



Yardi Matrix

# National Self Storage Report

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September 2022





# Self Storage Supply and Rent Recap

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## Demand remains healthy, especially from Gen X

- Self storage street rates fell slightly from their record highs in August, recording a national average overall street rate of \$149. Despite moderating street rate performance, demand continues to be strong. One source is apartment users. A recent Rent-Cafe survey of 4,200 apartment renters revealed that about 21% use self storage and another 12% intend to use it in the future. Another source of demand is Gen X households (those in their late 30s to 50s). Gen Xers are among the biggest users of storage, with 44% reporting use of storage units and 21% planning to use it in the near future. But even as an increasing number of households use self storage, we expect to see further moderation of street rates the rest of this year, especially following a banner year in 2021. Storage owners remain focused on growing rents of existing customers.

## Street rate performance moderates

- Year-over-year street rate growth continues to decelerate. Nationwide, the overall average street rate, which includes all unit sizes and types, grew 1.4% year-over-year in August, a 130-basis-point drop from July's annual growth rate and a 280-basis-point drop from the rate in June.
- Secondary markets experiencing rapid population growth continue to lead in street rate gains. For 10x10 non-climate-controlled (NON CC) units, eight of the top 31 metros had street rate increases greater than 5.0% in August, while rates decreased in seven. For 10x10 climate-controlled (CC) units, three of the top 31 had 5.0% or more growth, while 10 experienced negative rate growth.
- Nationally, Yardi Matrix tracks a total of 4,203 self storage properties in various stages of development—including 1,594 planned, 760 under construction and 515 prospective properties. The new-supply pipeline as a percent of existing inventory increased 20 basis points month-over-month in August. The share of existing projects in the planning or under-construction stages is equal to 10.3% of existing stock.
- Yardi Matrix also maintains operational profiles for 28,719 completed self storage facilities across the United States, bringing the total data set to 32,922.