Self Storage Market Rate Flash

October 2025

SELF STORAGE
ADVISORY AUSTRALIA

Summary

The team at Self Storage Advisory Australia is recovering from the Self Storage Conference in Sydney last week. In addition to speaking with conference attendees and learning about their respective businesses, we presented countless demos of StorTrack Optimize and StorTrack Explorer. If you missed out, please get in contact and we'll run it back.

Now, onto the good stuff.

Market Highlights – October 2025

Sydney has officially ceded part of the asking-rate throne to Perth. The 6.00m² and 2.25m² products are now 4.6% and 4.9% higher in Perth than in Sydney, respectively. Perth may have taken a full sweep of smaller-product asking rates if not for 4.50m² asking rates increasing by 0.9% in Sydney during October.

Greater Melbourne saw some fresh shoots in the springtime – perhaps ironically, as Melburnians (Melbournians?) have complained more than usual about the dreary weather this year. Aside from the 4.50m² product, all other unit sizes posted MoM growth.

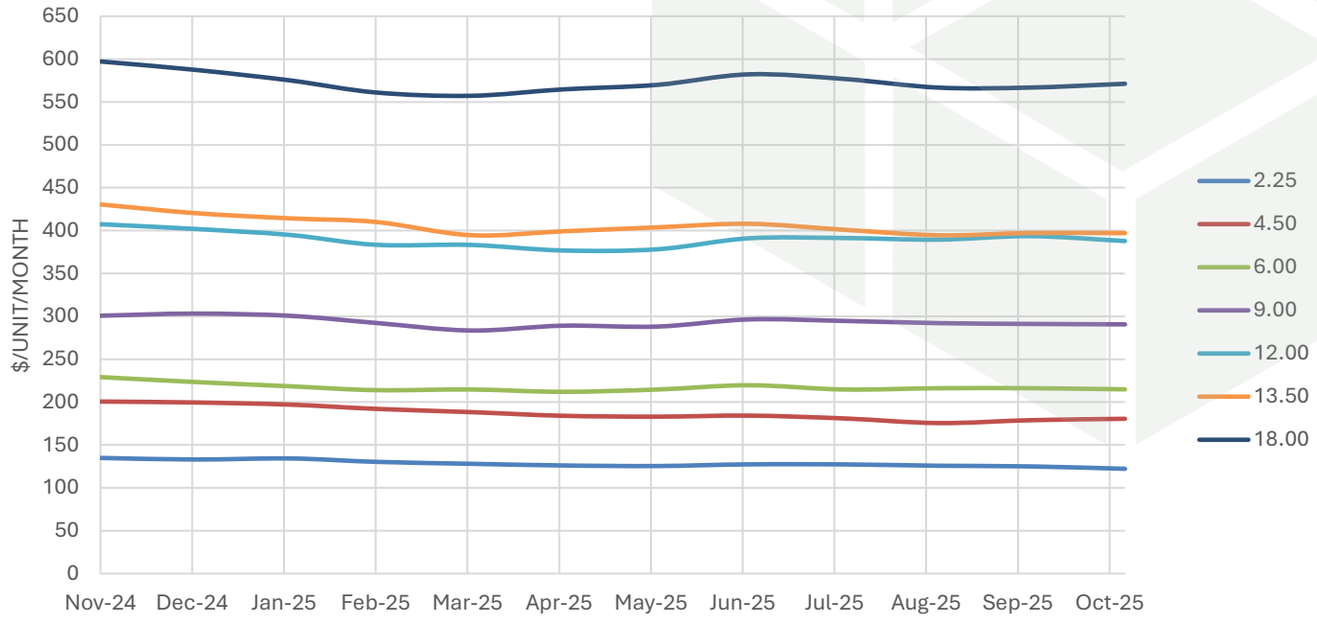
Greater Brisbane has steadied the ship, with the majority of monthly asking rates increasing, albeit at much smaller increments than previously.

On an aggregate basis, the spring months have brought positivity across the reported capital cities. Next month, we look forward to bringing you the final instalment of the monthly rate flash for the 2025 calendar year.

Average Asking Rate Growth

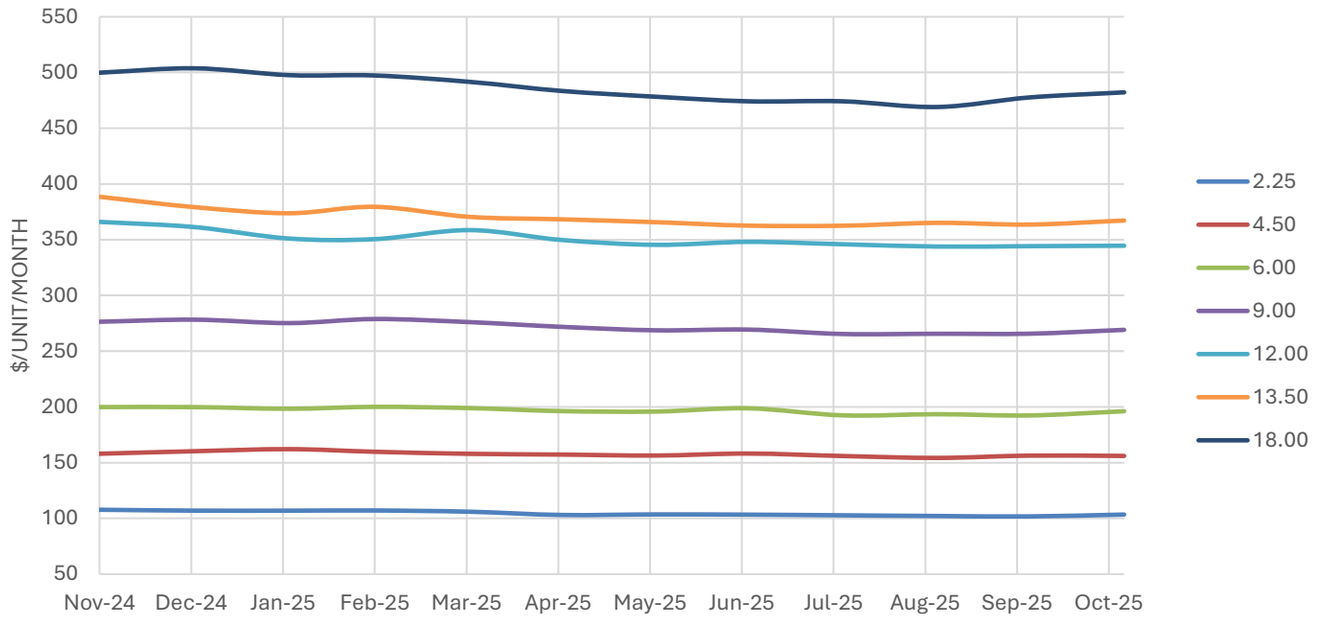
Greater Sydney

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. October 2025	Avg. $/$m^2$/yr. October 2025
2.25	(0.89%)	(9.39%)	(2.22%)	$122	$652
4.50	(0.96%)	(10.02%)	0.91%	$181	$481
6.00	(0.58%)	(6.24%)	(0.62%)	$215	$430
9.00	(0.31%)	(3.36%)	(0.17%)	$291	$388
12.00	(0.45%)	(4.81%)	(1.45%)	$388	$388
13.50	(0.73%)	(7.76%)	(0.02%)	$397	$353
18.00	(0.40%)	(4.36%)	0.78%	$571	$381



Greater Melbourne

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. October 2025	Avg. $/$m^2$/yr. October 2025
2.25	(0.37%)	(3.99%)	1.64%	$103	$552
4.50	(0.11%)	(1.24%)	(0.17%)	$156	$416
6.00	(0.17%)	(1.87%)	1.95%	$196	$392
9.00	(0.24%)	(2.63%)	1.30%	$269	$359
12.00	(0.55%)	(5.85%)	0.11%	$345	$345
13.50	(0.51%)	(5.48%)	1.00%	$367	$326
18.00	(0.33%)	(3.53%)	0.95%	$482	$321



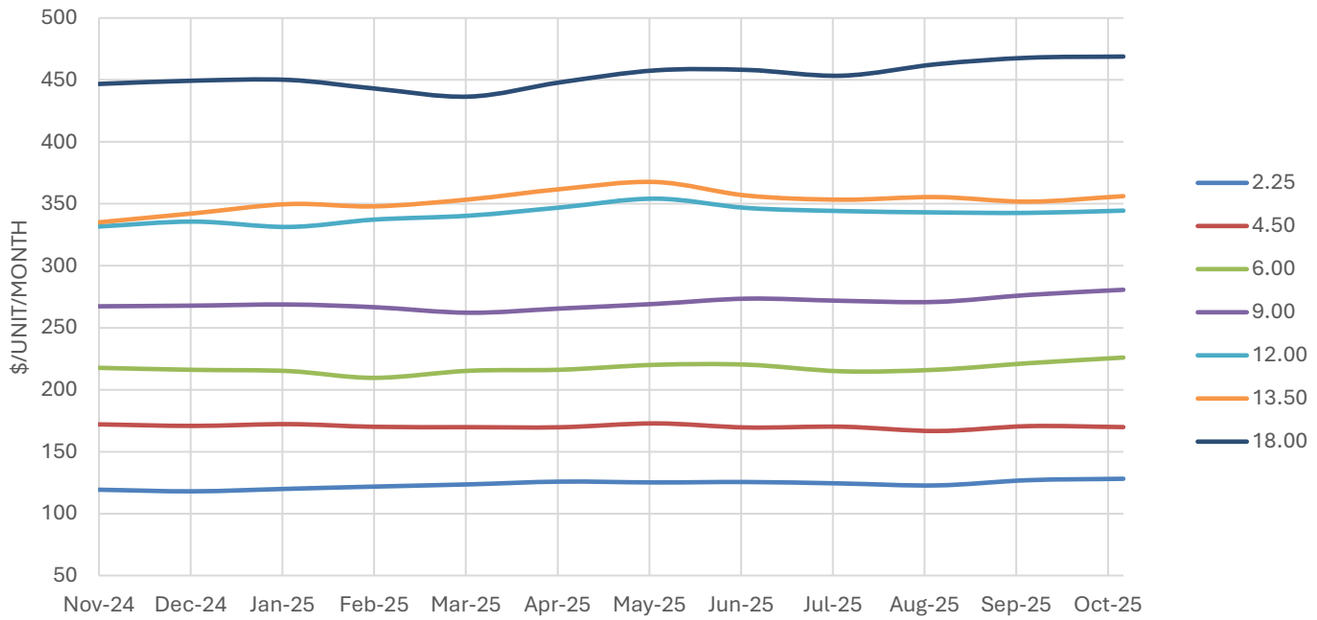
Average Asking Rate Growth

Greater Brisbane

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. October 2025	Avg. $/m²/yr. October 2025
2.25	0.72%	8.16%	1.26%	$118	$630
4.50	0.53%	5.95%	0.12%	$169	$450
6.00	0.85%	9.80%	0.44%	$208	$416
9.00	0.46%	5.21%	(1.06%)	$260	$347
12.00	0.70%	7.94%	0.74%	$342	$342
13.50	0.73%	8.30%	0.32%	$353	$314
18.00	0.37%	4.13%	0.67%	$461	$308

Greater Perth

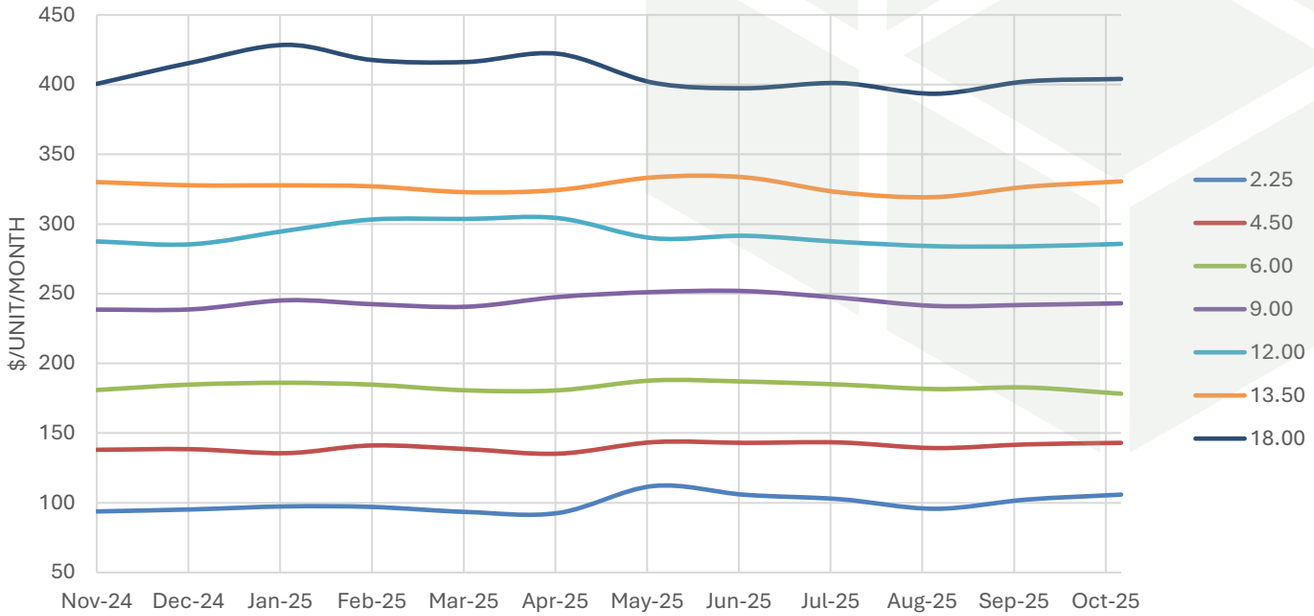
Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. October 2025	Avg. $/m²/yr. October 2025
2.25	0.65%	7.40%	0.88%	$128	$683
4.50	(0.12%)	(1.28%)	(0.46%)	$170	$453
6.00	0.34%	3.81%	2.05%	$226	$452
9.00	0.44%	4.99%	1.50%	$281	$374
12.00	0.35%	3.86%	0.53%	$345	$345
13.50	0.56%	6.30%	1.27%	$356	$317
18.00	0.44%	4.95%	0.20%	$469	$313



Average Asking Rate Growth

Greater Adelaide

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. October 2025	Avg. $/$m^2$/yr. October 2025
2.25	1.11%	12.87%	3.49%	$106	$565
4.50	0.32%	3.60%	0.78%	$143	$381
6.00	(0.13%)	(1.46%)	(2.44%)	$178	$357
9.00	0.17%	1.90%	0.47%	$243	$324
12.00	(0.05%)	(0.60%)	0.62%	$286	$286
13.50	0.01%	0.15%	1.20%	$331	$294
18.00	0.08%	0.88%	0.45%	$404	$269



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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