

JINAN

Retail 1H 2021

CUSHMAN & WAKEFIELD

YoY Chg 12-Mo. Forecast

3.29

Stock (million sq m)



¥480

Rent (PSM/MO)



9.65%

Vacancy Rate



Source: Cushman & Wakefield Research

Market Overview

The completion of Sunac Mall in Hi-tech Exhibition submarket in 1H 2021 added 160,000 sq m of quality retail space to Jinan's retail market. Citywide total mall stock rose to 3.29 million sq m.

The Jinan retail market has gradually recovered with the domestic stabilization of the pandemic. New store openings were relatively active in the first half, with the citywide vacancy rate dropping 0.41 percentage points from the second half of last year to 9.65%. Overall average asking rent remained stable at RMB480 per sq m per month.

New store openings were predominantly from mature brands focusing on innovative experiences. The Honor Premium Experience Store opened in the Mixc, while Sunac Mall introduced the Nayuki Pro store. The Japanese duty-free brand Laox Select also opened its first store in Shandong province at the CC PARK Creative Harbor.

Outlook

Around 935,000 sq m of high-quality retail space will arrive in the market within the coming three years. The new projects will be concentrated in the High-Tech Exhibition submarket and the West Railway Station submarket. The arrival of multiple projects from eminent developers at West Railway Station will be a particular boost to the commercial vitality of the submarket.

With the development of new retail, and higher consumer expectations, growing numbers of brands are launching upgraded stores, seeking to deliver a richer consumption experience for consumers. The Nayuki Pro store at Sunac Mall is a good example. Brands are looking both to implement technologies and to enhance their operational services. We can see this store trend continuing into the period ahead, bringing consumers a more rewarding and engaging consumption experience.

JINAN ECONOMIC INDICATORS Q1 2021

YoY Chg 12-Mo. Forecast

17.4%

GDP Growth



30.4%

Total Retail Sales of Consumer Goods Growth



0.6%

CPI Growth

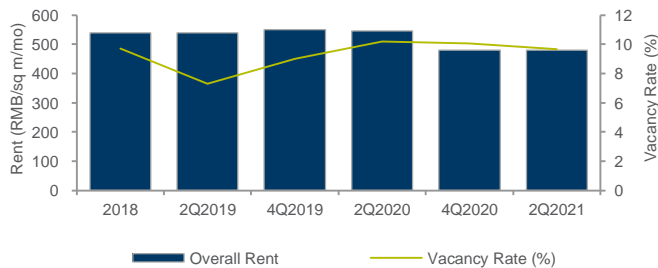


9.2%

Per Capita Disposable Income of Urban Residents



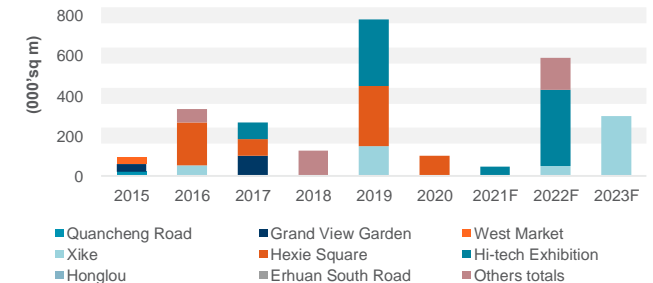
RETAIL RENT / VACANCY RATE



Source: Jinan Statistics Bureau / Cushman & Wakefield Research

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 2023 (SQM)	ASKING RENTAL RANGE (RMB/SQM/MO)*
Quancheng Road	482,000	57,647.2	7.32%	0	300 – 900
Grand View Garden	210,000	11,550	4.18%	0	150 – 500
West Market	210,000	17,703	7.62%	0	100 – 300
West Railway Station	400,000	160,000	32.3%	350,000	80 – 300
Hexie Square	200,000	16,860	6.05%	0	120 – 430
Hi-tech Exhibition	1,108,000	75,555.6	6.13%	425,000	100 – 550
Honglou	438,000	57,378	7.12%	0	140-420
South 2 nd Ring Road	240,000	20,232	6.89%	0	120 – 400
Other	0	/	/	160,000	/
JINAN TOTALS	3,288,000	314,676.8	9.65%	935,000	480

*Data includes shopping malls only.

*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.

SIGNIFICANT STORE OPENINGS 1H 2021

PROPERTY	SUBMARKET	TENANT	SECTOR
CC Park	Quancheng Road	LAOX SELECT	Life
The Mixc	Hi-tech Exhibition	HONOR	Life
Sunac Mall	Hi-tech Exhibition	NAYUKI Pro	F & B

SIGNIFICANT PROJECTS UNDER CONSTRUCTION

PROPERTY	SUBMARKET	EXPECTED OPENING DATE	SQM
Yi Jia Plaza	Hi-tech Exhibition	2021	45,000
Greenland IFC	Hi-tech Exhibition	2022	140,000
Hua Shan UniPark	Xike	2022	160,000
Joy City	Hi-tech Exhibition	2022	140,000
CGE Plaza	Xike	2023	250,000

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