Self Storage Market Rate Flash

September 2025

SELF STORAGE
ADVISORY AUSTRALIA

Summary

The team at Self Storage Advisory Australia handed the reins over to our friend, Christine Wachsman at **StorTrack,** for this month's market rate flash. Through an international lens, StorTrack presents commentary for September 2025:

Australia's self storage sector continues to show clear signs of renewal, though the pace and drivers of recovery differ across regions. StorTrack's latest analysis of national pricing trends, using both simple growth and revenue-weighted growth methodologies, reveals that how performance is measured can significantly influence the narrative.

A simple growth view captures the breadth of pricing momentum, showing whether most unit types and regions are trending upward. A revenue-weighted approach, by contrast, focuses on where the financial impact is strongest, giving greater weight to higher-value units that generate most of a facility's income. Viewed together, these perspectives reveal not only that rents are rising again across the country, but also where market strength is most concentrated.

By either measure, Greater Brisbane continues to lead Australia's recovery. The market recorded the most consistent rent growth across unit sizes and remained the top performer once growth was adjusted for revenue contribution. Greater Perth follows closely, showing steady upward movement across most product types and outperforming national averages, supported by healthy local demand and continued pricing resilience.

In contrast, Greater Adelaide posted one of the sharpest short-term rent gains, largely concentrated in smaller, lower-priced units. When growth is weighted by revenue, the overall increase appears more moderate, reflecting that much of the movement is occurring in lower-rate product categories. Greater Sydney and Greater Melbourne, traditionally Australia's highest-rent markets, are advancing at a slower pace as larger, premium units continue to stabilize after previous declines.

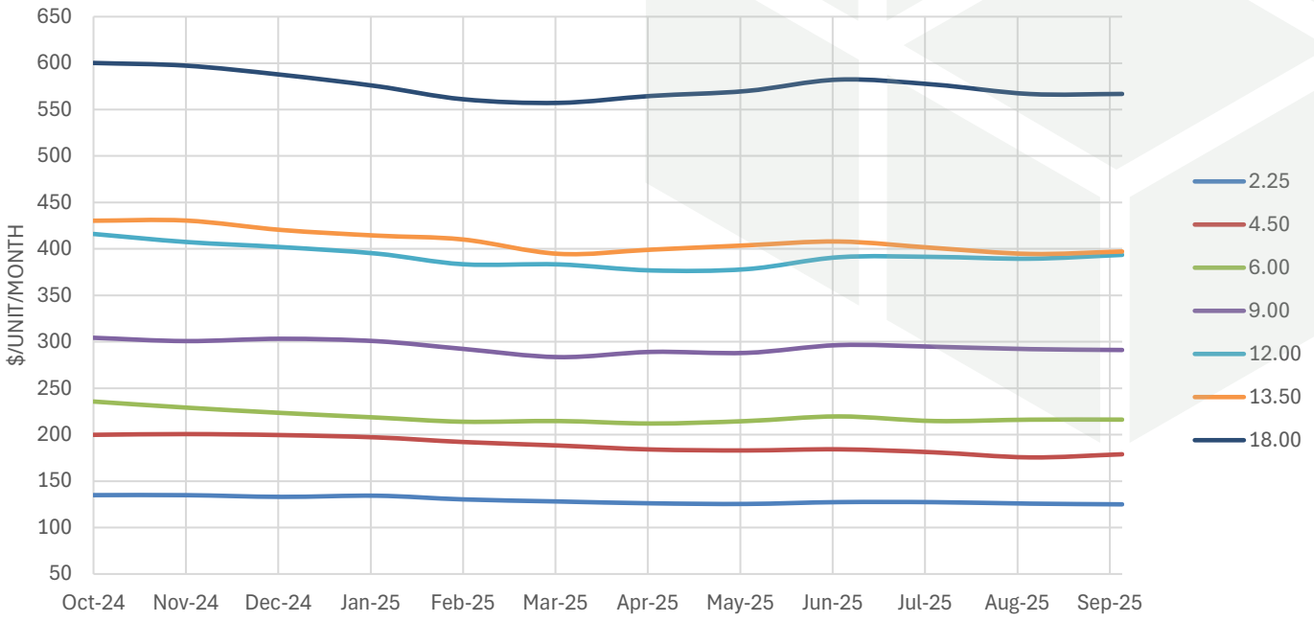
Nationally, the dual-method analysis points to a measured recovery rather than a rapid rebound. Smaller and mid-size units are leading rent growth, while higher-value segments that shape overall market revenue are still regaining footing. This reflects a more sustainable form of growth, driven by steady local demand, evolving residential patterns, and greater pricing discipline among operators.

As the market continues to rebalance, performance is becoming increasingly nuanced. Australia's self storage recovery is not defined by one story but by many, shaped by unit mix, regional dynamics, and shifting consumer behavior. Together, these signals suggest a market steadily gaining confidence and positioning for the next stage of long-term growth.

Average Asking Rate Growth

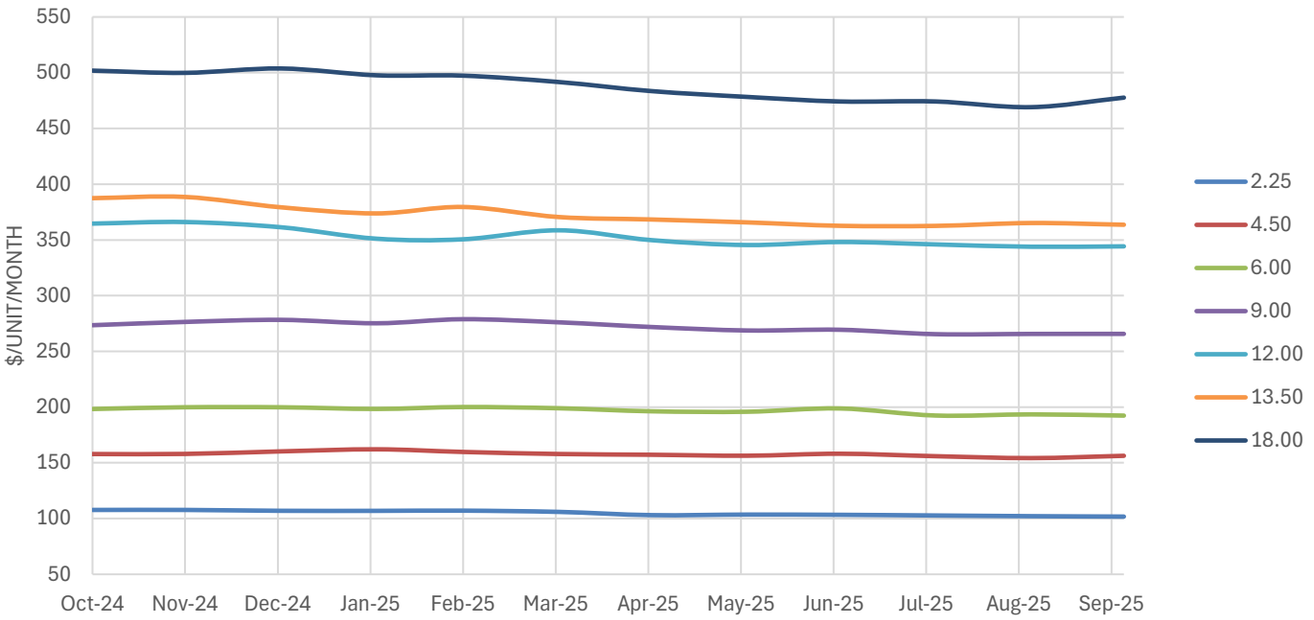
Greater Sydney

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. September 2025	Avg. $/$m^2$/yr. September 2025
2.25	(0.69%)	(7.35%)	(0.61%)	$125	$667
4.50	(1.00%)	(10.48%)	1.91%	$179	$477
6.00	(0.78%)	(8.26%)	0.02%	$216	$432
9.00	(0.40%)	(4.32%)	(0.32%)	$291	$388
12.00	(0.50%)	(5.41%)	1.06%	$394	$394
13.50	(0.73%)	(7.70%)	0.66%	$397	$353
18.00	(0.52%)	(5.55%)	0.01%	$567	$378



Greater Melbourne

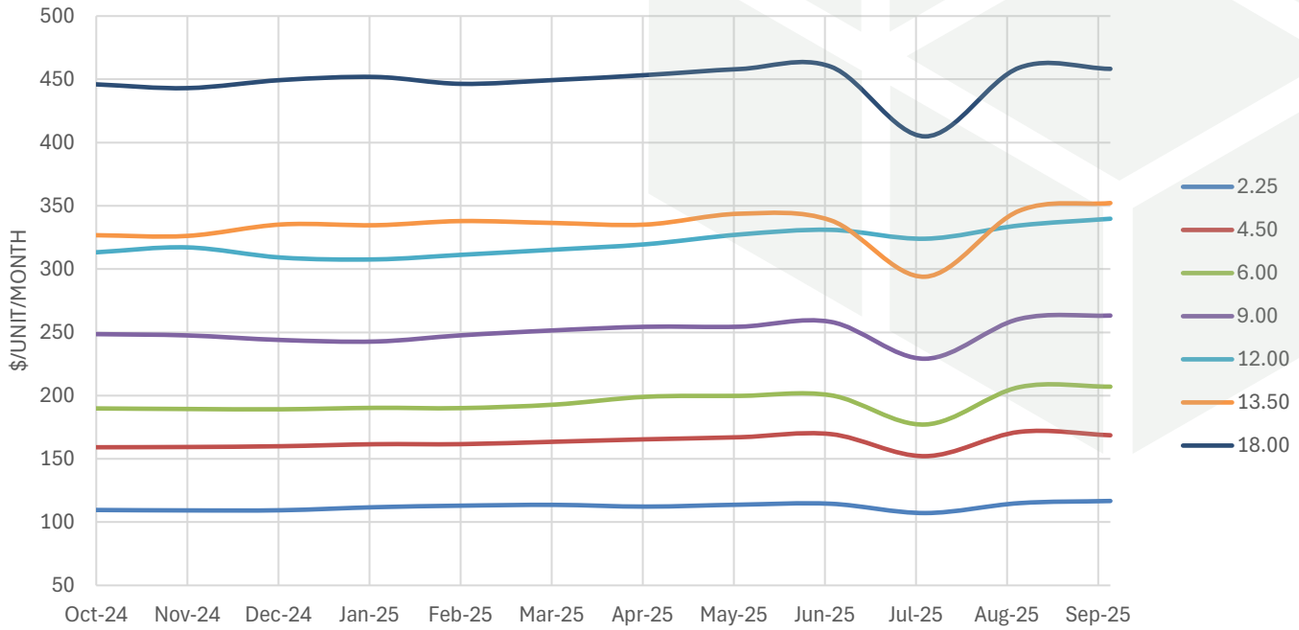
Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. September 2025	Avg. $/$m^2$/yr. September 2025
2.25	(0.52%)	(5.53%)	(0.36%)	$102	$543
4.50	(0.09%)	(1.01%)	1.33%	$156	$417
6.00	(0.28%)	(2.99%)	(0.57%)	$192	$385
9.00	(0.26%)	(2.84%)	0.02%	$266	$354
12.00	(0.52%)	(5.59%)	0.11%	$344	$344
13.50	(0.58%)	(6.16%)	(0.43%)	$364	$323
18.00	(0.45%)	(4.82%)	1.82%	$478	$318



Average Asking Rate Growth

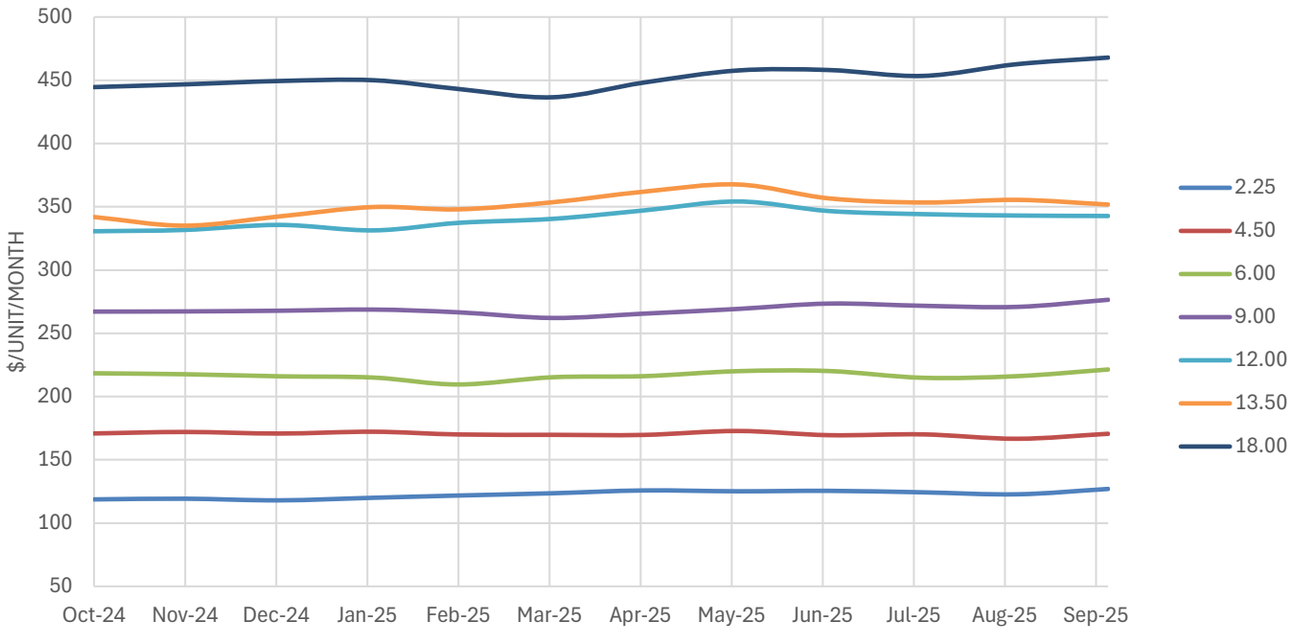
Greater Brisbane

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. September 2025	Avg. $/m²/yr. September 2025
2.25	0.57%	6.50%	1.48%	$117	$622
4.50	0.53%	5.96%	(1.55%)	$169	$450
6.00	0.79%	9.06%	0.18%	$207	$414
9.00	0.52%	5.90%	1.03%	$263	$351
12.00	0.74%	8.47%	1.59%	$340	$340
13.50	0.68%	7.78%	1.77%	$352	$313
18.00	0.25%	2.75%	(0.20%)	$458	$306



Greater Perth

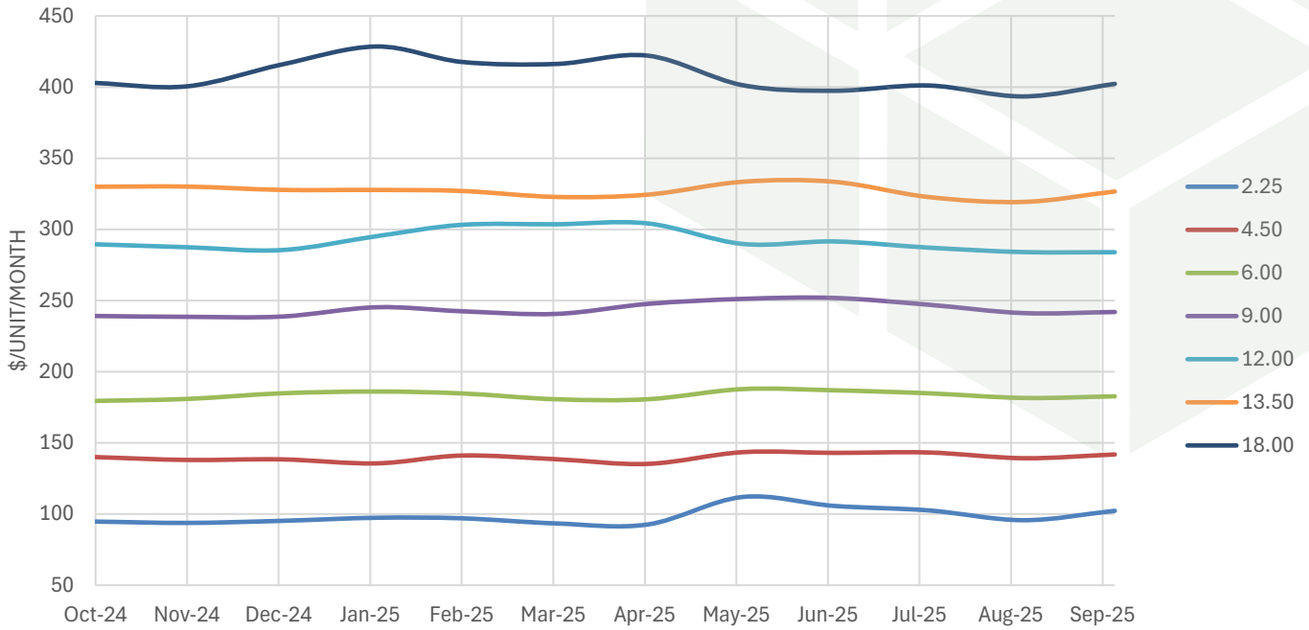
Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. September 2025	Avg. $/m²/yr. September 2025
2.25	0.61%	6.96%	3.45%	$127	$677
4.50	(0.01%)	(0.15%)	2.36%	$171	$455
6.00	0.12%	1.37%	2.43%	$221	$443
9.00	0.31%	3.50%	2.07%	$277	$369
12.00	0.33%	3.65%	(0.10%)	$343	$343
13.50	0.26%	2.88%	(1.04%)	$352	$313
18.00	0.47%	5.25%	1.13%	$468	$312



Average Asking Rate Growth

Greater Adelaide

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit/mo. September 2025	Avg. $/$m^2$/yr. September 2025
2.25	0.70%	7.98%	6.90%	$102	$546
4.50	0.12%	1.32%	1.90%	$142	$378
6.00	0.16%	1.79%	0.62%	$183	$365
9.00	0.11%	1.17%	0.32%	$242	$323
12.00	(0.18%)	(1.92%)	(0.03%)	$284	$284
13.50	(0.09%)	(1.01%)	2.30%	$327	$290
18.00	(0.01%)	(0.15%)	2.25%	$402	$268



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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