

# Briefing Retail sector

1H/2015

## → Supply

At Q2/2015, there was more than 71,400 m<sup>2</sup> NLA from seven projects. Shopping centres had 76% market share, followed by supermarkets at 24 percent.

Nha Trang's retail market is still dominated by traditional and night markets. Four and 5-star hotels focus on up-scale retailers supplying handicraft, fashion and cosmetics.

## Performance

Nha Trang's retail market had an average occupancy of 93% and average rent of US\$27/m<sup>2</sup>/mth.

Four of seven active projects were fully occupied, prices ranged from US\$33/m<sup>2</sup>/mth to US\$40/m<sup>2</sup>/mth.

## Demand

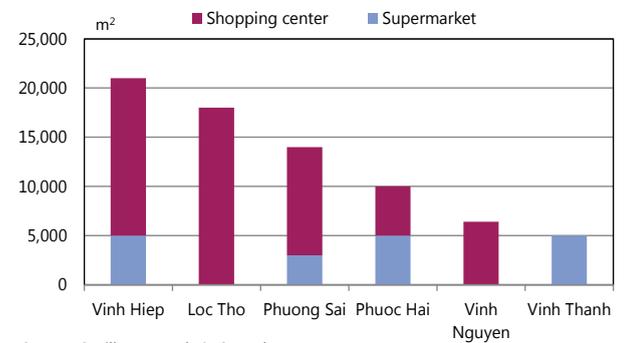
GDP in Nha Trang has grown at 7% over the last five years. During this period, GDP grew by 11% per year, it stood at US\$3,305 in 2014; 161% higher than the GDP per capita of Vietnam.

In the last three years, average retail sales revenue increased by 17% per annum, reaching US\$1.6 billion in 1H/2015. Revenue from tourism grew at 21% per year from 2010-2014, reaching US\$127million in 1H/2015.

## Outlook

Seven future retail projects are either on hold or in planning. Modern retail centres will be found at only four centers.

FIGURE 1  
Current retail supply



Source: Savills Research & Consultancy

FIGURE 2  
Performance



Source: Savills Research & Consultancy

## Savills Research team

Please contact us for further information



**Troy Griffiths**  
Deputy Managing Director  
+84 8 3823 9205 ext. 178  
TGriffiths@savills.com.vn



**Nguyen Thi Van Khanh**  
Associate Director,  
Advisory Services.  
+84 8 3823 9205 ext. 180  
NThiVanKhanh@savills.com.vn

### Savills plc

Savills is a leading global real estate service provider listed on the London Stock Exchange. The company established in 1855, has a rich heritage with unrivalled growth. It is a company that leads rather than follows, and now has over 600 offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

This report is for general informative purposes only. It may not be published, reproduced or quoted in part or in whole, nor may it be used as a basis for any contract, prospectus, agreement or other document without prior consent. Whilst every effort has been made to ensure its accuracy, Savills accepts no liability whatsoever for any direct or consequential loss arising from its use. The content is strictly copyright and reproduction of the whole or part of it in any form is prohibited without written permission from Savills. © Savills Viet Nam Co, Limited.