Self Storage Market Rate Flash

July 2025

SELF STORAGE
ADVISORY AUSTRALIA

Summary

For those following along religiously, we ended our June 2025 update with the sentiment of moderation being bound to occur. Well, moderation, and then some, has truly occurred with all major markets posting declines across the vast majority of units month-over-month (MoM).

Read on below for more details.

Market Highlights – July 2025

For the month of July 2025, the spotlight is on Greater Brisbane. After several months of asking rate growth, momentum appears to have shifted in the Sunshine State. Operators responded by reducing asking rates by an average of 9.5% across all unit sizes, with 13.5m^2 units falling faster than green grass through a goose and recording the sharpest decline at 13.1% MoM .

In Greater Sydney and Greater Melbourne, the trend was consistent with recent Market Rate Flash updates: asking rents fell across all unit sizes. Still, Greater Sydney retains the highest asking rates in the country across every unit size.

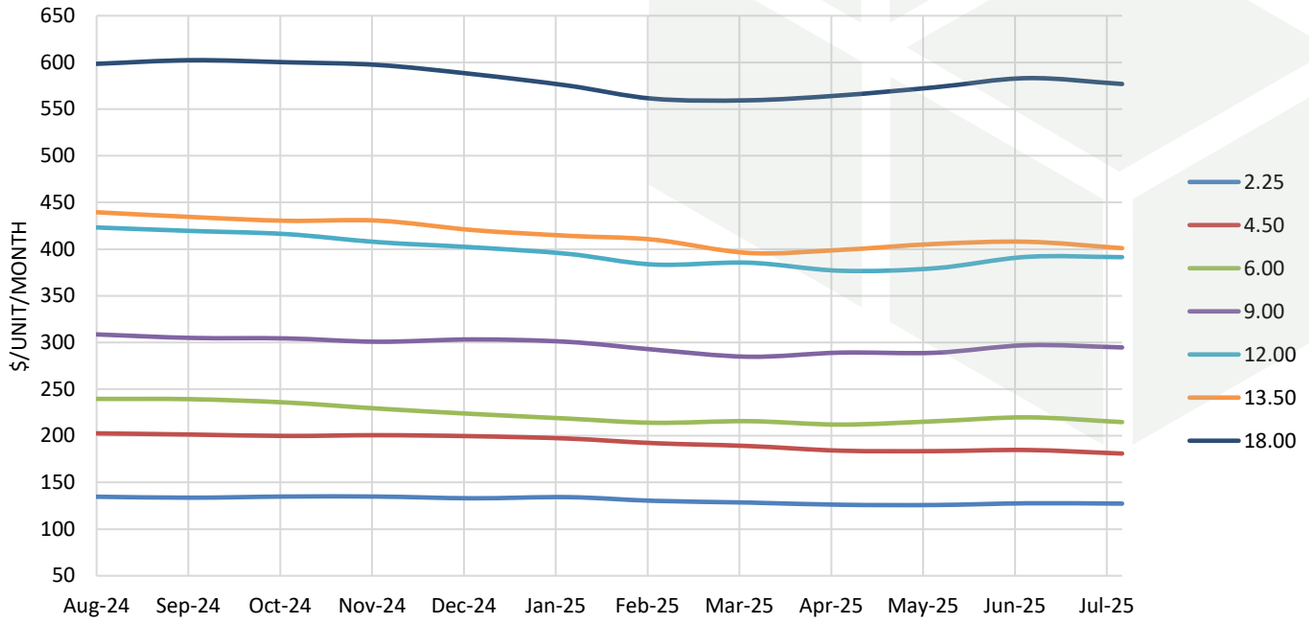
Greater Perth, meanwhile, is closing the gap on Sydney. On a blended basis (drive-up, ground, and upper-level units), Perth's monthly asking rates are approaching parity with Sydney's. Notably, in July, customers paid an average of $215 per month for a 6.0m^2 unit in both cities.

Will we see Greater Sydney cede their asking rate throne?

Average Asking Rate Growth

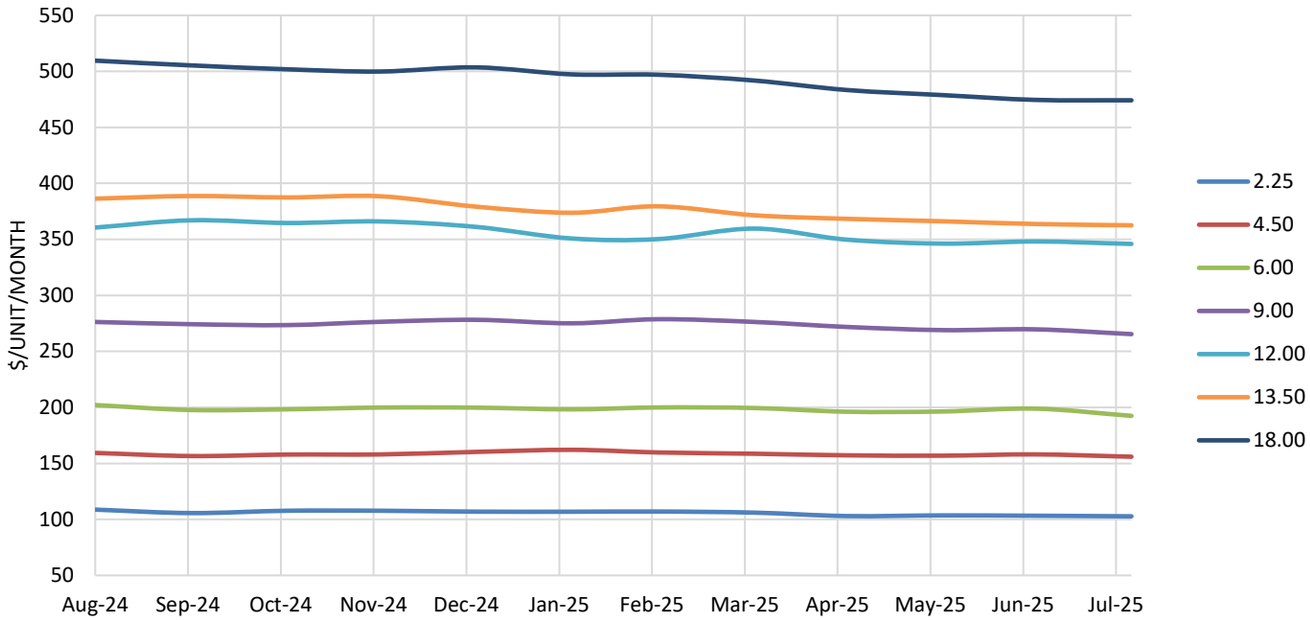
Greater Sydney

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. July 2025	Avg. $/m²/yr. July 2025
2.25	(0.51%)	(5.48%)	(0.27%)	$127	$679
4.50	(1.02%)	(10.69%)	(2.06%)	$181	$483
6.00	(0.99%)	(10.37%)	(2.31%)	$215	$429
9.00	(0.42%)	(4.52%)	(0.81%)	$295	$393
12.00	(0.71%)	(7.52%)	(0.09%)	$391	$391
13.50	(0.83%)	(8.75%)	(1.68%)	$401	$356
18.00	(0.33%)	(3.61%)	(1.08%)	$577	$385



Greater Melbourne

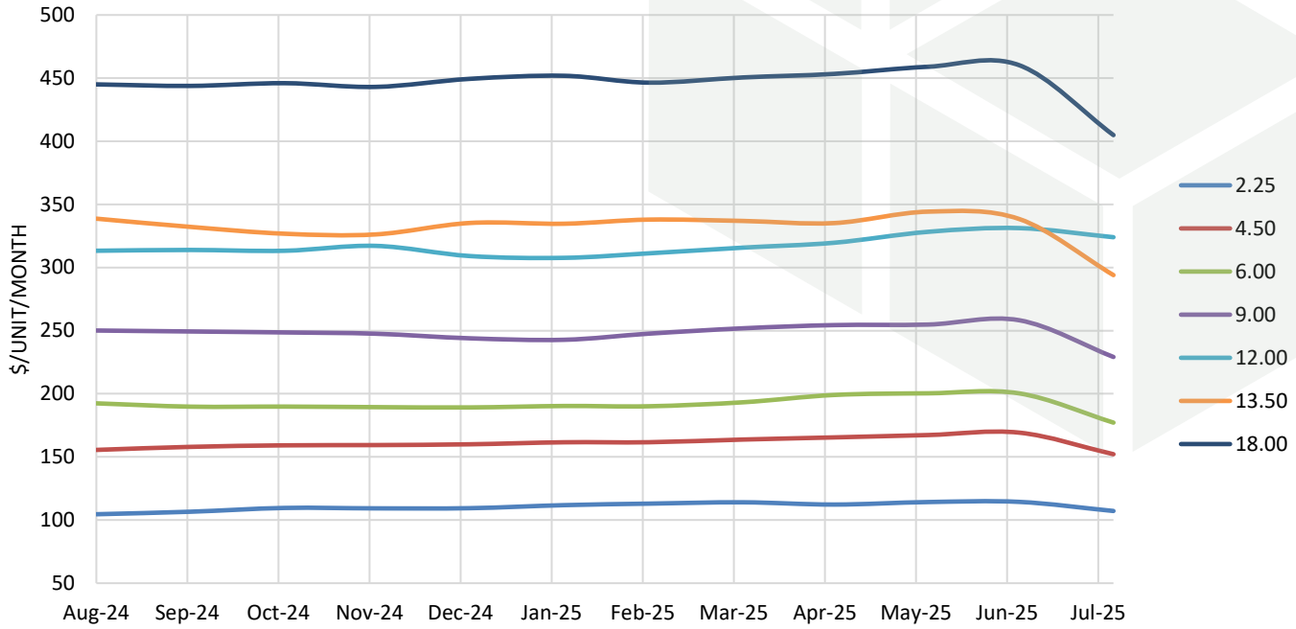
Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. July 2025	Avg. $/m²/yr. July 2025
2.25	(0.51%)	(5.49%)	(0.48%)	$103	$548
4.50	(0.20%)	(2.14%)	(1.32%)	$156	$416
6.00	(0.44%)	(4.78%)	(3.23%)	$192	$385
9.00	(0.36%)	(3.92%)	(1.58%)	$265	$354
12.00	(0.38%)	(4.05%)	(0.63%)	$346	$346
13.50	(0.58%)	(6.16%)	(0.32%)	$363	$322
18.00	(0.65%)	(6.95%)	(0.08%)	$474	$316



Average Asking Rate Growth

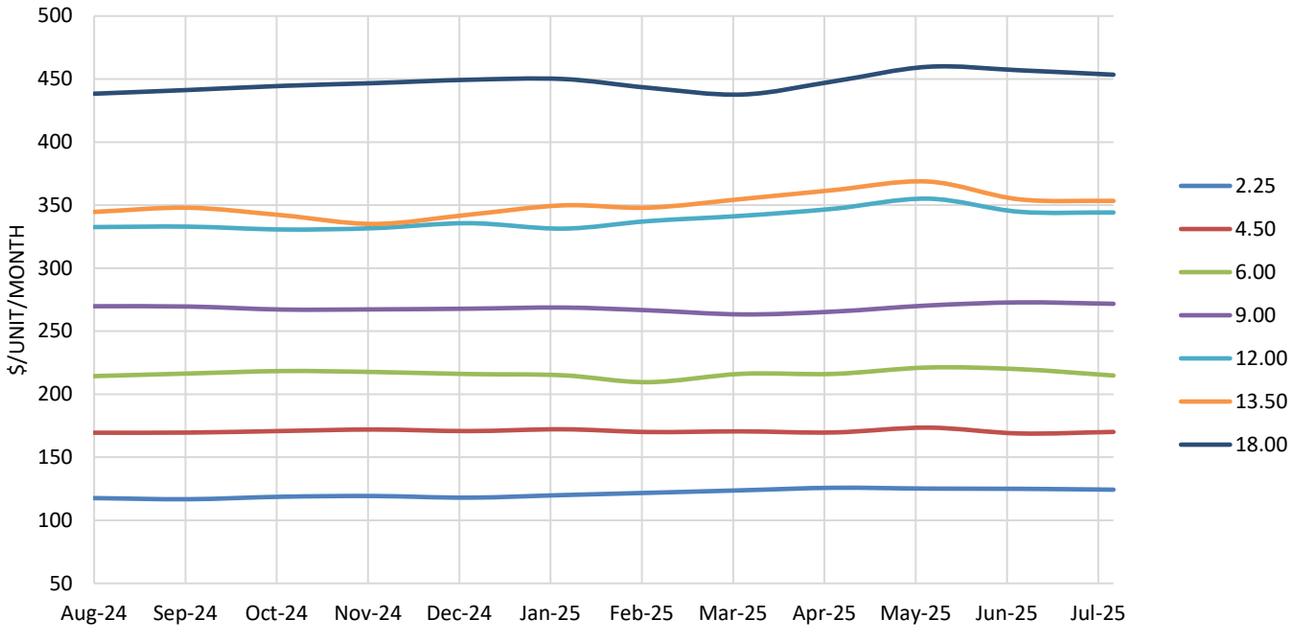
Greater Brisbane

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. July 2025	Avg. $/m²/yr. July 2025
2.25	0.22%	2.47%	(6.29%)	$107	$572
4.50	(0.20%)	(2.20%)	(10.10%)	$152	$406
6.00	(0.75%)	(7.94%)	(11.56%)	$177	$354
9.00	(0.79%)	(8.38%)	(11.26%)	$229	$306
12.00	0.31%	3.42%	(2.18%)	$324	$324
13.50	(1.28%)	(13.20%)	(13.12%)	$294	$261
18.00	(0.86%)	(9.02%)	(12.02%)	$405	$270



Greater Perth

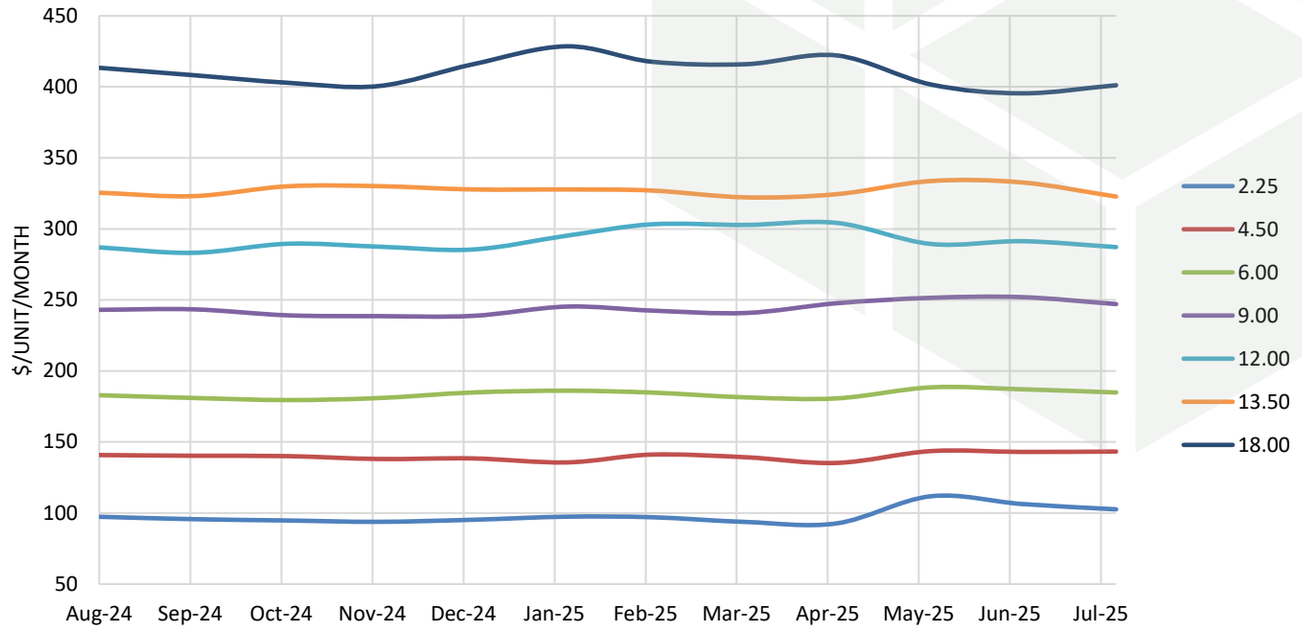
Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. July 2025	Avg. $/m²/yr. July 2025
2.25	0.50%	5.69%	(0.54%)	$124	$663
4.50	0.03%	0.37%	0.72%	$170	$454
6.00	0.02%	0.22%	(2.29%)	$215	$430
9.00	0.07%	0.72%	(0.41%)	$272	$362
12.00	0.31%	3.48%	(0.17%)	$344	$344
13.50	0.23%	2.54%	(0.35%)	$353	$314
18.00	0.31%	3.43%	(0.77%)	$453	$302



Average Asking Rate Growth

Greater Adelaide

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. July 2025	Avg. $/$m^2$/yr. July 2025
2.25	0.48%	5.38%	(3.53%)	$103	$547
4.50	0.16%	1.76%	0.19%	$143	$382
6.00	0.10%	1.06%	(1.20%)	$185	$370
9.00	0.15%	1.66%	(1.94%)	$247	$329
12.00	0.01%	0.08%	(1.42%)	$287	$287
13.50	(0.08%)	(0.84%)	(2.99%)	$323	$287
18.00	(0.27%)	(2.97%)	1.44%	$401	$267



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

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