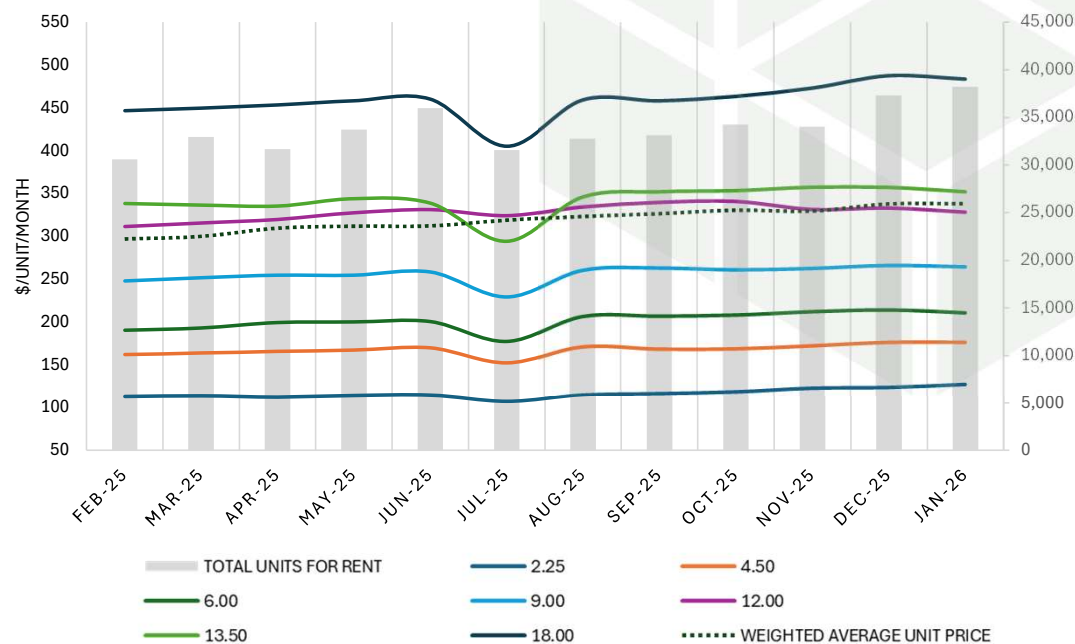
Size (m ²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. \$/Unit/mo. January 2026	Avg. \$/m ² /yr. January 2026
2.25	0.25%	2.81%	2.38%	\$110	\$587
4.50	(0.21%)	(2.31%)	0.07%	\$156	\$416
6.00	(0.48%)	(5.18%)	(0.37%)	\$190	\$379
9.00	(0.66%)	(7.05%)	(2.12%)	\$259	\$346
12.00	(0.49%)	(5.27%)	(2.75%)	\$332	\$332
13.50	(0.46%)	(5.00%)	0.01%	\$361	\$320
18.00	(0.55%)	(5.90%)	(0.89%)	\$468	\$312



Average Asking Rate Growth

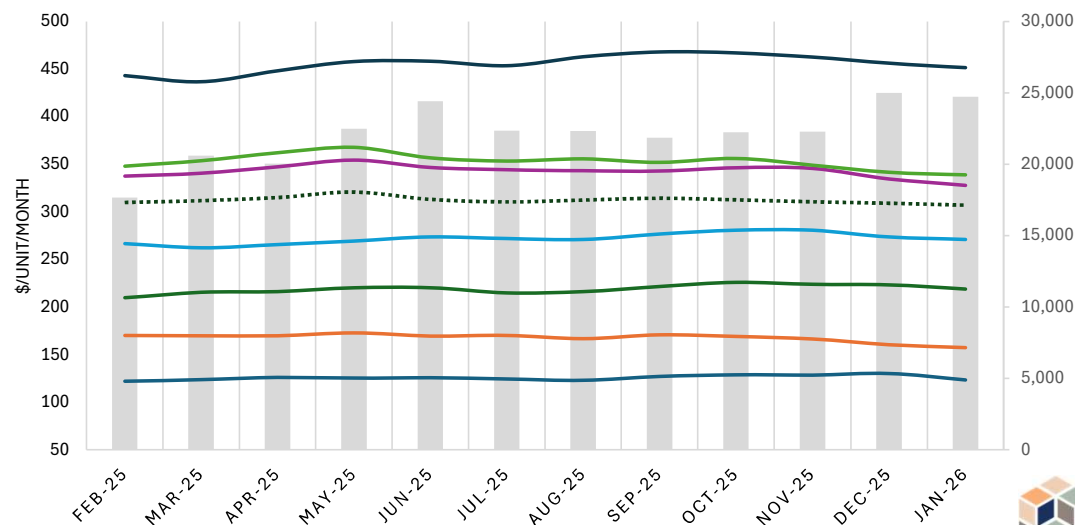
Greater Brisbane

Size (m ²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. \$/Unit/mo. January 2026	Avg. \$/m ² /yr. January 2026
2.25	1.11%	12.91%	2.88%	\$128	\$680
4.50	0.81%	9.27%	0.03%	\$177	\$471
6.00	0.95%	10.96%	(1.62%)	\$211	\$422
9.00	0.61%	6.86%	(0.62%)	\$265	\$353
12.00	0.49%	5.51%	(1.46%)	\$328	\$328
13.50	0.38%	4.21%	(1.44%)	\$352	\$313
18.00	0.73%	8.32%	(0.82%)	\$484	\$322



Greater Perth

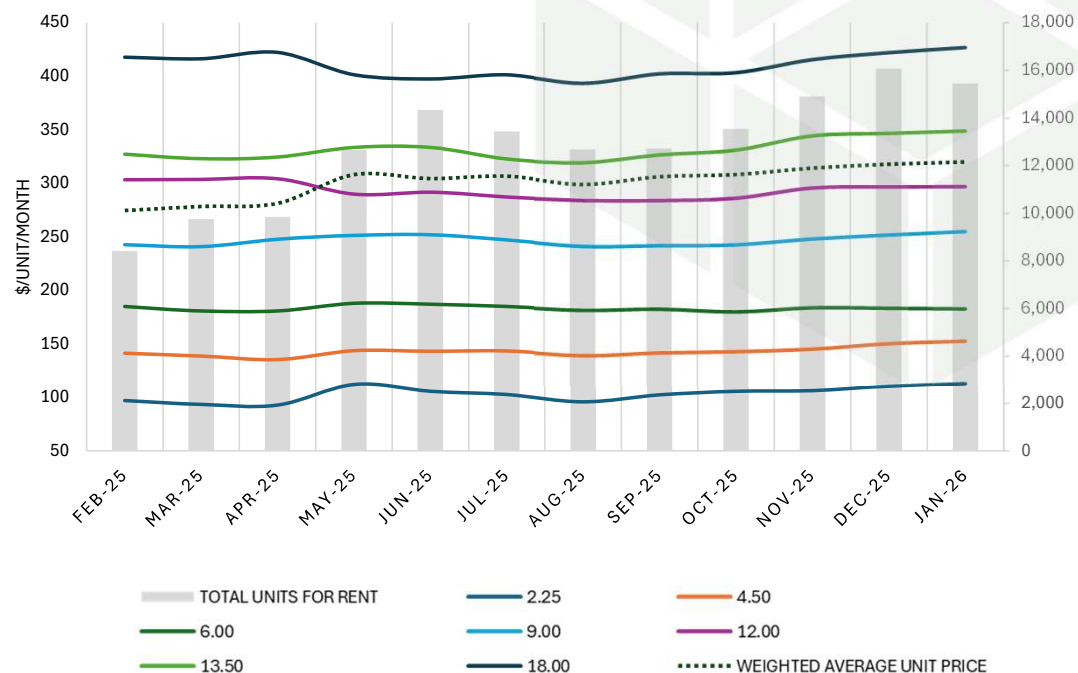
Size (m ²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. \$/Unit/mo. January 2026	Avg. \$/m ² /yr. January 2026
2.25	0.12%	1.31%	(5.19%)	\$123	\$658
4.50	(0.71%)	(7.53%)	(1.94%)	\$157	\$419
6.00	0.40%	4.44%	(1.96%)	\$219	\$438
9.00	0.15%	1.67%	(0.89%)	\$271	\$361
12.00	(0.26%)	(2.87%)	(2.07%)	\$328	\$328
13.50	(0.25%)	(2.68%)	(0.80%)	\$339	\$301
18.00	0.17%	1.86%	(1.02%)	\$451	\$301



Average Asking Rate Growth

Greater Adelaide

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. \$/Unit/mo. January 2026	Avg. \$/m²/yr. January 2026
2.25	1.41%	16.59%	2.33%	\$113	\$603
4.50	0.73%	8.33%	1.55%	\$153	\$408
6.00	(0.09%)	(0.96%)	(0.31%)	\$183	\$366
9.00	0.46%	5.22%	1.27%	\$255	\$340
12.00	(0.19%)	(2.03%)	0.09%	\$297	\$297
13.50	0.59%	6.71%	0.63%	\$349	\$310
18.00	0.20%	2.19%	1.13%	\$427	\$285



NOTES

- All prices are represented net of GST.
- Unit size variables include data for units +/-0.25m² 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.
- 'Total units for rent' are self storage units only
- 'Weighted average unit price' are self storage units only





About 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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