



Self-Storage Around the World: An Overview of the Global Market, With a Focus on Asia

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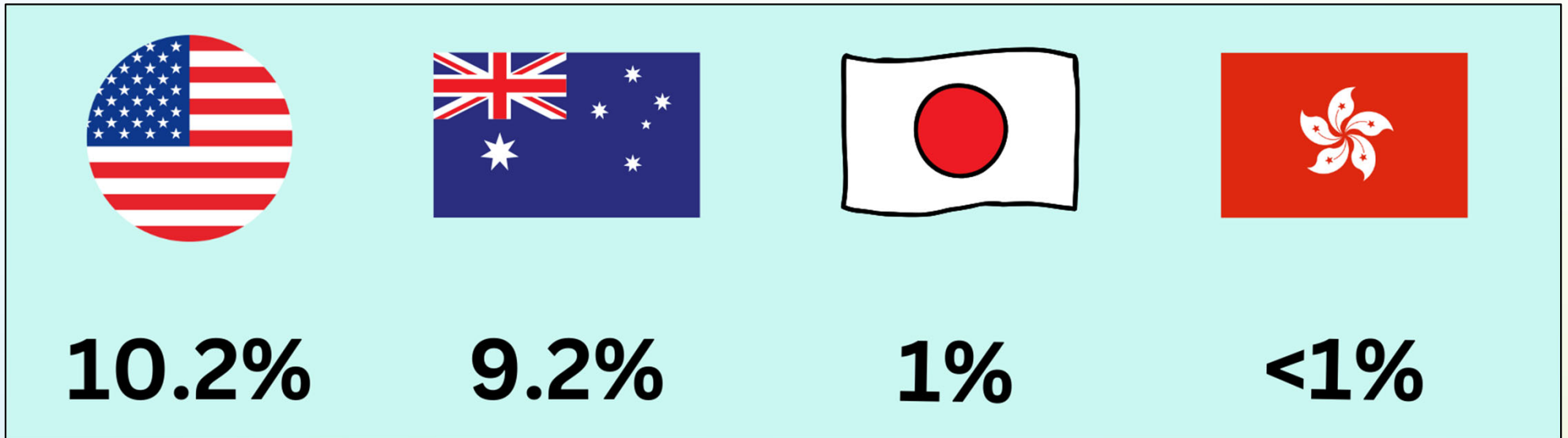
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Today's Agenda

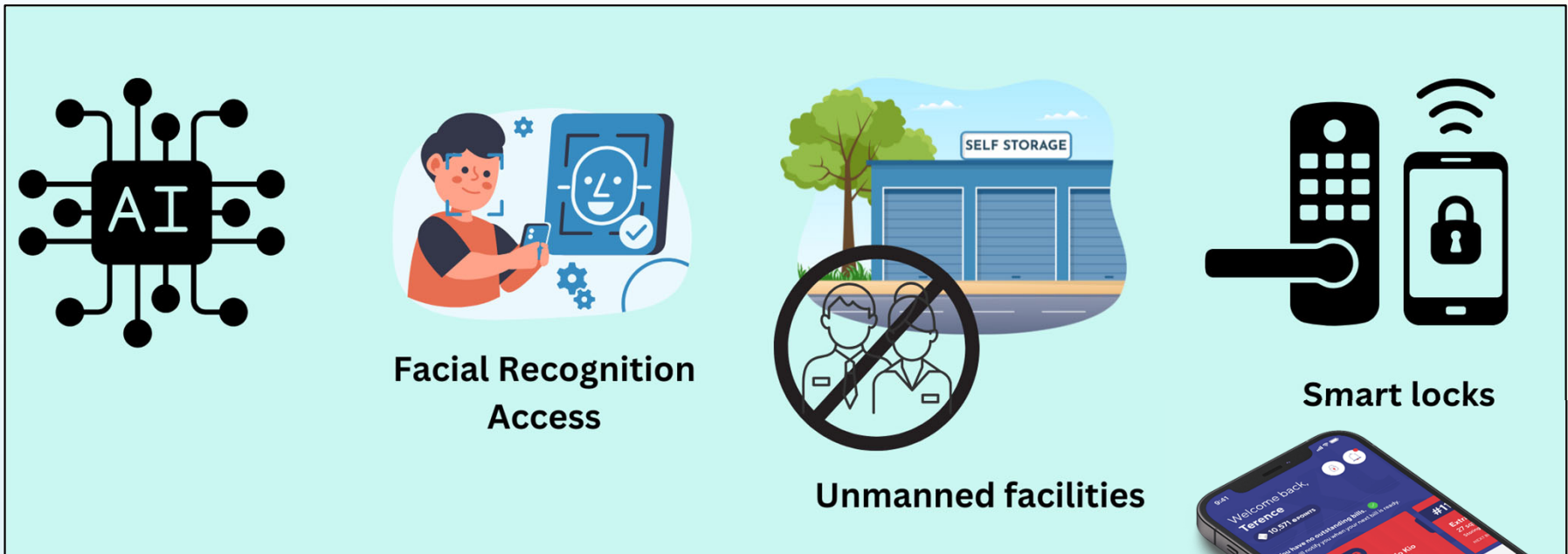
- Self-storage penetration rate
- Global self-storage trends
- U.S./European presence in Asia sector
- Asia economic snapshot
- Occupancy rates in Asia
- Demand drivers
- Technology and innovation

Self-Storage Penetration Rate



Japan is the most mature market in Asia, followed by Hong Kong and Singapore.

Global Self-Storage Trends



AI, biometric identification, smart locks and app-based access are becoming more prevalent. **Unmanned facilities with smart kiosks** are also gaining popularity.

U.S./European Presence in Asia

While some American suppliers have factories in China, suppliers of various industry-software solutions are operating in Asia through regional partners.

U.S./European Presence in Asia

PRIVATE INVESTORS



Warburg Pincus - Storhub



Blackstone - Storefriendly



Evergreen Real Estate - Quraz



Brookfield Asset Mgmt
Redbox

In 2022, Singapore's **CapitaLand Investment** and Dutch pension-investment company **APG** committed **SGD 570 million** to fund the acquisition of **ExtraSpace Asia**.

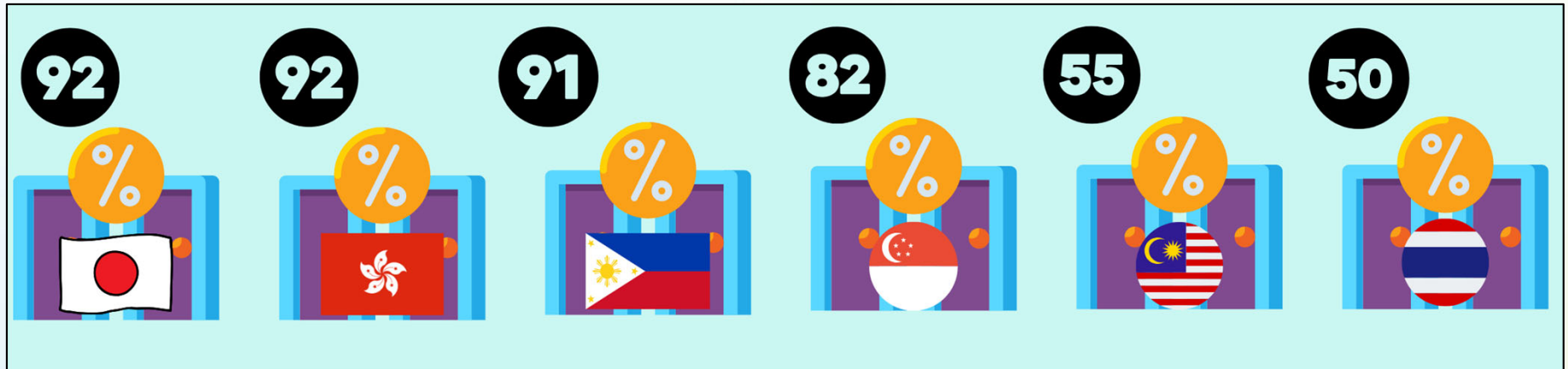
Asia Economic Snapshot



Uncertainty over the impact of U.S. tariffs weighs on markets.

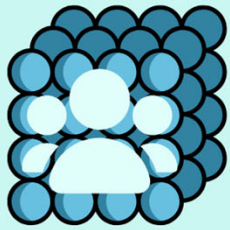
In 2024, **Vietnam** and **Thailand** led **self-storage rental growth** in APAC, with increases of **+20.7%** (the highest in the region) and **+11.8%**, respectively. This trend may shift as tariffs take effect. Nevertheless, self-storage has a track record of **resilience** during recessions and even the pandemic.

Occupancy Rates in Asia



While there are concerns about oversupply in **Malaysia** and **Thailand**, the low occupancy rates likely reflect that self-storage is still a relatively **new** and **emerging concept** in these markets.

Demand Drivers: 5Ds



Density

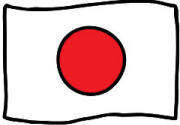



Disposable Income

- Divorce
- Death
- Decluttering

- 53% of the world's urban population is in Asia (e.g., Greater Tokyo Area: 37M to 40M people).
- The rising **Asian middle class**, especially in **China** and **Vietnam**, is driving demand for storage as affluence fuels travel, shopping and the collection of winter gear, sports equipment, and collectibles.

Demand Drivers: Population Density (Japan)

Impact of Population Density on Self-Storage: Japan vs. U.S.		
Average Storage Unit Size:	~30 sq. ft.	~150 sq. ft.
Storage Costs: 💰	~\$6/sq. ft.	4-6x lower rental rates
Living Space Constraints:	Avg. home size 1,020 sq. ft. 🏠 Tokyo: Often just 300-500 sq. ft	Larger homes, more storage capacity
Cultural & Economic Factors:	Limited space → Storage as an "extra closet"	More consumer goods → Larger units needed

Demand Drivers: Disposable Income (MyStorage, Vietnam)



MY STORAGE
SPACE UP YOUR LIFE

Aric Austin

“

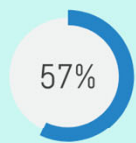
“When I started MyStorage, self-storage wasn't a mainstream concept in Vietnam. But in cities like Shanghai, Singapore, and Hong Kong, it's already well-established.

As Vietnam's middle class grows, much as it did in those cities, the demand for self-storage has naturally followed.”

Aric Austin - Founder MyStorage

Technology and Innovation

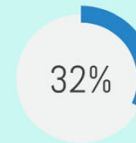
Current Implementation in Asia: Hardware



Access Control



Electronic Locks



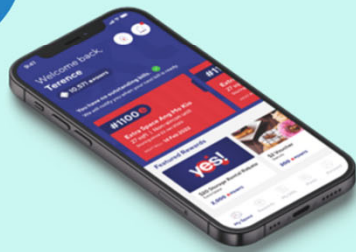
Fingerprint / Facial Recognition

- **Japan/Singapore:** Lead in climate-control technology
- **Vietnam/India:** Focus on low-cost access control
- **China:** Heavy AI investment for urban facilities

Technology and Innovation

Current Implementation in Asia: Software & AI

41%



Customer Apps

28%



AI Security Monitoring

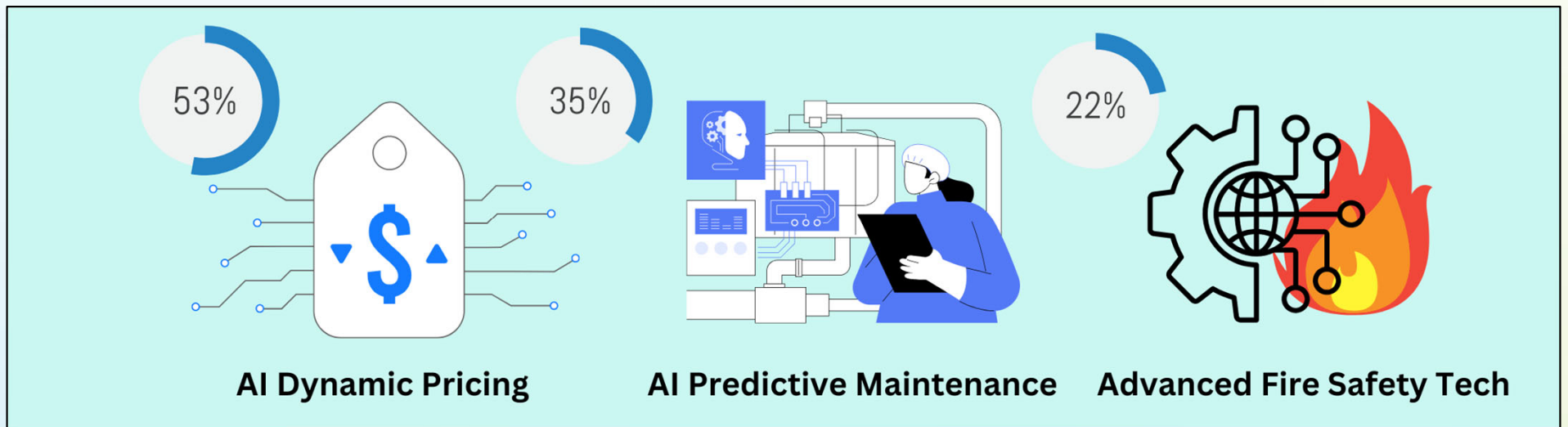
5%



Robot Storage

Technology and Innovation

Future Tech Priorities (Next 3 to 5 Years): Top 3 Planned Investments





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Self Storage Association Asia

The **Self Storage Association Asia (SSAA)** is dedicated to growing and protecting the self-storage industry in the region by providing research, education, government advocacy and networking opportunities.

SSAA supports owners, managers suppliers and investors. As a trusted industry body, it ensures transparency while encouraging global best practices tailored to local regulations.

It highlights high-standard operators, engages with government regulators and keeps members informed with up-to-date industry insights and valuable services.

Contact the Presenter



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