Self Storage Market Rate Flash

January 2025

SELF STORAGE
ADVISORY AUSTRALIA

Summary

Growth is in the Air!

While 2024 ended with subdued asking rate performance, January 2025 promoted a shift in sentiment, with modest gains recorded for the month.

Although Sydney continued to post negative monthly growth, the decline was slower than in previous months, suggesting an inversion in asking rate performance may be imminent. Perth and Adelaide were the strongest performers, with Melbourne trailing closely behind.

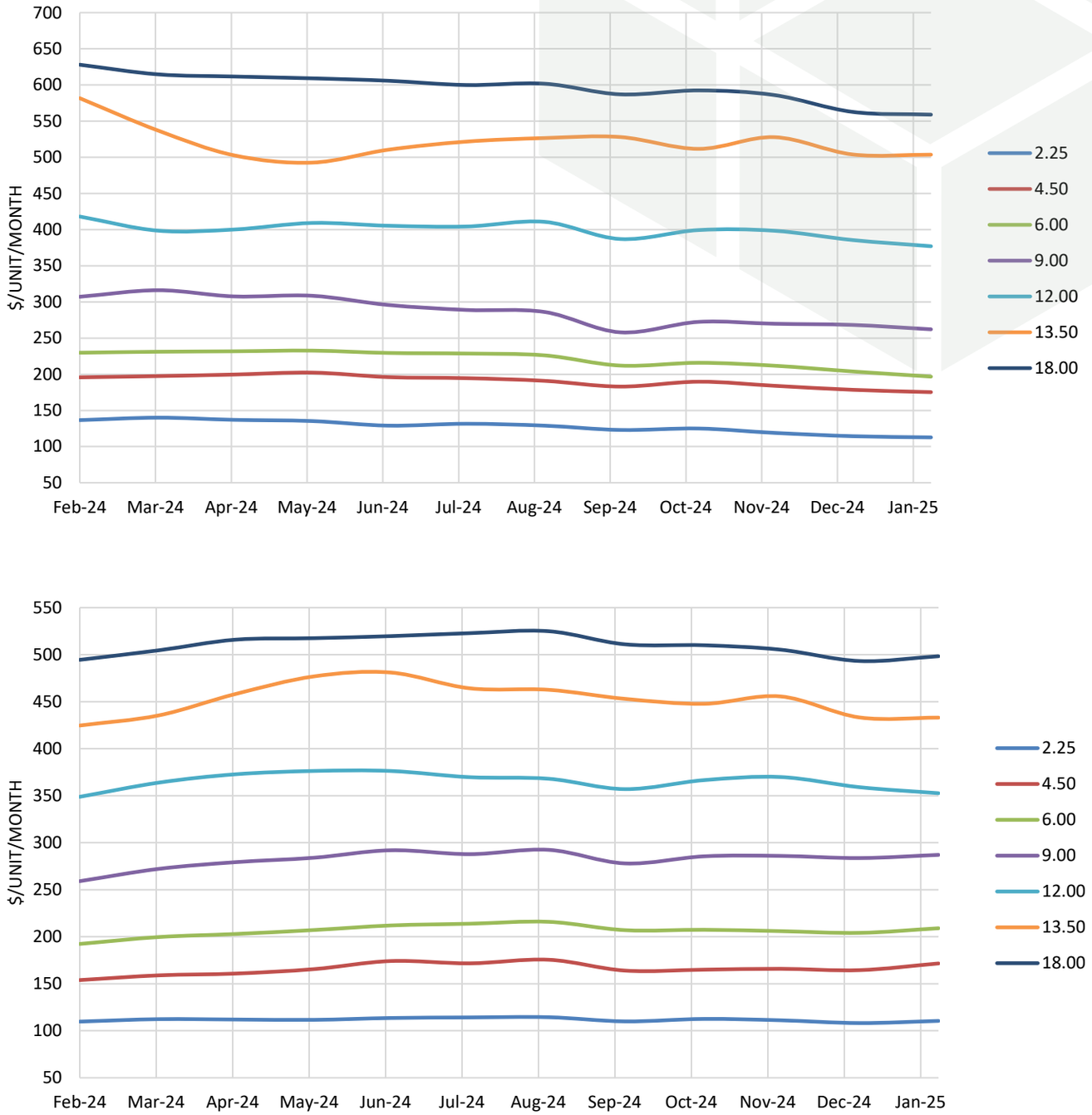
Although asking rate growth was generally marginal, we consider the consistency of the results and the absence of significant variability to suggest a stable forward growth profile.

Please don't hesitate to reach out with any direct queries or requests.

Average Asking Rate Growth

Greater Sydney

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Jan 2025	Avg. $/m² Jan 2025
2.25	(1.73%)	(17.47%)	(1.44%)	$113	$601
4.50	(1.00%)	(10.47%)	(1.81%)	$175	$467
6.00	(1.40%)	(14.38%)	(3.49%)	$197	$394
9.00	(1.43%)	(14.66%)	(2.26%)	$262	$350
12.00	(0.94%)	(9.82%)	(2.22%)	$377	$377
13.50	(1.30%)	(13.41%)	(0.05%)	$504	$448
18.00	(1.05%)	(10.99%)	(0.67%)	$559	$373



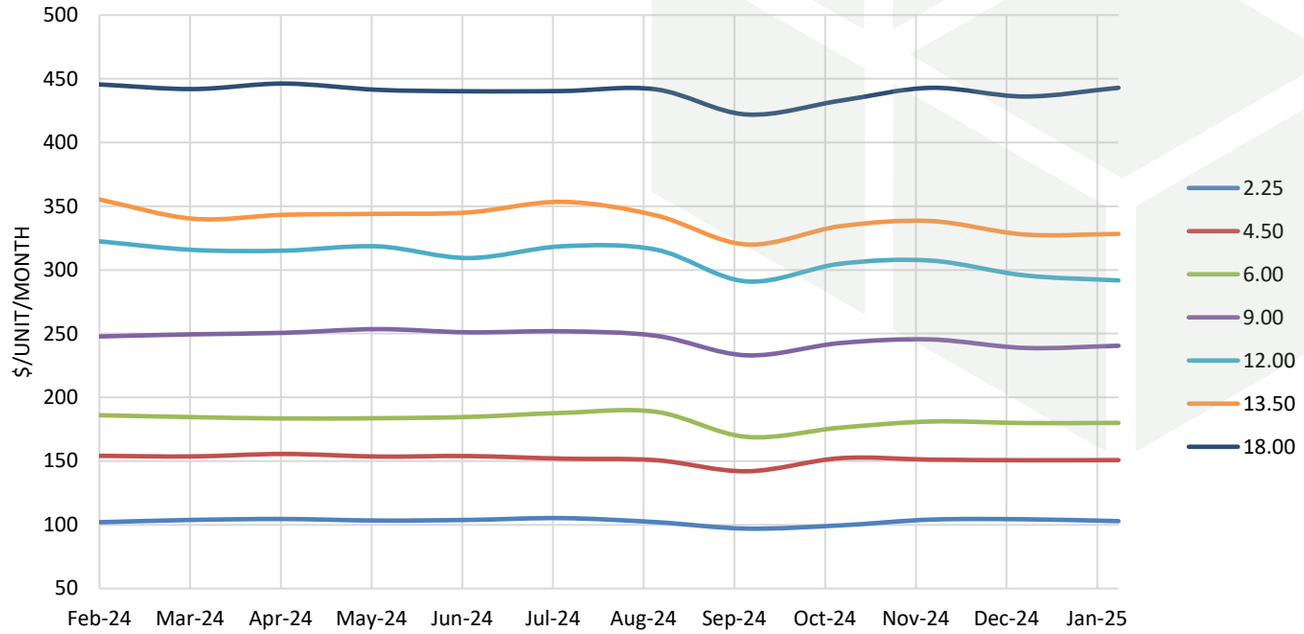
Greater Melbourne

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Jan 2025	Avg. $/m² Jan 2025
2.25	0.06%	0.65%	2.12%	$111	$589
4.50	0.99%	11.48%	4.34%	$172	$458
6.00	0.76%	8.67%	2.41%	$209	$418
9.00	0.94%	10.79%	1.20%	$287	$383
12.00	0.10%	1.09%	(1.78%)	$353	$353
13.50	0.18%	1.98%	(0.05%)	$433	$385
18.00	0.07%	0.78%	1.03%	$498	$332

Average Asking Rate Growth

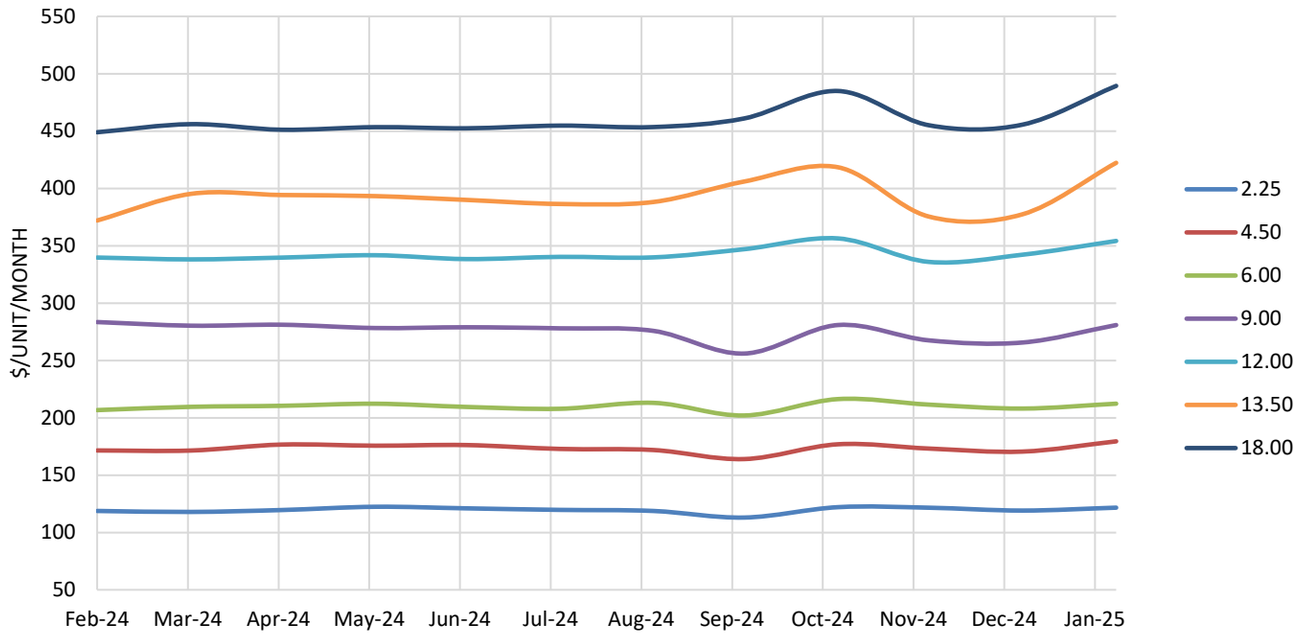
Greater Brisbane

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Jan 2025	Avg. $/m² Jan 2025
2.25	0.08%	0.84%	(1.40%)	$103	$549
4.50	(0.20%)	(2.17%)	0.08%	$151	$402
6.00	(0.30%)	(3.22%)	0.08%	$180	$360
9.00	(0.27%)	(2.96%)	0.71%	$240	$321
12.00	(0.90%)	(9.52%)	(1.34%)	$292	$292
13.50	(0.72%)	(7.59%)	0.15%	$328	$292
18.00	(0.05%)	(0.59%)	1.57%	$443	$295



Greater Perth

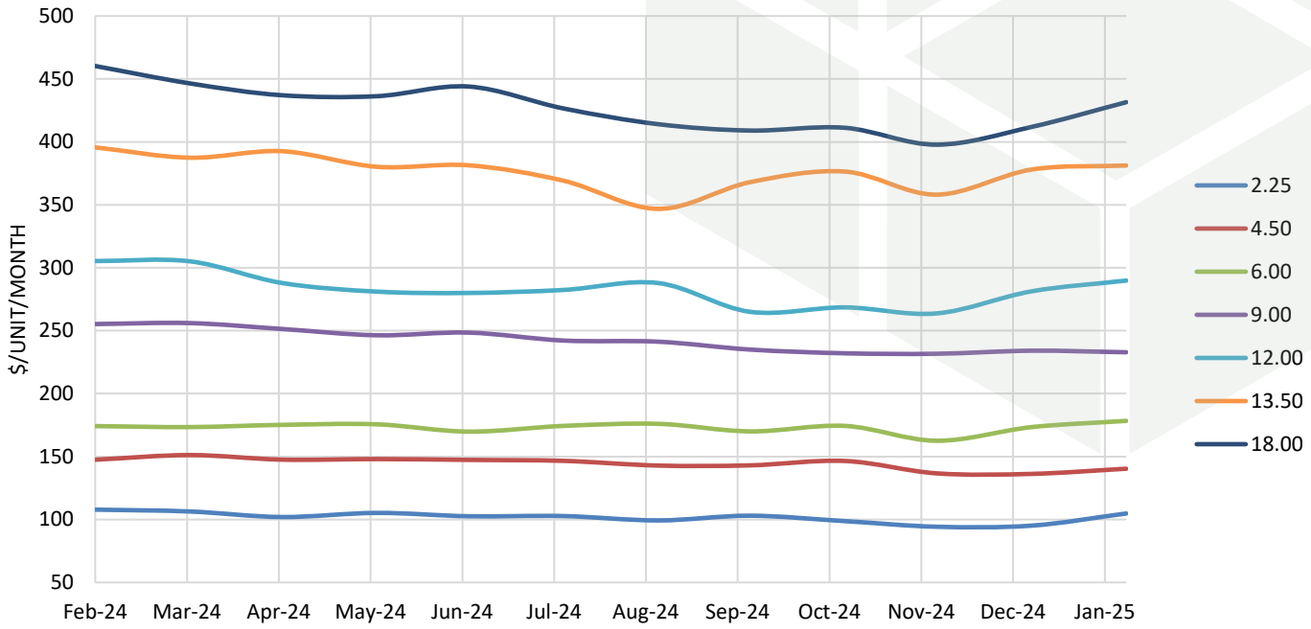
Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Jan 2025	Avg. $/m² Jan 2025
2.25	0.22%	2.42%	2.13%	$122	$649
4.50	0.41%	4.64%	5.24%	$179	$479
6.00	0.24%	2.71%	2.04%	$212	$425
9.00	(0.08%)	(0.92%)	5.73%	$281	$374
12.00	0.38%	4.26%	3.51%	$354	$354
13.50	1.16%	13.52%	11.90%	$422	$375
18.00	0.79%	9.00%	7.41%	$489	$326



Average Asking Rate Growth

Greater Adelaide

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Jan 2025	Avg. $/$m^2$ Jan 2025
2.25	(0.26%)	(2.84%)	10.15%	$105	$559
4.50	(0.45%)	(4.86%)	3.01%	$140	$374
6.00	0.22%	2.39%	2.87%	$178	$357
9.00	(0.83%)	(8.78%)	(0.53%)	$233	$310
12.00	(0.47%)	(5.07%)	3.05%	$290	$290
13.50	(0.34%)	(3.64%)	0.85%	$381	$339
18.00	(0.58%)	(6.24%)	4.78%	$432	$288



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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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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