# MARKETBEAT TAIPEI RETAIL Q4 2024







Better never settles

### STABLE RETAIL DEMAND DRIVES REVENUE GROWTH

Retail sales revenues at general merchandise stores grew 4.4% y-o-y for the January to November 2024 period. Department stores saw modest growth of 1.3%, impacted by reduced operating days from typhoon holidays, combined with a high base effect. Convenience store revenues climbed 5.4%, supported by store expansion and diversified marketing strategies. Supermarket and hypermarket sales rose 6.4% and 4.1%, respectively, driven by typhoon-related necessities demand. Other general merchandise retailers continued to benefit from cross-border tourism, driving an 7.9% y-o-y increase in sales.

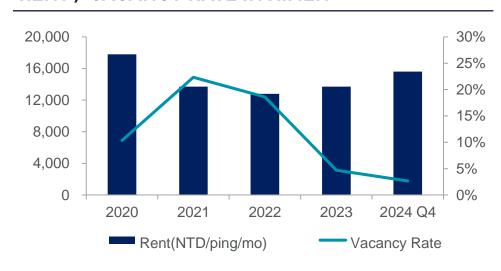
#### RECOVERY SIGNS EVIDENT IN ZHONGXIAO DISTRICT

Storefront occupancy levels near the Taipei Dome side of the Zhongxiao district strengthened in Q4, with the overall vacancy rate dropping from 11.67% to 10.06%. A widely known pre-owned luxury retailer leased a storefront at NTD12,000 per ping per month in August, indicating signs of recovery, despite not yet reaching the historical highs of more than NTD20,000 per ping per month. In Ximen district, vacancy rates showed no significant movements, mainly reflecting storefront renovations, with the district's overall rate dropping from 3.82% to 2.65%. Similarly, the Zhongshan/Nanjing district remained stable, with just a slight 0.7% increase in the vacancy rate to 4.03%.

#### **CONFIDENCE IN 2025 RETAIL MARKET FUELS BRAND EXPANSION**

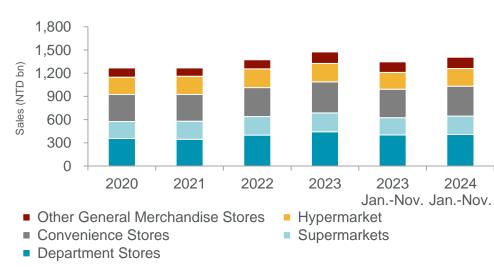
Looking ahead, domestic consumption is expected to remain robust, driven by solid economic growth, while inbound tourism continues on a steady recovery path. The retail market is anticipated to again progress in 2025. In Zhongxiao, ongoing events at Taipei Dome, coupled with the full opening of the Far Eastern Garden City in 2025, are boosting brand interest in the area. Meanwhile, the tourism-oriented Ximen district is set to benefit from the continued growth in visitor numbers.

# **RENT / VACANCY RATE IN XIMEN**



Source: Cushman & Wakefield

#### **CUMULATIVE SALES OF GENERAL MERCHANDISE**



© 2025 Cushman & Wakefield

Source: Directorate-General of Budget, Accounting and Statistics



#### **MARKET STATISTICS**

RETAIL HUB	VACANCY RATE	RETAIL RANGE			40 MONTH OUTLOOK
		NTD/ PING/ MO	USD/ SF/ MO	EURO/ SF/ MO	12- MONTH OUTLOOK
Zhongxiao	10.06%	8,000~11,000	6.9~9.5	6.6~9.0	-
Zhongshan/Nanjing	4.03%	7,200~12,200	6.2~10.5	5.9~10.0	-
Ximen	2.65%	9,500~16,000	8.2~13.8	7.8~13.1	<b>A</b>

<sup>\*</sup>Only high street store in prime retail hubs are taken into account. All data is based on gross floor area unless otherwise specified. Rentals are exclusive of management fees or other expenses. Area Conversion: 1 Ping=35.58 Square Feet =3.3 Square Meters

Currency Exchange Rate: 1USD = 0. 9506EURO = 32.5244NTD as of Dec 16, 2024

**SIGNIFICANT OPENINGS IN Q4 2024** 

RETAIL HUB	LOCATION	TENENT	SIZE (PING)
Zhongxiao	Sec. 4, Zhongxiao E. Rd.	Lion Travel	18
Zhongxiao	Sec. 4, Zhongxiao E. Rd.	2nd STREET	28

## SIGNIFICANT RETAIL PROJECTS - UNDER CONSTRUCTION/DECORATION

PROJECT	LOCATION	EXPECTED OPENING YEAR	GFA (Ping)
Mitsui Shopping Park LaLaport (Nangang)	Nangang District, Taipei City	2025	47,000
Far Eastern Garden City	Xinyi District, Taipei City	2025	42,000
Dream Plaza	Xinyi District, Taipei City	2025	7,500

#### **EASON LEE**

Associate Director
Valuation & Advisory Services | Research, Taiwan
6/F, 101 Song Ren Road, Xin Yi District,
Taipei 110, Taiwan
+886 2 8788 3288 / eason.ih.lee@cushwake.com

#### A CUSHMAN & WAKEFIELD RESEARCH PUBLICATION

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2023, the firm reported revenue of \$9.5 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), sustainability and more. For additional information, visit <a href="https://www.cushmanwakefield.com">www.cushmanwakefield.com</a>.

©2025 Cushman & Wakefield. All rights reserved. The information contained within this report is gathered from multiple sources believed to be reliable, including reports commissioned by Cushman & Wakefield ("CWK"). This report is for informational purposes only and may contain errors or omissions; the report is presented without any warranty or representations as to its accuracy.

Nothing in this report should be construed as an indicator of the future performance of CWK's securities.

You should not purchase or sell securities—of CWK or any other company—based on the views herein. CWK disclaims all liability for securities purchased or sold based on information herein, and by viewing this report, you waive all claims against CWK as well as against CWK's affiliates, officers, directors, employees, agents, advisers and representatives arising out of the accuracy, completeness, adequacy or your use of the information herein.

© 2025 Cushman & Wakefield