# SHENYANG

**Retail Q1 2021** 

12-Mo. YoY Chg Forecast

4.96 Stock (million sq m)

¥288 Rent (PSM/MO)

18.04% Vacancy Rate





12-Mo.

Source: Cushman & Wakefield Research

## SHENYANG ECONOMIC INDICATORS 2020

Forecast 0.8% **GDP Growth** 

-0.6% Total Retail Sales of Consumer Goods

Growth

Residents



YoY

2.3% **CPI Growth** 

1.3% Per Capita Disposable Income of Urban



Source: Shenyang Statistics Bureau / Cushman & Wakefield Research

# **Market Overview**

No new retail projects opened in Shenyang in Q1 2021, and the city's total retail stock remained at 4.96 million sq m.

Entering the post-epidemic era, in order to stimulate market vitality, shopping malls in Shenyang have been actively adjusting tenant mixes and running shopping festival campaigns to attract consumer footfall. Average monthly asking rents remained stable, slightly up 0.1% q-o-q to reach RMB288 per sg m per month, and the citywide overall vacancy rate fell to 18.04% g-o-g.

The catering sectors expanded strongly across the market in the guarter. Among them, The MIXC in the Golden Avenue-Wulihe submarket introduced the first %Arabica and Wish Restaurant Lounge outlets in Northeast China. Ming Hu Chun also opened in the Zhongjie-MUKDEN Shopping Center and Christian Louboutin entered Forum 66.

### Outlook

Shenyang's retail market will usher in a small peak of new supply in 2021. Eight projects are currently scheduled to enter the market. If all the projects complete as planned, they will bring more than 800,000 sq m of new retail space to the city's retail market.

In the next three years, incoming new supply will be concentrated in Shenbei, Huanggu and National Games areas. Well known retail developers including China Resources, Longfor and Wanda have all actively deployed new projects in these areas, which are expected to further stimulate commercial vitality and satisfy the growing consumption needs of residents in these districts.

Shenyang will also continue to promote rail transit construction and to improve urban infrastructure building in 2021. The progress of the city rail transit network is expected to improve the commercial environment along the subway lines, while commercial development in currently empty areas will bring benefits to the overall urban commercial retail market.

#### **RENT / VACANCY RATE**



Source: Cushman & Wakefield Research

#### **RETAIL SUPPLY PIPELINE BY SUBMARKET**



Source: Cushman & Wakefield Research

#### **MARKET STATISTICS**

| SUBMARKET                 | INVENTORY (SQM) | VACANT (SQM) | VACANCY RATE | UNDER CNSTR TILL 2022<br>(SQM) | ASKING RENTAL RANGE<br>(RMB/SQM/MO)* |
|---------------------------|-----------------|--------------|--------------|--------------------------------|--------------------------------------|
| North Station-City Square | 546,300         | 185,742      | 34%          | 138,000                        | 168-627                              |
| Golden Avenue-Wulihe      | 904,547         | 135,682      | 15%          | 539,357                        | 230-650                              |
| Taiyuan Street            | 233,504         | 53,706       | 23%          | 182,000                        | 153-335                              |
| Tiexi                     | 1,041,600       | 83,328       | 8%           | 0                              | 180-351                              |
| Zhongjie                  | 1,377,300       | 289,233      | 21%          | 55,000                         | 197-449                              |
| Hunnan-Aoti               | 376,000         | 105,280      | 28%          | 0                              | 147-302                              |
| Others                    | 486,000         | /            | /            | 482,000                        | /                                    |
| SHENYANG TOTALS           | 4,965,251       | 895,731      | 18.04%       | 1,396,357                      | 288                                  |

<sup>\*</sup>Data includes shopping malls only.

#### SIGNIFICANT STORE OPENINGS Q1 2021

| PROPERTY                        | SUBMARKET            | TENANT                 | SECTOR  |
|---------------------------------|----------------------|------------------------|---------|
| The MIXC                        | Golden Avenue-Wulihe | Wish Restaurant Lounge | F&B     |
| The MIXC                        | Golden Avenue-Wulihe | % Arabica              | F&B     |
| Forum 66                        | Golden Avenue-Wulihe | Christian Louboutin    | Fashion |
| Zhongjie MUKDEN Shopping Center | Zhongjie             | Ming Hu Chun           | F&B     |

#### SIGNIFICANT PROJECTS UNDER CONSTRUCTION

| PROPERTY                     | SUBMARKET            | EXPECTED OPENING DATE | SQM     |
|------------------------------|----------------------|-----------------------|---------|
|                              |                      |                       |         |
| Suning Plaza                 | Taiyuan Street       | 2021                  | 124,000 |
| Rongxin N41                  | Other                | 2021                  | 62,000  |
| Wuyue Plaza                  | Others               | 2021                  | 112,000 |
| Wanda Plaza Shenbei          | Others               | 2021                  | 120,000 |
| New World Department Store   | Taiyuan Street       | 2021                  | 52,000  |
| Baoneng Global Shopping Mall | Golden Avenue-Wulihe | 2021                  | 176,000 |
| The Mixc (Huanggu)           | Others               | 2021                  | 87,000  |
| Joy City E                   | Zhongjie             | 2022                  | 55,000  |

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