

3.4%

Disposable Income

YoY  
Chg12-Mo.  
Forecast

0.3%

Population Growth (2019)



3.4%

GDP Growth



Source: Suzhou Statistics Bureau.

The forecast is based on Oxford Economics

SUZHOU ECONOMIC INDICATORS  
2020

-1.4%

Total Retail  
Sales GrowthYoY  
Chg12-Mo.  
Forecast

26.4%

Total Online  
Retail Growth

2.2%

CPI Growth



Source: Suzhou Statistics Bureau

The forecast is based on Oxford Economics

## No New Supply in Q1

No new supply entered the market in the first quarter of 2021. However, Longfor has scheduled the opening of Dongwu Paradise Walk in autumn, while China Central Palace planned to open its business in 2022.

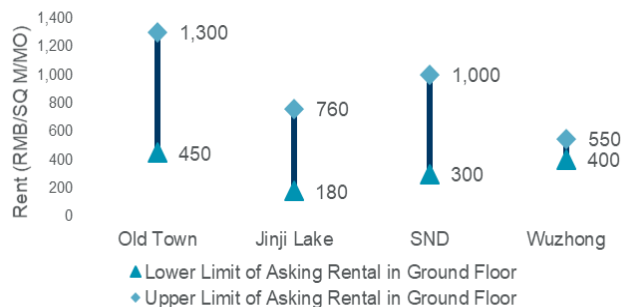
## Food and Beverage Brands Led Activity in Q1

Food and beverage brands were most active in Q1. Cinemas also enjoyed high customer levels during the Spring Festival holiday. The effective control of the pandemic domestically has made cinema visits a renewed habit for consumers celebrating Chinese New Year this year in Suzhou. Additionally, in order to level up the shopping experience in the city, many prime malls provided upgraded facilities, environments and events to attract footfall traffic in the quarter. One example was the 3D LED light screen and AR/VR movie theatre introduced to the market for the first time this quarter. Other initiatives also helped to boost footfall traffic. Households who had responded to national guidance to stay in the city for the Spring Festival enjoyed a welcoming holiday, thanks to government-issued coupons which also involved red packets of digital RMB. On the demand side, citywide net absorption recorded -3,300 sq m, due chiefly to some malls adjusting their brand mixes to upgrade the shopping experience. Thus, overall vacancy edged up slightly to 5.5%, while the overall average monthly rental level dropped to RMB560.9 per sq m.

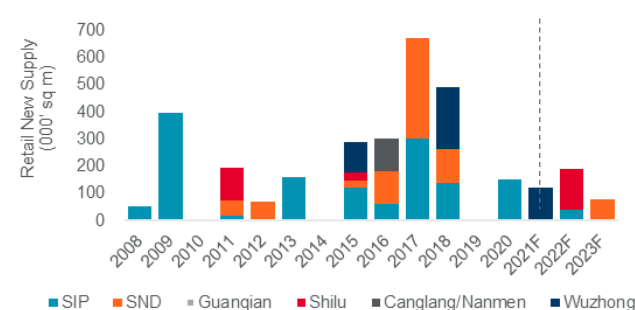
## New Brands, Inhouse Exhibitions and Technology to Spur Footfall

Local Suzhou consumers have a raised level of sophistication when it comes to retail consumption, given Suzhou's proximity to Shanghai. Local malls, therefore, are obliged to strive to keep abreast of new consumption trends to attract and retain local customers. Mall operators in the city have been doing this by incorporating new brands and more inhouse cultural exhibitions into their malls. Additionally, technology is continuing to play a key role in boosting the consumer experience, and malls are likewise expected to continue to adopt and adapt the latest technology to ensure a high level of shopper convenience.

## RENT RANGE BY SUBMARKET



## RETAIL SUPPLY PIPELINE BY SUBMARKET



## MARKET STATISTICS

SUBMARKET	INVENTORY (SQM)	VACANT (SQM)	VACANCY RATE	UNDER CNSTR TILL 2023 (SQM)	OVERALL AVG RENT (RMB/SQM/MO)*
Guanqian	91,000	13,305	14.6%	-	1,300
Shilu	195,000	10,800	5.5%	150,000	600-900
Canglang/Nanmen	224,000	12,640	5.6%	80,000	450-700
SIP	1,398,000	79,630	5.7%	39,636	180-760
SND	772,000	20,990	2.7%	80,000	270-1000
Wuzhong	338,000	27,980	8.3%	150,000	400-550
<b>SUZHOU TOTALS</b>	<b>3,018,000</b>	<b>166,945</b>	<b>5.5%</b>	<b>473,000</b>	<b>180-1,300</b>

\* Rental rates are calculated by NLA and considered as consistently achievable for prime space (usually the ground floor) in major shopping centers, excluding management fee, promotional fee and other fees.

## SIGNIFICANT STORE OPENINGS Q1 2021

PROPERTY	SUBMARKET	TENANT	SECTOR
Suzhou Ren Min Shang Chang	Guanqian	Super Eggs	Food & Beverage
Suzhou Center	SIP	Xianhezhuang Hot Pot	Food & Beverage
Suzhou Center	SIP	Stay Real	Fashion
Suzhou Center	SIP	Mvuke Tokyo	Food & Beverage
Longfor Shishan Paradise Walk	SND	Rosefinch Hot Pot	Food & Beverage
Longfor Shishan Paradise Walk	SND	Chinai's Curry	Food & Beverage
Longfor Shishan Paradise Walk	SND	Senda x Mr. Donothing Pop-up Store	Shoes
Phoenix Mall	SIP	Ace	Experience, Games & Entertainment
Phoenix Mall	SIP	Xiao Bei Yu Le	Food & Beverage
EsLite Spectrum	SIP	Q Eatery	Food & Beverage

## SIGNIFICANT PROJECTS UNDER CONSTRUCTION

PROPERTY	SUBMARKET	EXPECTED OPENING DATE	SQM
Dongwu Paradise Walk	Wuzhong	2021	120,000
China Central Place	Shilu	2022	50,000
Gusu Paradise Walk	Shilu	2022	100,000
KIC Mall	SND	2023	80,000

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