

## MARKETBEATS

**2.34**STOCK  
(million sq m)**¥459.4**RENT  
(PSM/MO)**8.2%**

VACANCY RATE

WHAT'S  
NEXT

## Market Overview

Tianjin Heping “together” Plaza and Tianjin Vanke Mall launched in Q2, adding 86,000 sq m of combined new retail supply and increasing Tianjin’s prime retail stock to 2.35 million sq m. In Q2, the overall vacancy rate edged down 0.3 percentage points q-o-q to 8.2% thanks to high occupancy rates achieved at the newly completed projects. The city’s average retail rent decreased 0.7% q-o-q to RMB459.4 per sq m per month.

In Q2, major shopping centers held mid-year promotions, and some retailers adopted omni-channel retail models for the “6.18” shopping bonanza. This quarter, Tianjin Heping “together” Plaza introduced a number of new entrants to the city, including Alpha Land, an indoor kids park, and high-end restaurant Yuanlong Farm.

## Outlook

By the end of 2019, Tianjin’s prime retail market is projected to welcome 127,000 sq m of new supply, with much of the new supply being community shopping centers. Hopson Fortune Plaza is expected to complete in 2H and provide a commercial boost to the Haihe River submarket.

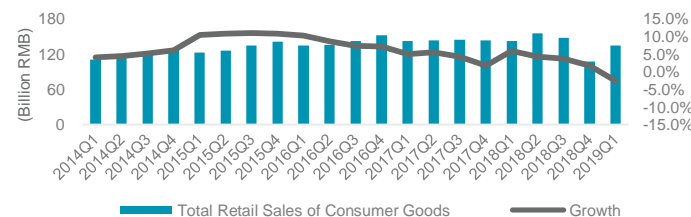
In the future, the city’s retail rental level is forecasted to remain stable on the whole under supply pressure. At the same time, the Tianjin retail market is expected to gradually develop from one-stop shopping in the core area to a community-based experience.

## Economic Indicators

	Q4 2018	Q1 2019	Trend of past one year
GDP Growth	3.6%	4.5%	▲
Total Retail Sales of Consumer Goods Growth	-2.6%	1.7%	▼
CPI Growth	2.0%	1.9%	▲
Per Capita Disposable Income of Urban Residents	31,407	42,976	▲

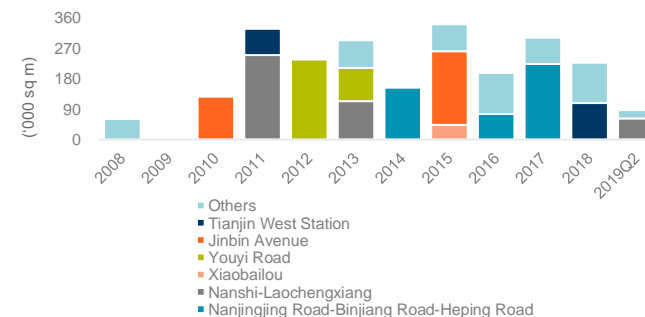
Source: Tianjin Statistics Bureau

## Total Sales of Consumer Goods



Source: Tianjin Statistics Bureau

## Historical Retail New Supply



Source: Cushman &amp; Wakefield Research

Sabrina Wei  
Head of North China Research  
Tel: +86 10 8519 8087  
sabrina.d.wei@cushwake.com

14/F, North Tower, Beijing  
Kerry Centre, 1 Guanghua  
Road, Beijing 100020,  
China

# TIANJIN RETAIL MARKETBEATS

June 2019



## Prime Average Rental Range in Main Submarkets (Q2 2019)

SUBMARKET	RMB/SQ M/MO	US\$/SF/MO	EUR/SF/MO	12-MONTH OUTLOOK
Nanjingjing Road-Binjiang Road-Heping Road	600-900	8.1-12.1	7.2-10.8	▲
Youyi Road	600-900	8.1-12.1	7.2-10.8	▼
Tianjin West Station	200-400	2.7-5.4	2.4-4.8	▬
Nanshi-Laochengxiang	300-700	4.0-9.4	3.6-8.4	▼

\* Exchange Rate: 1CNY = 0.145USD = 0.130EUR, as May 27, 2019.

\* Average rent (RMB/sq m/mo) is based on ground floor rent in prime locations in major shopping centers, excluding management, promotional and other fees.

## Significant New Store Openings (Q2 2019)

PROJECTS	LOCATION	TENANT	TYPE
Luneng CC Plaza	Others	ECCO	Clothing
Plaza 66	Nanjingjing Road-Binjiang Road-Heping Road	FILA、ADIDAS、Belle	Clothing
Plaza 66	Nanjingjing Road-Binjiang Road-Heping Road	BARBECUE BUFFET	Dinning
Vanke Mall	Others	KFC、STARBUCKS	Dinning

## Significant Projects Under Construction

BUILDING	LOCATION	GFA (SQ M)	ESTIMATED OPENING
Songjiang Landmark	Others	26,600	2019
Tianjin Hopson Fortune Plaza	Haihe River	20,470	2019
SUNAC Center	Others	100,000	2020
Tianjin Nord Center	Others	55,000	2020

DATA  
INTO  
ACTION

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