



Yardi[®]Matrix

National Self Storage Report

February 2023



Self Storage Supply and Rent Recap

Despite seasonal slowdown, self storage demand remains steady

- Street rates continued to normalize at the start of the year, moderating from the record highs experienced over the summer months of 2022. The typical seasonal slowdown in street rates doesn't seem to be a major cause for concern in the sector, as demand is remaining resilient after several strong years of increased customer interest. In fact, the number of households that use self storage increased to 14.5 million in 2022, up by roughly 970,000 since 2020, according to the latest demand study conducted by the Self Storage Association, an industry trade group based in Alexandria, Va. The study found that the percentage of households that use self storage increased to 11.1% in 2022, up from 10.6% in 2020 and 8.95% in 2005. As a result of the record demand, the self storage sector appears to be well-positioned to withstand potential economic headwinds in 2023.

Street rates continue to moderate nationwide

- While street rates remain above pre-pandemic levels, growth has continued to slow through the winter months. The average national street rate for all unit sizes continued to drop on an annual basis, with growth now at -2.8% year-over-year. Rates for standard-size 10x10 units fell by 2.3% for non-climate-controlled (NON CC) units and 4.1% for climate-controlled (CC) units.
- For 10x10 NON CC units, five of the top 31 Matrix self storage metros had an increase in street rates year-over-year in January, while rates remained flat in one of the top metros. For 10x10 CC units, only one of the top 31 had positive year-over-year growth, while one metro registered no change in street rates. Annual street rate growth continues to be negative in most metros.
- Yardi Matrix tracks a total of 4,626 self storage properties in various stages of development, including 827 under construction, 1,783 planned and 646 prospective properties. The national share of projects under construction was equivalent to 3.7% of existing stock in January, up a slight 10 basis points from December.
- Yardi Matrix also maintains operational profiles for 29,072 completed self storage facilities across the U.S., bringing the total data set to 33,698.