

# JINAN

Retail 2H 2021

CUSHMAN & WAKEFIELD

YoY Chg      12-Mo. Forecast

**3.43**

Stock (million sq m)



**¥480**

Rent (PSM/MO)



**9.37%**

Vacancy Rate



Source: Cushman & Wakefield Research

## JINAN ECONOMIC INDICATORS Q3 2021

YoY Chg      12-Mo. Forecast

**8.6%**

GDP Growth



**18.5%**

Total Retail Sales of Consumer Goods Growth



**1.2%**

CPI Growth



**9.0%**

Per Capita Disposable Income of Urban Residents



Source: Jinan Statistics Bureau / Cushman & Wakefield Research

## Market Overview

The completion of Hongyang Plaza in the West Railway Station submarket, and Yijia Plaza in the Hi-Tech Exhibition submarket, in 2H 2021 added 145,000 sq m of quality retail space to Jinan's retail market. Citywide total mall stock rose to 3.43 million sq m.

Overall average asking rent remained stable at RMB480 per sq m per month. New store openings were relatively active in 2H, with the citywide vacancy rate dropping 0.28 percentage points from the first half of the year to 9.37%.

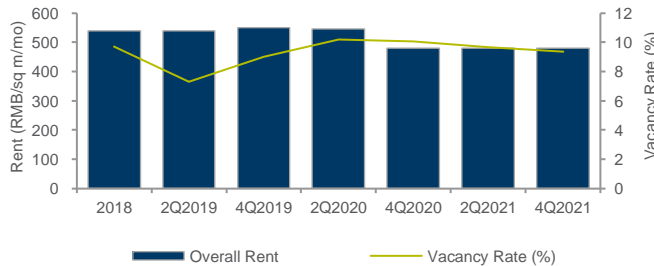
In the context of Jinan's vigorous promotion of the First Store Economy, shopping centers are actively introducing new brand first stores. In the second half of the year, new store openings in the Jinan retail market were predominantly first stores from on-trend brands. Examples included the first mainland China store from Israeli children's clothing brand Nununu, and the first Shangdong province store from American lifestyle brand Tokidoki, both opening at Jinan Plaza 66. The MixC unveiled Shandong's first NERDY fashion brand collection store.

## Outlook

Approximately 1.26 million sq m of high-quality retail space is forecast to enter the market by the close of 2024, predominantly in the Hi-Tech Exhibition submarket and the West Railway Station submarket. The new projects will include national developer brands such as Greenland IFC, Joy City, IN CITY and Longfor Paradise Walk, significantly uplifting the overall quality of Jinan's retail market.

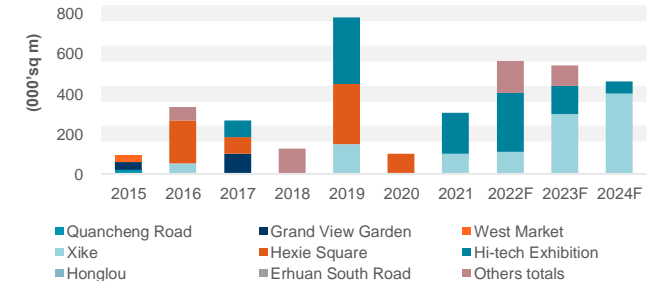
At the beginning of 2021, the Jinan city government proposed to actively develop an International Consumption Center City. And in the second half of the year, the government introduced a series of measures to support the further development of the First Store Economy. Looking ahead, we expect that upgrading and transformation of older commercial projects, combined with expanded brand first store introductions, will continue to be the key development themes in the Jinan retail market.

## RETAIL 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 2024(SQM)	ASKING RENTAL RANGE (RMB/SQM/MO)*
Quancheng Road	482,000	24,900	5.17%	0	300 – 900
Grand View Garden	210,000	16,500	7.86%	0	150 – 500
West Market	210,000	12,700	6.05%	0	100 – 300
West Railway Station	500,000	137,150	27.43%	510,000	80 – 300
Hexie Square	200,000	10,050	11.92%	0	120 – 430
Hi-tech Exhibition	1,153,000	82,990	7.20%	494,000	100 – 550
Honglou	438,000	28,520	6.51%	0	140-420
South 2 <sup>nd</sup> Ring Road	240,000	8,800	3.67%	0	120 – 400
Other	0	/	/	260,000	/
<b>JINAN TOTALS</b>	<b>3,433,000</b>	<b>321,610</b>	<b>9.37%</b>	<b>1,264,000</b>	<b>480</b>

\*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 2H 2021

PROPERTY	SUBMARKET	TENANT	SECTOR
Parc 66	Quancheng Road	tokidoki	Fashion
Parc 66	Quancheng Road	NUNUNU	Life
Guihe Plaza	South 2 <sup>nd</sup> Ring Road	Yoga House	Life
The Mixc	Hi-tech Exhibition	NERDY	Fashion

## SIGNIFICANT PROJECTS UNDER CONSTRUCTION

PROPERTY	SUBMARKET	EXPECTED OPENING DATE	SQM
Greenland IFC	Hi-tech Exhibition	2022	140,000
Chengtou Fengming Plaza	Hi-tech Exhibition	2022	92,000
Joy City	Hi-tech Exhibition	2023	140,000
Longfor Paradise Walk	Xike	2024	100,000

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