



# FEDESSA

## European Self Storage Annual Survey

2018



*Achieve  
Ambitions*

FEDERATION OF EUROPEAN  
**FEDESSA**  
SELF STORAGE ASSOCIATIONS





## Introduction

This is the seventh consecutive annual survey carried out by the Federation of European Self Storage Associations (FEDESSA) amongst its member associations and their member companies. Following the success of the reports over the last three years, this is the fourth year it has been produced by JLL.

The survey provides a valuable insight into the industry across Europe. It is aimed at helping investors, funders and operators in this growing and dynamic market.

The latest data shows that there are nearly 3,800 facilities across Europe, providing over 9.7 million square metres of space. The more mature markets such as the UK, France and the Netherlands have been established for more than two decades and between them have 67% of the total self storage current lettable area of Europe, while emerging markets are expanding rapidly.

JLL and FEDESSA have received responses from operators in 14 countries who operate over 700 facilities or 2.3 million square metres of lettable space, which totals 24% of the total market. Responses to the Self Storage Association UK's (SSA UK) Annual Industry Report 2018 have been added to this report where appropriate. We are very grateful to the many members who took the time to contribute to the survey.

We hope that you find this report useful and informative and welcome feedback from operators, owners, suppliers or other readers so that we can continue to improve the report in future years.



**Rennie Schafer**  
Chief Executive Officer  
FEDESSA



**Ollie Saunders**  
Lead Director  
European Self Storage, JLL

September 2018

“The self storage industry in Europe continues to perform well, with solid returns along with increasing levels of supply and a strong supply pipeline. However, this increase in supply combined with the current economic uncertainty may test certain parts of the market in the coming years.”

Rennie Schafer, FEDESSA

Lagerbox, Dresden, Germany





# Executive summary

In 2018, there are  
 **3,792**  
 self storage facilities in Europe  
 =  
**9,707,500**  
 square metres of space

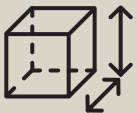
**40%**  
 of the total facilities  
 in Europe are in the UK  
 with  
 over **82%** of the facilities  
 in the **6** most mature countries

The European market remains  
 highly fragmented, with the ten  
 largest brands across Europe  
 representing just  
**23%**  
 of the total number of facilities  
 and  
**39%**  
 of the total space

The average amount  
 of storage per capita is  
 **0.020**  
 square metres, with only  
**7** out of **23**  
 countries in Europe having  
 in excess of this

The average rent is  
 **€262**  
 per square metre per annum,  
 and average occupancy is  
 **78%**

  
 There is increasing optimism  
 in the sector with  
**three out of four operators**  
 expecting 2018  
 to be a **more profitable**  
**year** than 2017

  
 The average Current Lettable  
 Area (CLA) is now  
**3,769**  
 square metres  
 while the average Maximum  
 Lettable Area (MLA) is  
**3,989**  
 square metres

  
 The average number of full time  
 staff per facility is now **1.64**,  
**a decrease from 1.77 in 2015**,  
 while the number of part time  
 staff has **increased from 0.23 per**  
**facility in 2015 to 0.34 in 2018**

  
 The number of facilities  
 with 24 hour access has  
**increased from 19% in 2017**  
**to 35% in 2018**

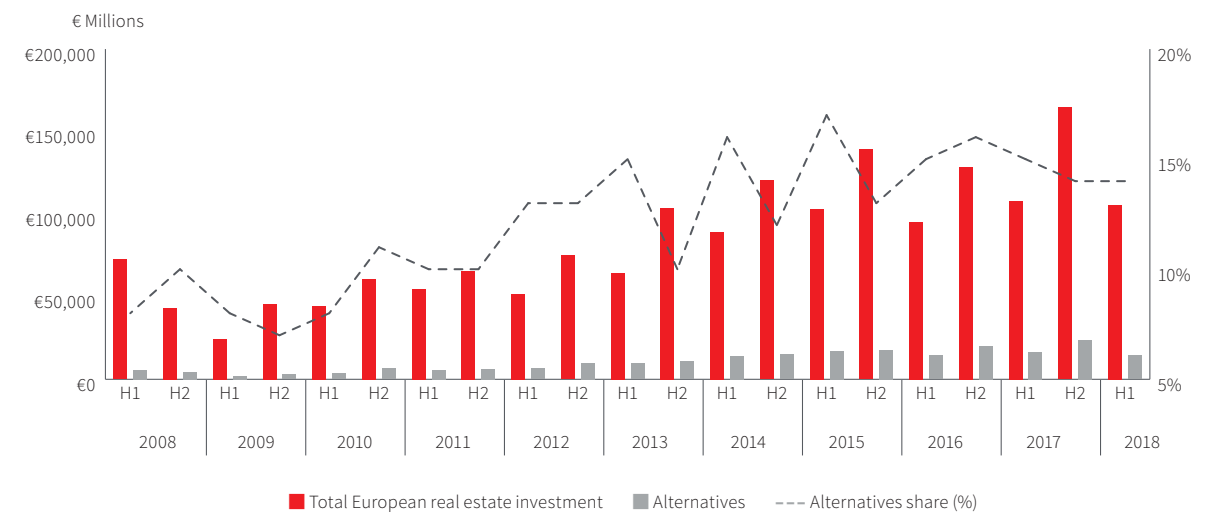
# Economic overview

World economic indicators remained broadly favourable during the first half of 2018, although the trend was stable rather than upwards. Some new risks have also emerged, notably a US-led tariff war and a rise in oil prices. Overall, growth is seen as robust enough to withstand these challenges, but further escalation may bring a downside.

A year ago, European growth was outstripping expectations, but 2018 so far has seen a softening. Both Germany and France are now expected to see a dip in growth rates this year and next, although expansion remains healthy by the standards of the recent past. Neither are the Eurozone's more dynamic economies such as Spain and the Netherlands quite set to match their recent momentum. Brexit uncertainty also undermines UK performance, with economic activity revised sharply down this year and languishing until after the planned European Union (EU) exit next year.

Interest rates are slowly rising. As expected, the US Federal Reserve recently made its seventh successive hike in the current cycle. Despite having one of the weaker growth rates, the UK looks to be the most likely to follow, with the Bank of England Governor recently delivering an upbeat assessment of the economy. If activity holds up, there is potential for further steady tightening into next year. In contrast, the European Central Bank (ECB) remains behind the curve. A concern not to derail the fragile Eurozone recovery is expected to result in a gentle pace of upward adjustment to rates from 2020.

Figure 1 – European real estate investment volumes



Source: JLL

There is strong interest in real estate as an asset class with year-on-year growth in transaction volumes since 2009. We are also seeing a growing share of transactions into non-traditional

markets such as Student Housing, Healthcare and Self Storage. €1 in every €8 is now invested into Alternatives.

“Self storage is an incredibly exciting industry to be involved in at the moment. Its counter-cyclical nature gives it a great deal of resilience and we’re noticing a significant increase in both demand and the competition in the market.”

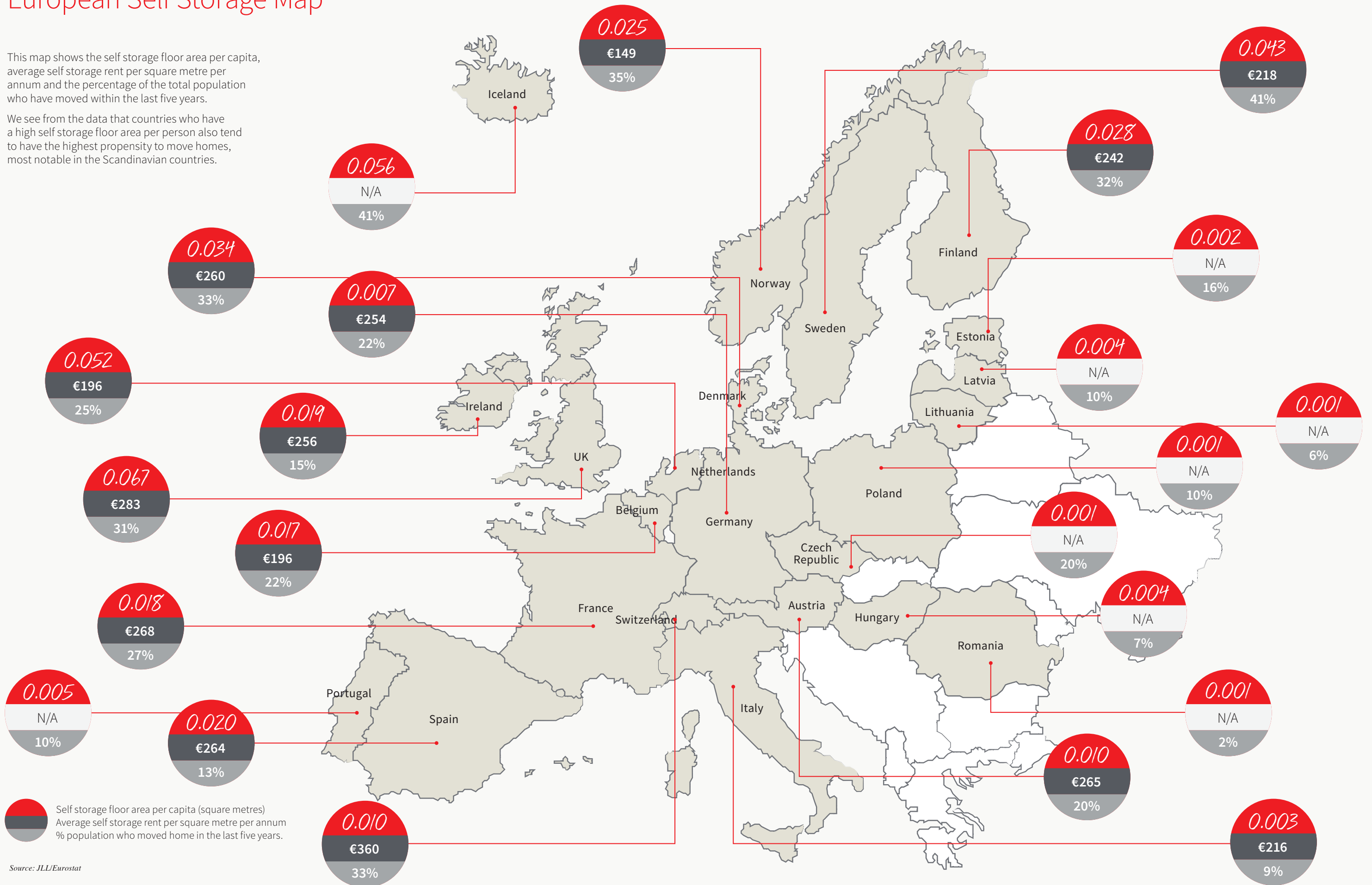
Simon Vallance, Metro Bank



# European Self Storage Map

This map shows the self storage floor area per capita, average self storage rent per square metre per annum and the percentage of the total population who have moved within the last five years.

We see from the data that countries who have a high self storage floor area per person also tend to have the highest propensity to move homes, most notable in the Scandinavian countries.





## The impact of the property market on self storage demand

A major driver for domestic self storage demand is the number of people moving home. We see this reflected in countries that have a higher propensity to move, like Norway where 75% of the population who rent have moved to a new house within the last five years, and also where domestic users occupy 80% of self storage space.

Urbanisation and changing socio-demographics have and will continue to be the most significant trends for global real estate. The majority of countries in Europe have growing urban populations; even countries which are experiencing negative population growth such as Spain and Italy are seeing increasing urbanisation levels. Italy's total population is forecast to decrease by 972,775 over the next 10 years but the urban population will increase by 1,160,236.

## European drivers of self storage

Self storage is used by a wide range of customers for a variety of uses. Around 33% of customers are commercial, often using self storage as a flexible solution to their business storage needs. A large percentage of these commercial customers are small businesses, e-businesses and other home based operations. Self storage is also used by large companies looking for overflow storage or the ability to place materials in various locations for sales people or retail distribution.

At a domestic level self storage tends to be initially used at life changing moments. Events like moving house,

The growing number of people living in cities puts more pressure on urban space, increasing the need for higher density housing and leading to a return of mixed-use developments in the residential sector. In Europe, house prices in cities are rising with a greater percentage of people renting and a growing number of micro living schemes being developed.

The impact of micro living on self storage is that people are becoming more mobile, opting for shorter term leases and living in smaller properties within city centre proximity. With micro living and urbanisation trends set to continue, there are great opportunities for the self storage sector in metropolitan areas.

starting a family, death in a family, entering a relationship, travelling, renovating your house or divorce can all lead to a demand for self storage. Interestingly, as this study shows, many customers take out their self storage unit for a specific short term need, but then find the service so convenient that they keep their unit for a much longer period of time. Existing customers also have a propensity to re-use self storage. Having more people use a service obviously increases demand but in self storage this increase is magnified due to customers' usage patterns and the fact that they often promote self storage to other potential customers.

## Key deals

Further to the landmark transactions in 2017 where new sources of capital invested into the sector, there has been continued transactional activity in Europe. For the first time we saw over half of transactions take place outside of the UK.

The key transactions are:

- Angelo Gordon & Co, in a joint venture with BCN Capital Partners, acquired Easybox Self Storage S.r.l. in Italy from the Fahey family, the previous majority shareholders and Caledonia Investments PLC in June 2018. The portfolio had an MLA of 45,000 square metres and had a mix of mature stabilised assets and those that were in lease up.
- Shurgard acquired five freehold regional properties from Pelican in June 2018. The assets had a total MLA of around 24,500 square metres and the acquisition expanded Shurgard's portfolio to 36 facilities in Sweden. Pelican also disposed of an additional regional satellite site in Västerås to a local developer, allowing them to focus on Stockholm-based locations.
- Smart Storage was sold to Kangaroo Self Storage in March 2018 for c. £13 million (c. €14.5 million). The portfolio of six facilities are located in the north west of the UK and include a mixture of freehold and leasehold assets providing an MLA of around 22,500 square metres.
- Armadillo Self Storage added two more properties to their portfolio with the acquisition of 1st Storage Centres in the UK in Newcastle and Gateshead in March 2018. The two modern facilities added 9,800 square metres of lettable space to the Armadillo portfolio.
- Ready Steady Store acquired two freehold self storage facilities in Aylesbury, UK in Q1 2018 formerly trading as Store 'N' Go and Ace Self Storage, expanding their portfolio to 15 sites.
- Armadillo continued their expansion in the UK with the freehold acquisition of Storeit4U in Stockton-on-Tees in December 2017.
- Storage King expanded their portfolio through the acquisition of the former Storage Boost facility in Crewe in the north west of the UK in November 2017. The property offers 4,400 square metres of lettable space and increases the number of branded Storage King facilities to 26.
- StorageMart acquired Self Storage Space in Bognor Regis in the UK in Q4 2017, adding 2,200 square metres to their portfolio and increasing their number of branded properties in the UK to 16.
- Storage Giant acquired Your Self Storage in Cannock, UK in September 2017 along with an adjoining unit (acquired in January 2018) providing the ability for further expansion, making this Storage Giant's fourth self storage acquisition in twelve months.
- In March 2017, Bluespace acquired Guardamás, a competitor operating a c. 4,250 square metres MLA freehold property in Madrid, increasing their portfolio in Spain to 34 assets.

“The operational characteristics of the self storage industry are appealing; a diverse customer base with a diverse range of needs and real potential for strong management to drive superior returns.”

Rishi Patel  
M3 Capital Partners



Storage King, Milton Keynes, UK



Bluespace, Barcelona, Spain



# Industry overview

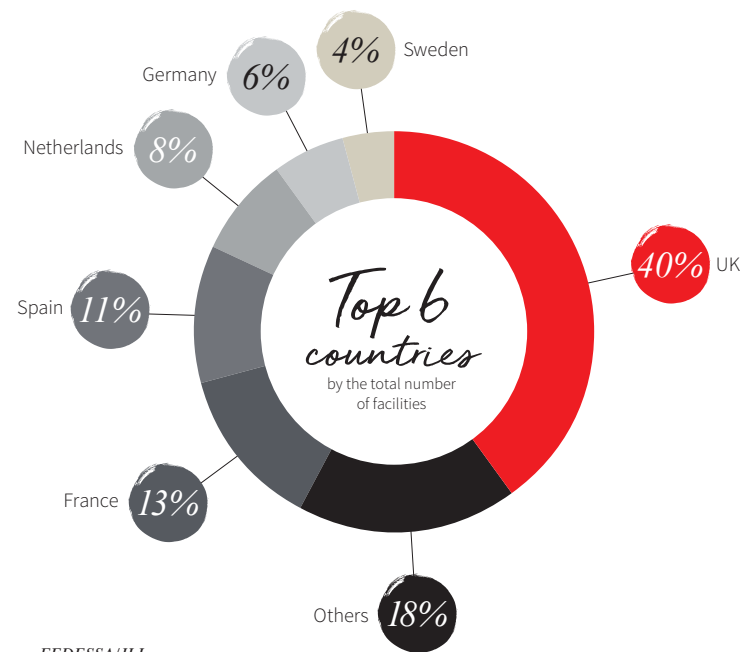
## Number of facilities

The self storage industry in Europe continues to grow. We estimate that there are now 3,792 facilities in total providing over 9,700,000 square metres of self storage space.

Measuring the exact number of self storage facilities and the space is challenging. There are conflicts in the definition of self storage, for example some countries include container storage and others do not. There are also a growing number of small self storage businesses, often co-sharing sites with other developments on rural land. Every year more research is put into determining the size of the industry and improved data does account for some of the year-on-year changes.

Six countries have 82% of the total number of facilities in Europe, slightly lower than 85% in 2017, showing that the self storage market is growing in the less established markets. The UK market is the largest with 40% of the total number of European facilities, followed by France, Spain, the Netherlands, Germany and then Sweden.

Figure 2 – Percentage share of the total number of facilities in Europe



Source: FEDESSA/JLL

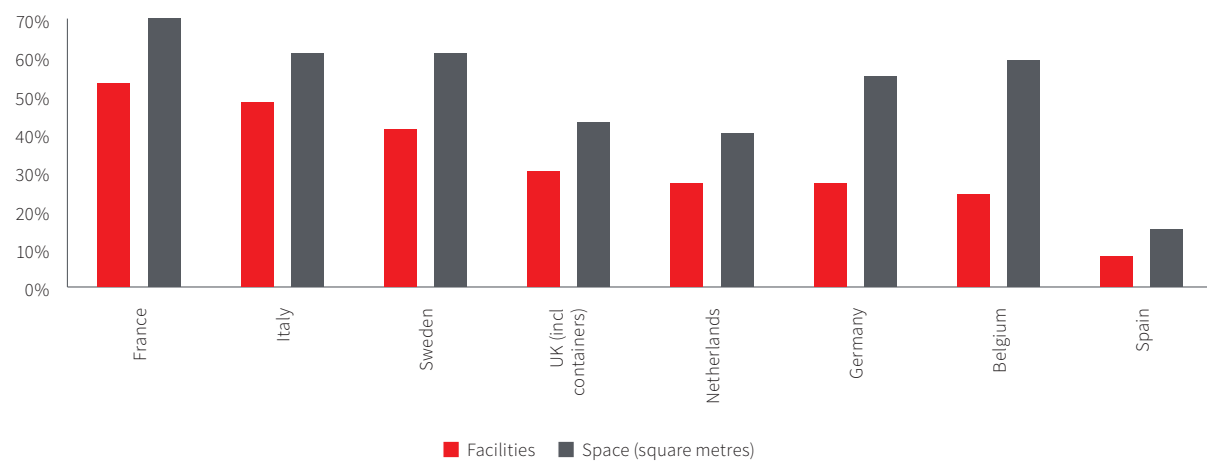
## Market share of the largest operators by number of facilities and space

The self storage market in Europe remains dominated by smaller independent operators. Major operators in most countries have less than 50% of the total number of facilities. There is largely an absence of “mid tier” operators. Most

markets have a small number of larger operators with 10+ facilities and many smaller operators with one to three facilities – but very few that bridge the gap in between. This is the same even in the established UK market where

recent consolidation has further widened the gap. This means new entrants to the market have limited opportunities to acquire major portfolios and are having to consider consolidation or development. This can take many years.

Figure 3 – Market share of the largest operators

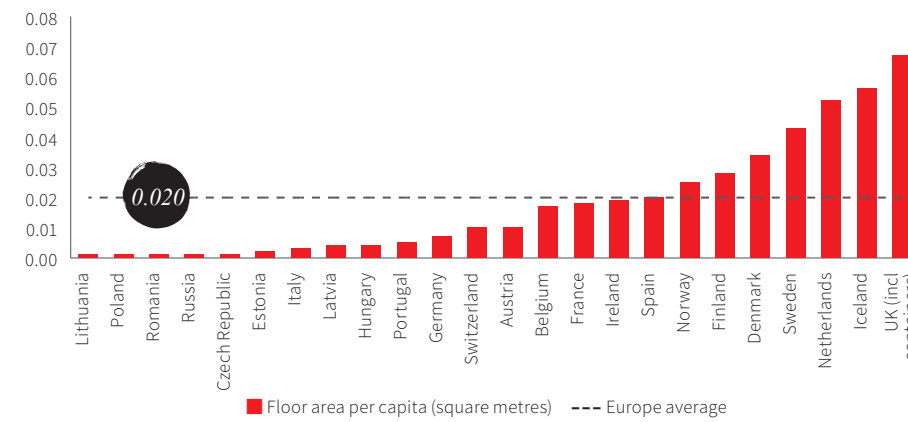


Source: FEDESSA/JLL

## Floor area per capita

The amount of self storage available per person is greatest in the UK, with Iceland and the Netherlands following closely behind. All three countries have nearly three times more space than the European average, which is 0.020 square metres per capita. These figures are consistent with those seen last year, which suggest that when compared with the more mature markets in the US and Australia, which have 0.872 square metres and 0.163 square metres per capita respectively, there are still opportunities for growth. However, it is unlikely that the amount of self storage space per person will ever reach the same levels as that of the US, given a number of factors including the availability and price of land.

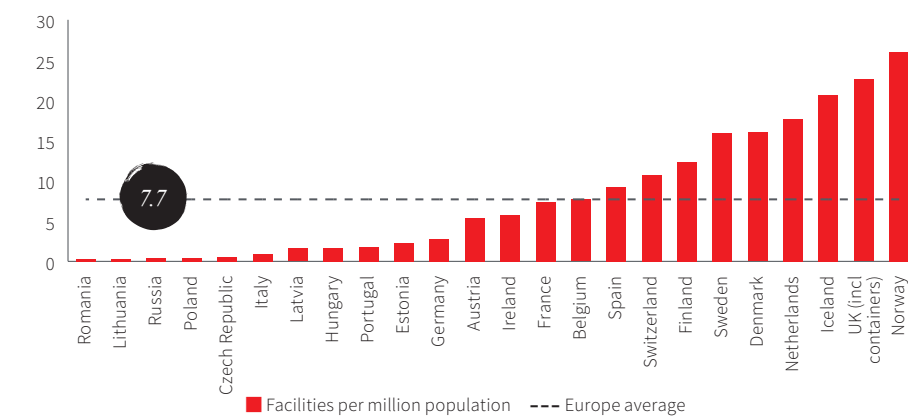
Figure 4 – Floor area per capita



Source: FEDESSA/JLL

In terms of the number of facilities, Norway leads the way with 26 facilities for every one million people and the Scandinavian countries tend to have a greater number of smaller facilities.

Figure 5 – Number of facilities per million population




Source: FEDESSA/JLL

“One would need to be cautious about the speed in which emerging markets will grow. The challenge is driving awareness and price sensitivity among customers. But over the medium term one would expect the storage markets in some of these countries to grow substantially.”

Rishi Patel, M3 Capital Partners

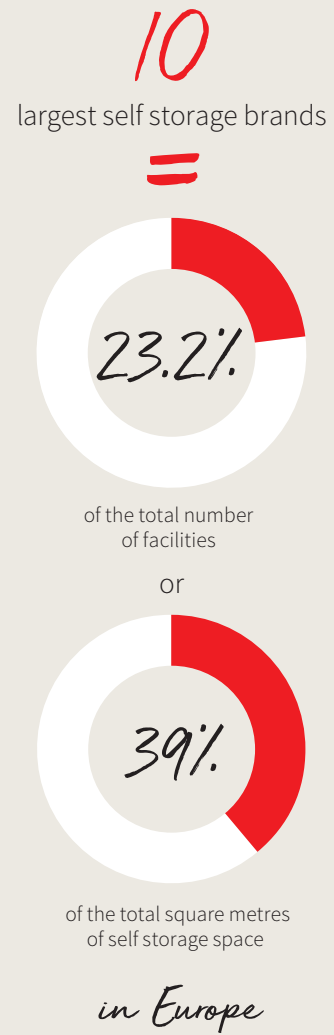
Norway:  
**26**  
facilities for every  
  
**1 million**  
people

  
Greatest amount  
of self storage available  
per person:

*UK, Iceland and  
the Netherlands*

  
The European average amount  
of storage per capita is  
**0.020**  
square metres





“Out of our portfolio of 228 properties, 92% are located in capital or primary cities.”  
 Marc Oursin, Shurgard

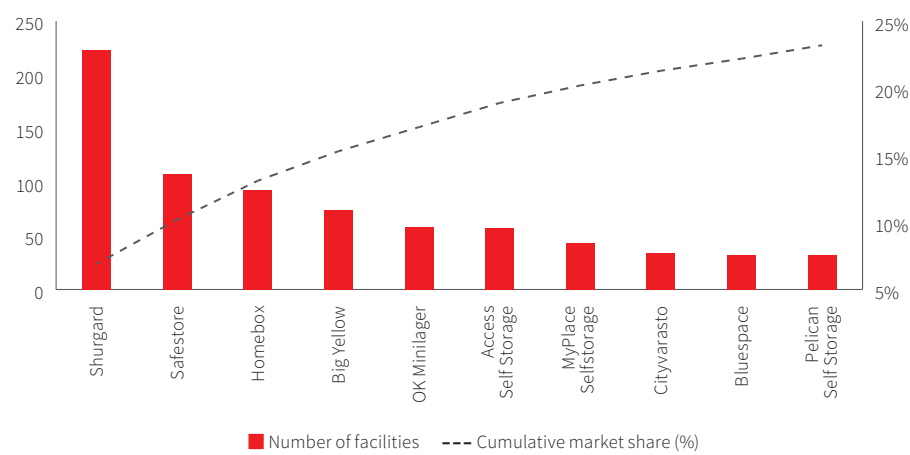
### European operators

The market in Europe remains highly fragmented, with the largest portfolio representing only 6.9% of the total number of facilities or 12.9% of the total space. Figure 6 shows the ten largest self storage brands, who represent 23.2% of the total number of facilities, but in terms of space represent 39.0% of the total square metres of self storage space in Europe.

While the largest operators have a smaller share of the total market in terms of facilities, when this is compared with the amount of space that they have, the market share is significantly higher, which suggests that these operators generally have larger facilities.

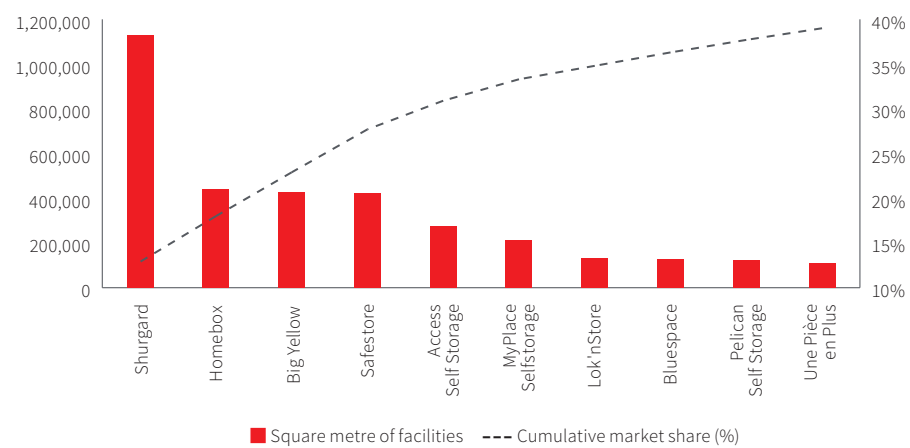
This data is as at 31 March 2018.

Figure 6 – Number of facilities compared to cumulative market share



Source: FEDESSA/JLL

Figure 7 – Market share based on square metres



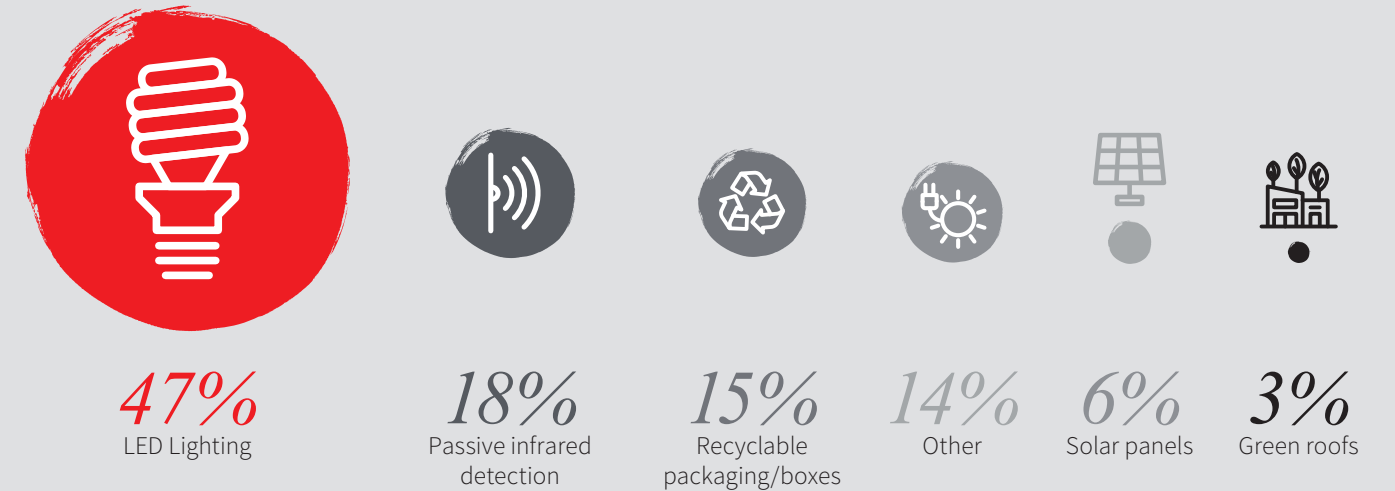
Source: FEDESSA/JLL

\*Size of Homebox has been estimated using their number of facilities and the average size of facilities in their given countries. Big Yellow, Safestore and Une Pièce en Plus have been derived from their annual reports.

### Sustainability

For the second time we asked operators what sustainability initiatives they have introduced to their individual facilities. The results show that under half of facilities have energy saving LED lighting, while other initiatives such as solar panels (6%) and green roofs (3%) are still relatively uncommon.

Figure 8 – Sustainability



Source: FEDESSA/JLL

“Corporate Social and Economic Responsibility is essential not only to our capacity to develop new sites but also to consumer acceptance by Generation Y and Generation Z, our key customers ten years down the road.”

Burkhardt Franz, Pelican



Less Mess Storage, Warsaw, Poland



# Survey results

The survey results are a snapshot of the industry as at 31 March 2018, based on the data provided by operators representing a quarter of the industry, providing a good overview of the market.

## Average rents per square metre per annum

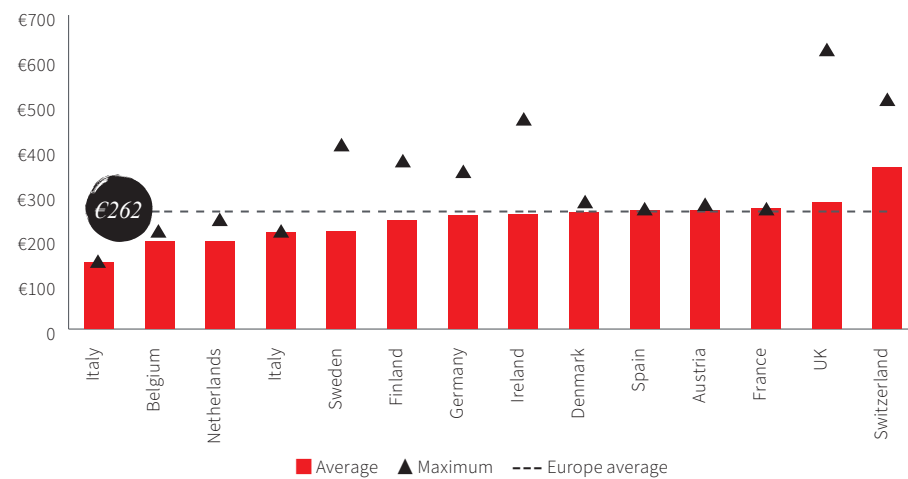
Once again we asked companies to confirm the average annual rent received as at 31 March 2018. The average across Europe is €262 per square metre, which is a slight increase from €258 last year. The 2017 survey did highlight that a third of operators expected rental rates to remain the same over the next 12 months.

The data collected from operators highlights the broad range of rents reported in each country. This reflects the differences between prime modern facilities in central major metropolitan cities and second generation facilities in secondary locations.

The figure below shows the average rent from the survey in each country, as well as the highest rent reported in each country.

The highest rent achieved was seen in the UK at €620 and highest average rent was in Switzerland at €360 per square metre per annum. The UK and Switzerland have both had historically high rents over the last three years.

Figure 9 – Average rents per square metre per annum



Source: FEDESSA/JLL/SSA UK

“Each year we are seeing a greater use of dynamic pricing models – this is helping the more sophisticated operators deliver sometimes outstanding results.”

Ollie Saunders, JLL European Self Storage



The average rent across Europe is **€262** per square metre per annum, which is a slight increase from €258 last year.



The average occupancy across Europe is **78%** compared to 81% last year and 80% in 2016.



The highest average rent is in **Switzerland** at **€360** per square metre per annum.



Italy has seen the largest increase in occupancy of **5.8%** followed by Spain (4.8%) and Belgium (3.7%).



This is the second year in a row **Spain** has seen a significant increase in occupancy rates.



France & Belgium have the joint highest occupancy at **89%**.

## Occupancy levels

This year, the average occupancy across Europe was 78% compared to 81% last year and 80% in 2016.

The largest percentage increase was seen in Italy, which saw a 5.8% increase in occupancy, closely followed by Spain (4.8%) and Belgium (3.7%). Spain had a low occupancy rate in 2016 due to significant expansion, and the occupancy has been increasing rapidly now these new sites are starting to fill up. This is the second year in a row that Spain has seen a significant increase in its occupancy rates.

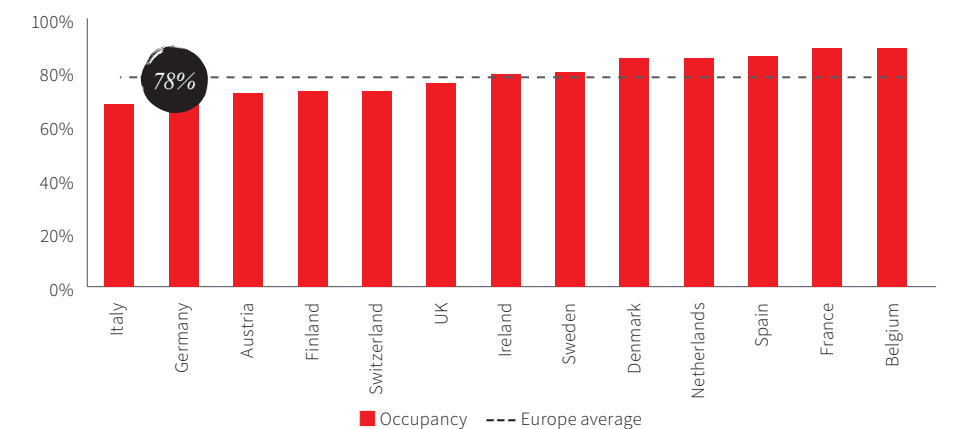
Occupancy rates should not be considered in isolation as there are a number of contributing factors that will influence occupancy. When new space is added to a market through expansion or new sites, this will lower the average occupancy as the new space takes time to fill up and meet optimal levels.

For example, Germany, Finland and Switzerland have the youngest average age of facilities and relatively low average occupancy, while Belgium has the oldest average facility age in the dataset, and the highest average occupancy.

Pricing will also influence occupancy. A facility may be sacrificing revenue to increase occupancy through discounting. A facility that is 90% occupied at a discounted rate could well be less profitable than a facility at 80% that has maintained its pricing levels.

Optimal occupancy for a mature self storage business is usually considered to be 85% – 90%, which allows the business to continue to offer space to customers and maximise yield for the business. The addition of new space to a market will reduce the average below the mature level for the market.

Figure 10 – Average occupancy levels 2018



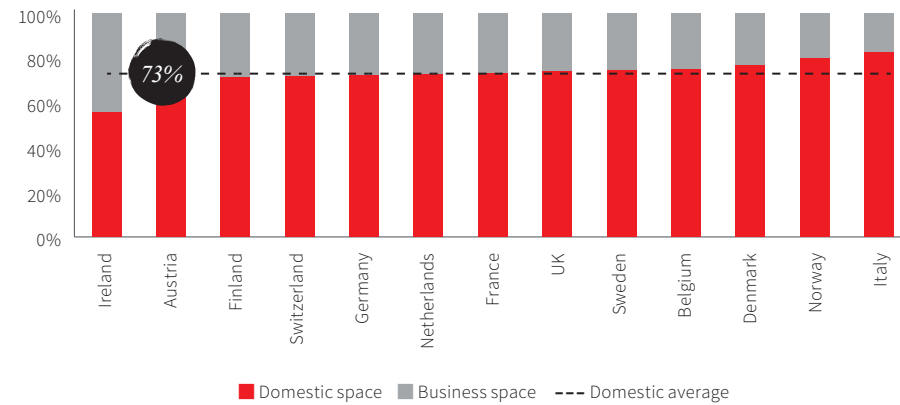
Source: FEDESSA/JLL/SSA UK



### Business / Domestic split – by area

The European average for space occupied by business customers has remained consistent with last year, with domestic customers occupying 73% of space by floor area. While business customers tend to stay for longer periods, they are usually in larger units with lower rents per square metre.

Figure 11 – Business / Domestic split – by area

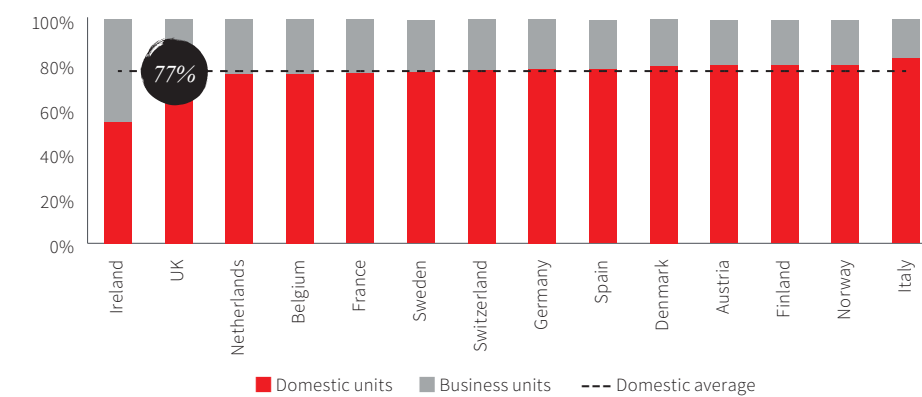


Source: FEDESSA/JLL

### Business / Domestic split – by units

When these figures are compared with the number of units occupied by business users (as opposed to the amount of space) the results show that in all countries, the percentage of the space that the business users occupy is greater than the percentage of the number of units. 23% of units are occupied by business customers, but they occupy 27% of space on average across Europe.

Figure 12 – Business/ Domestic split – by units



Source: FEDESSA/JLL

“We have a 55/45 split for domestic and commercial customers in Poland. We would like to increase commercial customers as they stay longer and take bigger units.”

Przemek Głowczewski, Kangu Self Storage

### Average facility sizes

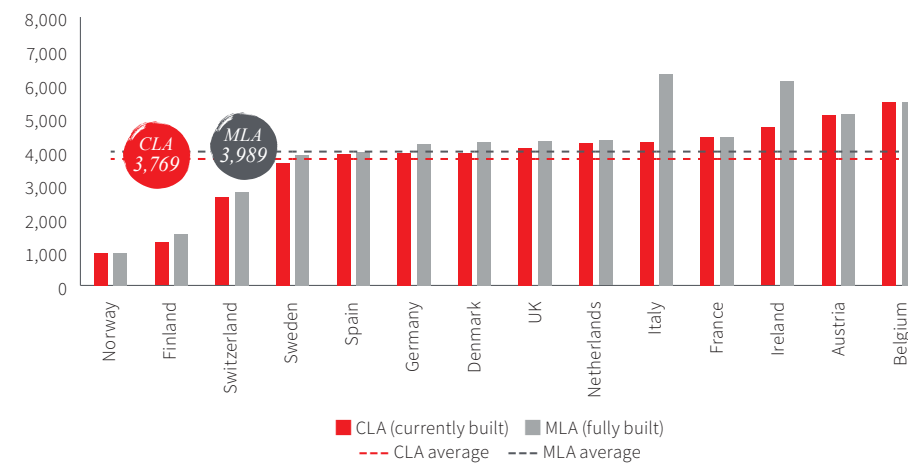
When comparing the average Current Lettable Area (CLA) and average Maximum Lettable Area (MLA) by country, most facilities are sized between 2,000 and 6,000 square metres, with the average size of facility in the dataset now 3,769 square metres CLA, a slight decrease from 3,773 square metres last year.

Norway and Finland once again have the smallest average facility size due to expensive real estate and other demographic factors. The Italian and Irish markets are relatively small and have a large number of facilities that are not yet fully fitted out, hence the significant difference between CLA and MLA.

The difference between CLA and MLA demonstrates expected expansion potential in existing facilities.\*

\*CLA is the total area of the individual units fitted out today, while MLA is the estimated total area of the individual units when the facility is fully fitted out, based on the existing buildings prepared for self storage development. It is not unusual for a self storage business to build or acquire a building and then construct the internal self storage units progressively, such as one floor at a time or adding a mezzanine in later.

Figure 13 – Average Current Lettable Areas and Maximum Lettable Areas



Source: FEDESSA/JLL/SSA UK

“Quality of assets and location is key; where? How big? Do they match the current portfolio?”

Marc Oursin, Shurgard

The European average for space occupied by business customers has **remained consistent** with last year

with domestic customers occupying **73%** of space by floor area and **77%** of the number of units



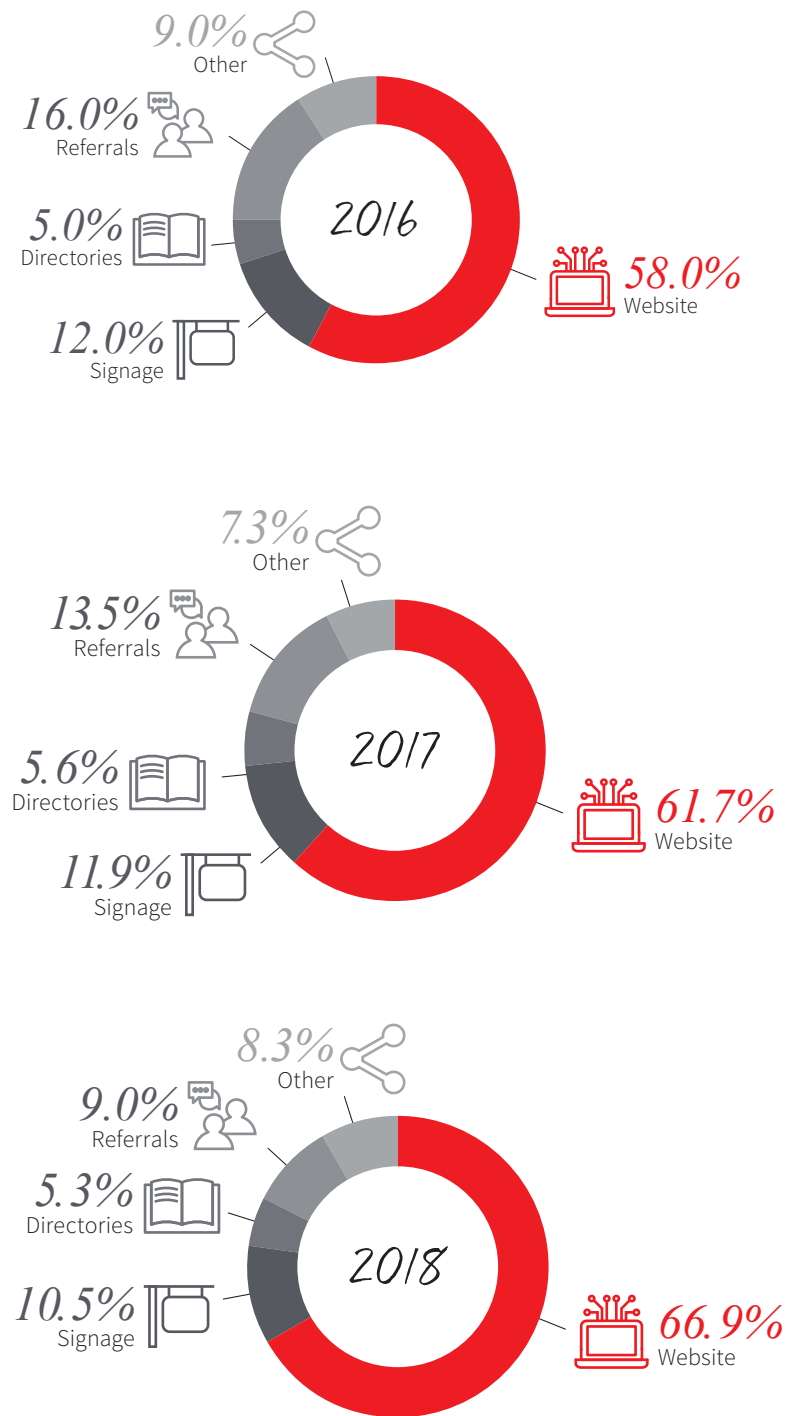


### Source of enquiries

Websites and the internet again account for the majority of enquiries, with 67% of enquiries across Europe (excluding the UK) in 2018 generated online. This is an increase from 62% last year and 58% in 2016.

Surprisingly, directories have also shown a slight increase year-on-year, showing that traditional methods for generating enquiries are not yet obsolete.

Figure 14 – Source of enquiries



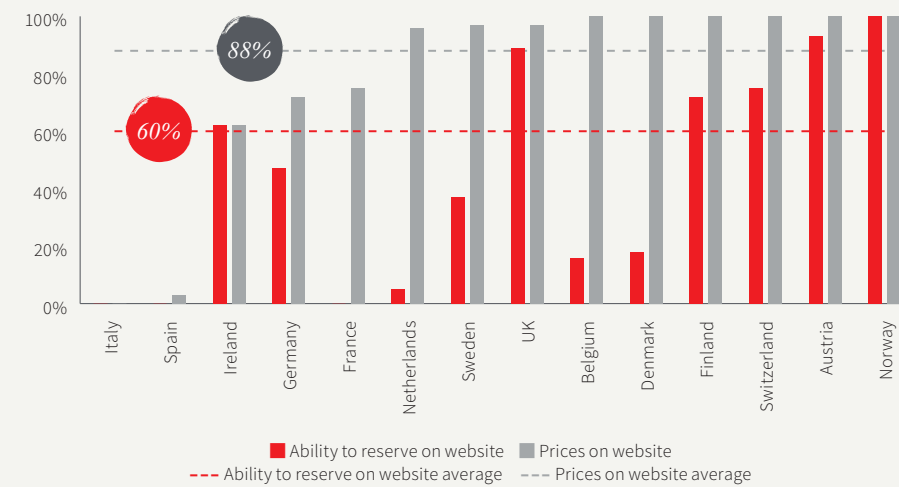
Source: FEDESSA/JLL/SSA UK

### Online pricing

The majority of operators have their prices online and many operators now provide the ability to make reservations on their website in some form. Although there are significant variations between countries, on average 88% of operators across Europe had their prices on their websites, whilst 60% of operators had the ability to reserve online.

Operators take a number of different views on the ability to reserve rooms online – some operators still want potential customers to call them, or to visit the site so that the benefits of self storage can be better articulated, particularly where a large proportion of their customer base are first time users of self storage. Other operators want to provide full transparency on pricing and to secure sales via their online platforms.

Figure 15 – Facilities with prices online and the ability to make reservations via website



Source: FEDESSA/JLL

The UK figure is derived by JLL research, as this was not collected in the SSA UK survey.

“Globally the industry is moving slowly but surely in the direction of transparency.”

Marc Oursin, Shurgard

“New generations are much more digitally aware. They want to do everything online. We are at a point where everything is becoming automated, in five to ten years’ time we will be able to do everything online without leaving home!”

Przemek Głowczewski, Kangu Self Storage



On average

**88%**

of operators across Europe had their prices on their websites, whilst

**60%**

of operators had the ability to reserve online



**96%**

of operators provide electronic access



**35%**

of operators provide 24 hour access

“Can independents beat big players online? Can our kids beat their parents at online games?”

Burkhart Franz, Pelican





The average freehold ownership across Europe is

**77%**

an increase from 74% in 2017 and 2016



The average ancillary income across Europe is

**12%**

an increase from 11% in 2017 and 10% in 2016

## Tenure

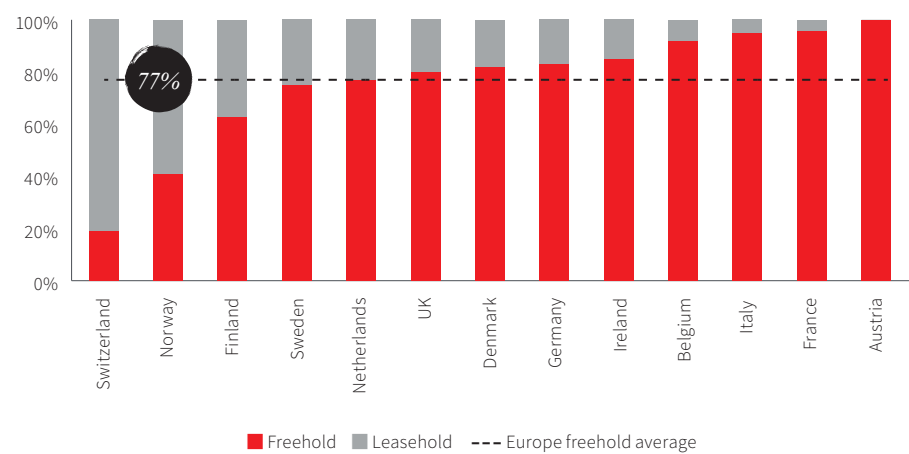
The self storage business model has a range of tenures, from owner occupied freehold businesses, to management contracts, where no ownership of the underlying real estate exists.

There is still a preference towards freehold ownership in Europe. The average freehold ownership across Europe is 77%, an increase from 74% in 2017 and 2016. Switzerland and Norway were the only countries who had a majority of leasehold ownership, principally due to the high cost of freehold sites.

The development of freehold assets is the most accretive to value and also enables the operator to find more favourable debt terms. However, availability of land or capital do not always allow this and the self storage model has proven to work effectively under a leasehold model when established correctly. It will be interesting to see if over time more operators consider leasehold properties to gain access to areas where freehold property is simply not available.

The results for Spain have been excluded due to insufficient data.

Figure 16 – Split between tenure



Source: FEDESSA/JLL

## Ancillary income

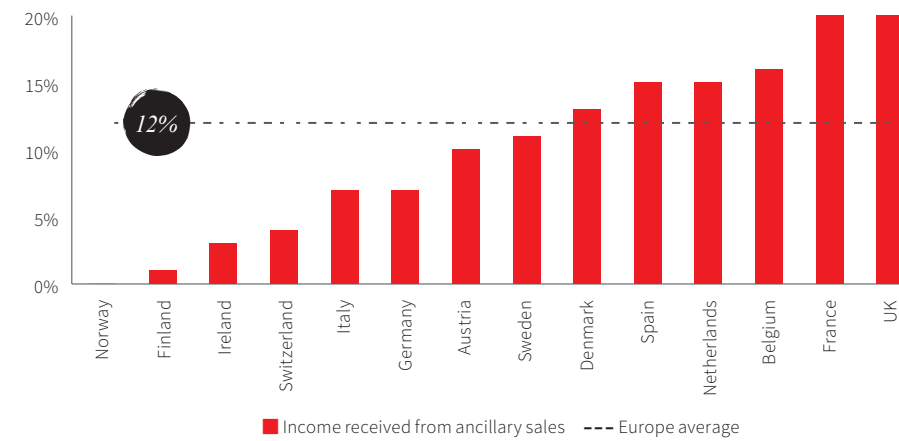
Operators were asked about the level of net income generated from sales of insurance and retail products, such as boxes and packaging materials.

The average across Europe is 12%, an increase from 11% in 2017 and 10% in 2016. There is a large variance in the data between countries with the ancillary income ranging between 0% and 20%.

These additional sources of income can be at a high margin for operators. The difference in range is more typically a result of the operator placing a higher focus on selling these ancillary services, both to storage customers and, in terms of packaging materials, to other non-storage related customers. The more established markets of the UK and France have the highest additional source of income, at around 20% of total income, with newly built prominent facilities in the more established markets generating a higher percentage of ancillary sales, diversifying their income streams.

Interestingly, it is often once a business reaches maturity and maximum capacity that operators then try to drive additional services as a means of increasing revenue.

Figure 17 – Income from ancillary sales



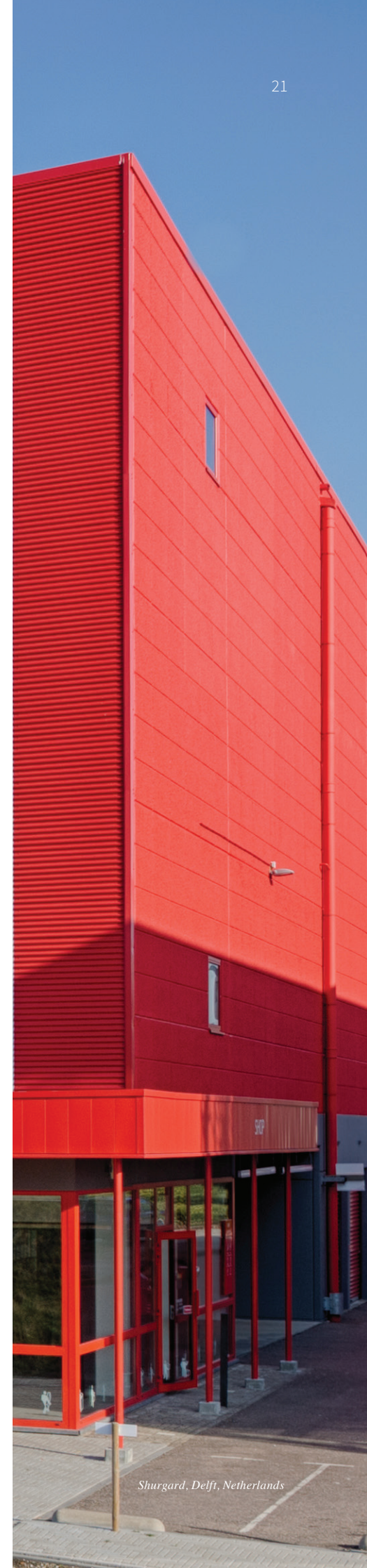
Source: FEDESSA/JLL

“For the first time in Europe we are seeing technological innovations that are really changing the industry, from mobile phone based access systems to genuinely automated sites.”

Rennie Schafer, FEDESSA

“Insurance is an integral part of what we sell to our customers: safety and peace of mind!”

Burkhardt Franz, Pelican



Shurgard, Delft, Netherlands



# Outlook

Operators were asked how they viewed the outlook for the self storage market over the next 12 months.



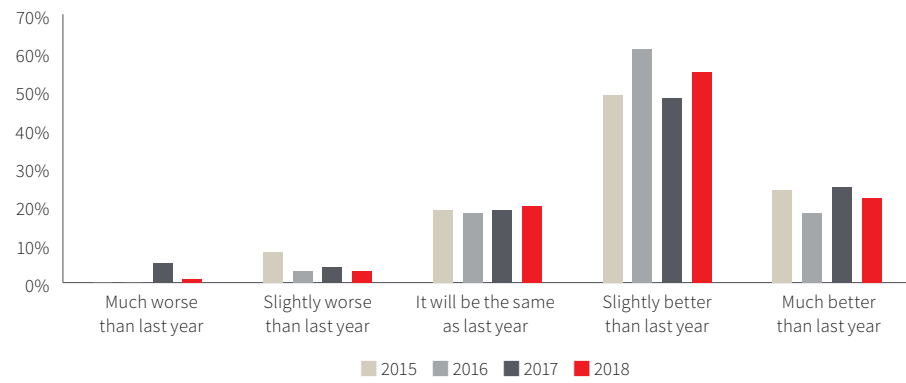
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## Profitability

76% of respondents felt that 2018 would be a better year for increasing profitability, increasing from 72% in 2017. Optimism during 2017 fell, possibly due to the significant political uncertainty seen throughout the year, which included the French, Netherlands, German and UK general elections.

Figure 18 – Profitability outlook

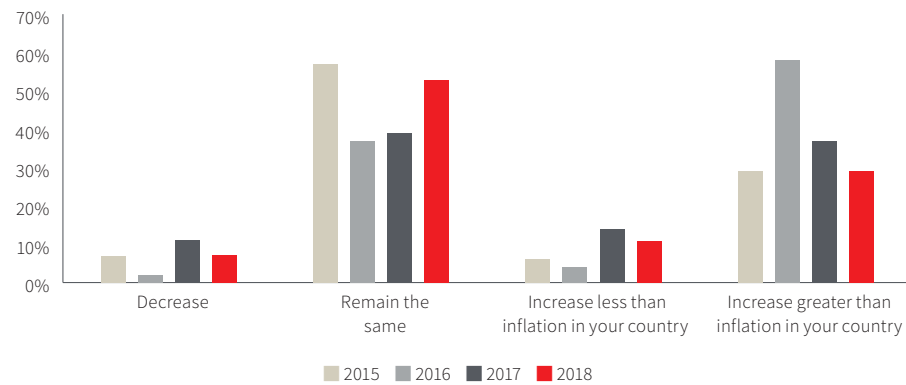


Source: FEDESSA/JLL/SSA UK

## Rental growth

Operators are less confident this year about rental growth, with only 40% of respondents expecting there to be increases, compared to 50% in 2017 and 62% in 2016. Over half the respondents were expecting rents to remain the same in 2018, and only 7% were expecting rental rates to decrease over the next 12 months.

Figure 19 – Rental growth



Source: FEDESSA/JLL



40%

of respondents expect there to be increases in rental growth, compared to 50% in 2017 and 62% in 2016



“The Copenhagen economy continues to boom even if signs of a residential real estate slowdown are appearing.”

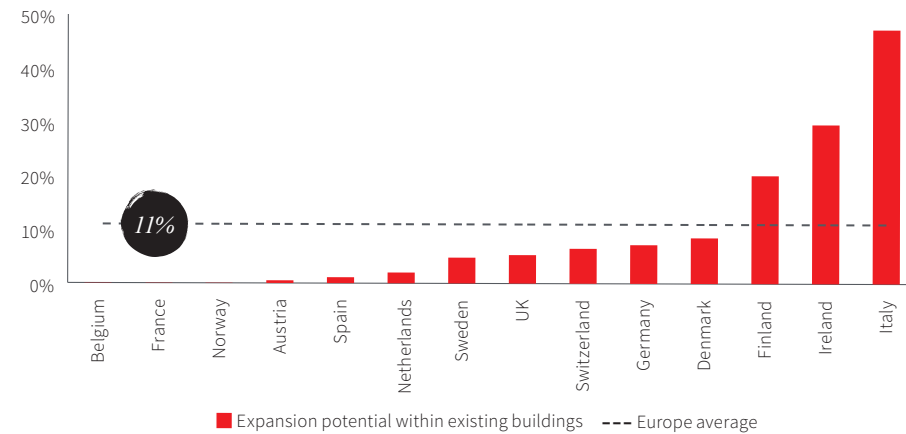
Burkhart Franz, Pelican



## Expansion

On average, European operators have the ability to expand the amount of available space (CLA) by 11% within their existing buildings, an increase on 7% last year. There are a large number of new facilities in the dataset, which have substantial expansion potential.

Figure 20 – Expansion



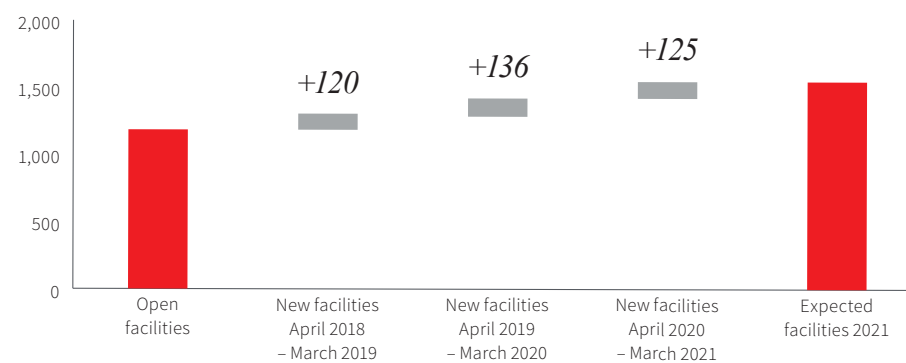
Source: FEDESSA/JLL/SSA UK

The planned number of new facilities opening around Europe each year is once again increasing.

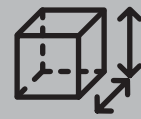
The survey asked how many new facilities operators were planning to open over the next three years. Responses were collated from operators who currently have 1,186 facilities between them. These operators are predicting that they will increase the number of facilities by 381 in the next three years to provide a total number of facilities of 1,567, which equates to an increase of 32% in those portfolios, or Compound Annual Growth Rate (CAGR) of 9.73% per annum.

Care must be taken when considering these results, as historically operators have been unable to open as many sites as they had hoped. Over the past four years since this question has been added to the survey, actual growth has always fallen well below intended growth. However, solid growth remains in the market and operators' intentions to grow underlines their confidence in the sector and anticipated continued performance in the future, despite the difficulties of finding suitable sites.

Figure 21 – New openings



Source: FEDESSA/JLL/SSA UK



European operators have the **ability to expand** the amount of available space (CLA) by

**11%**

within their existing buildings, an increase on 7% last year.



*Italy, Ireland*  
and  
*Finland*  
have the **largest expansion potential** within their existing buildings.

“The outlook for the self storage sector in Europe is positive. With good macro and demographic fundamentals, the next few years should see this entrepreneurial sector continue to evolve. We are seeing innovative operators adopting technology in new ways, and developing better buildings. There are some young portfolios which are growing steadily, and some more established players who are both consolidating and developing new stores. There is plenty of room for both the independents and the big players, with a variety of ways for new capital to invest in the market.”

Ollie Saunders, JLL European Self Storage





## Roving focus France



This year, we have included a roving focus on France to provide insight into the market.

The French market is the second largest in Europe by number of facilities, with 480 facilities. This equates to 7.4 facilities per million habitants, or 0.018 square metres per person, which are just below the European averages. The market was first established in France in 1996 with Homebox, shortly followed by the creation of Une Pièce en Plus, who are now part of the UK listed operator Safestore who also acquired Access Stockage in 2005. More brands have been introduced into the market in the last ten years by operators such as Annex.

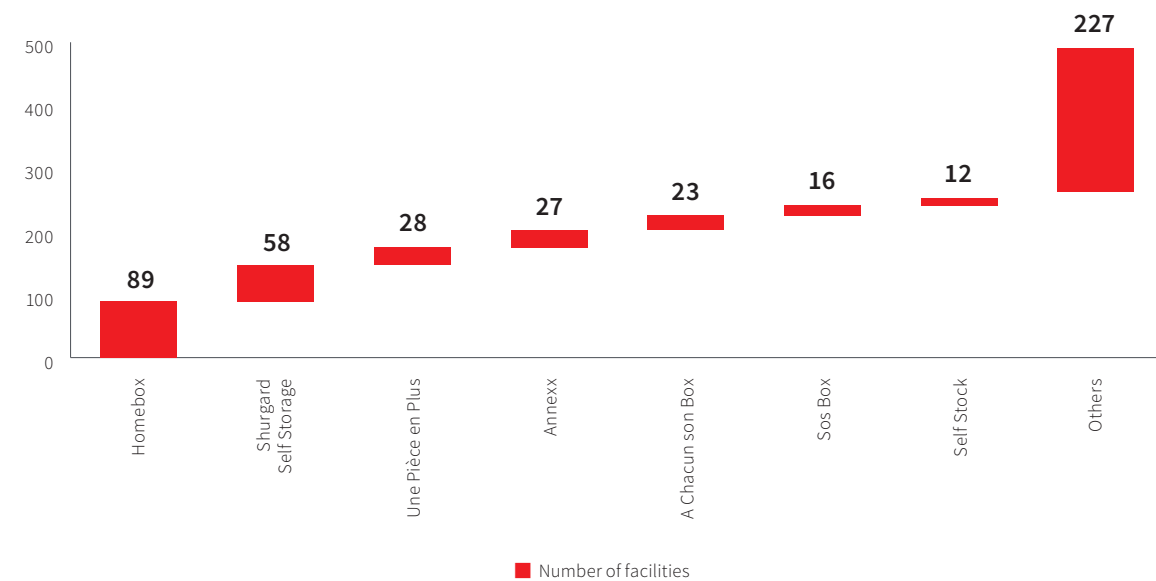
The market is one of the most consolidated in Europe, with 53% of facilities operated by the top seven brands. However, there are more franchise agreement and trademark licence agreements in France than other European countries, with Homebox, Stockerseul and A Chacun son Box, meaning that the ownership of the assets is more fragmented than the operators.

There are also a significant number of 'Mom and Pop' operators in France with the vast majority of the other operators having only one or two facilities.

The macro fundamentals are good in France for self storage. It has the second highest urban population in Europe, and Paris is the most densely populated city in Europe with more than 21,000 people per square kilometre. Over the next 10 years the total population of France is forecast to grow by 2.25 million, while the total urban population is forecast to grow by 3.6 million. 35% of the French population have moved home in the last five years, and the country also has the third highest number of Small to Medium sized Enterprises (SMEs) in Europe, after Italy and Spain.

The location of self storage facilities in France is correlated strongly to the population density, although it is under represented in Paris as a result of high land costs. From a regulation and zoning perspective, France can be more time consuming to secure the necessary consents.

Figure 22 – The largest operators in France by number of facilities (excluding container storage)



Source: JLL



## Additional information

### Membership of FEDESSA

The following associations are current members of FEDESSA:

- Belgian Self Storage Association ASBL
- Asociace Self-Storage – The Czech Republic
- Self Storage Association Denmark
- Pienvarastoyhdistys ry – Finland
- CISS – La Chambre Interprofessionnelle du Selfstockage – France
- Verband Deutscher Selfstorage Unternehmen e.V. – Germany
- Irish Self Storage Association
- AIS – Associazione Imprese di Self Storage – Italy
- The Netherlands Self Storage Association
- Norwegian Self Storage Association
- AESS – Asociación Española de Self Storage – Spain
- Self Storage Association Sweden
- 3SA – Swiss Self-Storage Association
- Ukrainian Self Storage Association
- Self Storage Association United Kingdom.

### Methodology

An online survey was sent to operators in each country by FEDESSA and JLL. Data was requested at both company and facility level to gain as much comprehensive information as possible. Some associations exclude certain operators, for example those who only provide containerised storage.

JLL collated the results and conducted operator interviews, with data provided from the following sources:

- Economic overview: Research provided by JLL research team
- Key deals: Information collated by JLL
- Industry overview: Collected by each member association and consolidated by FEDESSA with analysis by JLL
- Survey results: Collected and consolidated by JLL from online survey responses of FEDESSA members. Number of sites verified from operator responses and on operator websites
- Outlook: Collected and consolidated by JLL from online survey responses of FEDESSA members
- Roving focus: Collected and consolidated by JLL from online survey responses of FEDESSA members
- European supply data: Information consolidated by FEDESSA.

### Interviewees

- Burkhardt Franz, Pelican Self Storage
- Przemek Głowczewski, Kangu Self Storage
- Marc Oursin, Shurgard
- Rishi Patel, M3 Capital Partners (UK) LLP
- Rennie Schafer, FEDESSA
- Simon Vallance, Metro Bank



“Investors love the fundamentals of self storage which has consistently provided fantastic returns. The challenge for the European market is to be able to provide the scale of investment that institutional investors want.”

Kathryn Pitts, JLL



## European supply data

	Population	Estimated number of facilities	Current lettable area (square metres)	Floor space per capita (square metres)	Facilities per million population
<b>Country</b>	<b>2018 (UN)</b>	<b>2018</b>	<b>2018</b>	<b>2018</b>	<b>2018</b>
Austria	8,751,820	47	88,000	0.010	5.4
Belgium	11,498,519	88	200,000	0.017	7.7
Czech Republic	10,625,250	5	14,000	0.001	0.5
Denmark	5,754,356	92	196,000	0.034	16.0
Estonia	1,306,788	3	3,000	0.002	2.3
Finland	5,542,517	68	155,000	0.028	12.3
France	65,233,271	480	1,150,000	0.018	7.4
Germany	82,293,457	234	562,000	0.007	2.8
Hungary	9,688,847	16	41,000	0.004	1.7
Iceland	337,780	7	19,000	0.056	20.7
Ireland	4,803,748	28	90,000	0.019	5.8
Italy	59,290,969	56	175,000	0.003	0.9
Latvia	1,929,938	3	7,500	0.004	1.6
Lithuania	2,876,475	1	1,500	0.001	0.3
Netherlands	17,084,459	303	890,000	0.052	17.7
Norway	5,353,363	139	133,000	0.025	26.0
Poland	38,104,832	17	26,000	0.001	0.4
Portugal	10,291,196	19	56,500	0.005	1.8
Romania	19,580,634	5	15,000	0.001	0.3
Spain	46,397,452	426	910,000	0.020	9.2
Sweden	9,982,709	159	430,000	0.043	15.9
Switzerland	8,544,034	91	85,000	0.010	10.7
UK (incl containers)	66,573,504	1505	4,460,000	0.067	22.6
<b>Europe in Total</b>	<b>491,845,918</b>	<b>3,792</b>	<b>9,707,500</b>	<b>0.020</b>	<b>7.7</b>
Australia	24,772,247	1,300	4,050,000	0.163	52.5
Russia	143,964,709	54	160,000	0.001	0.4
US	326,766,748	54,100	285,000,000	0.872	165.6

Source: FEDESSA/JLL/UN



MyPlace Self Storage, Zurich, Switzerland



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