

Briefing Retail sector

1H/2015

→ Supply

At Q2/2015, there was more than 71,400 m² 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/m²/mth.

Four of seven active projects were fully occupied, prices ranged from US\$33/m²/mth to US\$40/m²/mth.

Demand

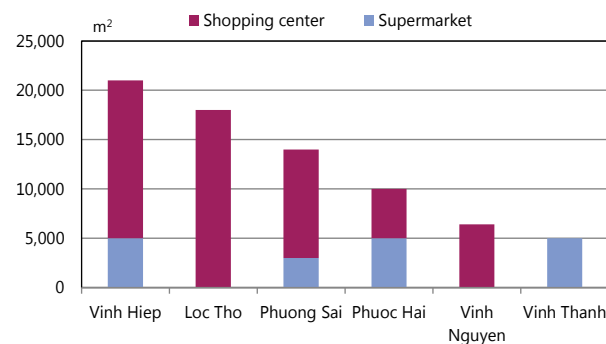
GDP in Nha Trang has grown at 7% over the last five years. During this period, GDP grew by 11% per year, it stood at US\$3,305 in 2014; 161% higher than the GDP per capita of Vietnam.

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

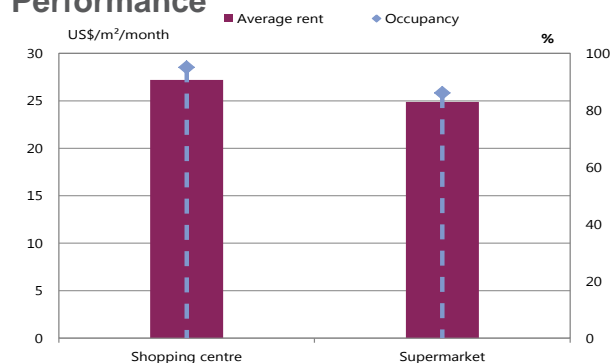
Seven future retail projects are either on hold or in planning. Modern retail centres will be found at only four centers.

FIGURE 1
Current retail supply



Source: Savills Research & Consultancy

FIGURE 2
Performance



Source: Savills Research & Consultancy

Savills Research team

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