Asia Pacific - August 2022

SPOTLIGHT
Savills Research

Southeast Asia Retail

Fair winds to swell the ASEAN luxury retail sector

OVERVIEW

The COVID-19 pandemic has generated significant operational and revenue challenges over the past two years, but the luxury industry has shown remarkable resilience in Asia Pacific. According to Bain & Company, Asia is now the biggest luxury marketplace globally, surpassing Europe and the Americas in 2019. This dominance strengthened further in 2021, with personal luxury goods sales in Asia rising to €112 billion, accounting for about 39% of all global sales.

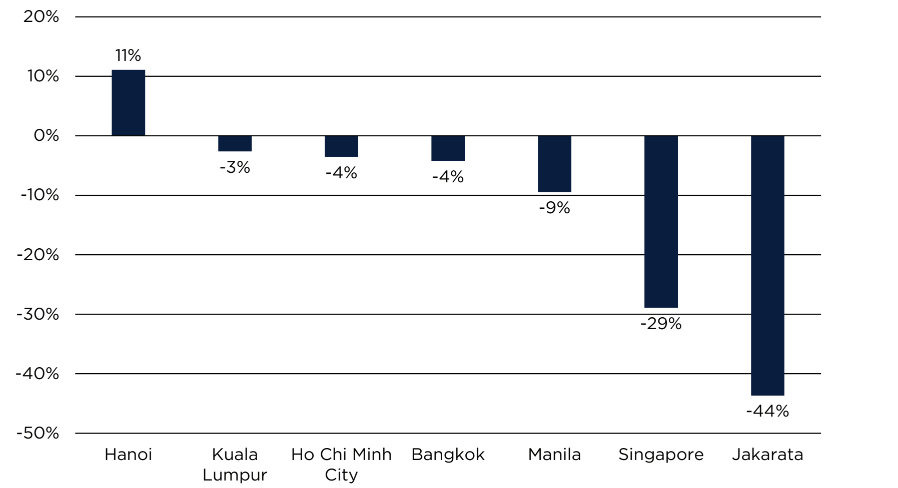
Overall, the luxury retail markets within the Asia Pacific region are divided into those where domestic activity has supported sales and driven recovery and those which have suffered badly due to the lack of tourism and travel. Local consumption should continue to support leasing demand, lending resilience to the region's mature markets, such as the tier-1 cities of mainland China, Tokyo and Seoul. Meanwhile, many destinations in Southeast Asia have been hit hard by the absence of high-spending international tourists, with rents correcting by 2.6% (Kuala Lumpur) to nearly 43.7% (Jakarta) between 2019 and 2021. Viet Nam had outperformed its regional peers as the country swiftly controlled local outbreaks, with prime retail rent increasing by 11.1% in Ha Noi.

Granted the near-term outlook for 2022 is still clouded by downside risks including the future course of the pandemic, uncertainty surrounding border policies, and the prolonged absence of Chinese tourists. However, the effect of these deterrents should fade over time as the pandemic eases and structural demand drivers begin to reassert themselves. Southeast Asia is set to thrive in the coming decade, with its rising population, fast-growing wealth and rapid urbanisation. Its increase in wealth should translate into higher domestic spending, with the aggregated consumption expenditure of all ASEAN countries expected to record a CAGR of 5.2% per annum over the coming ten years between 2022 to 2031, surpassing an overall Asia Pacific CAGR of 4.7%.

Meanwhile, ASEAN is also home to many tourist hotspots, attracting millions of visitors in the pre-covid era. According to Mastercard, six of the global top 20 destination cities by international overnight visitors are in Southeast Asia, namely Bangkok, Singapore, Kuala Lumpur, Phuket, Pattaya and Bali. These six locations alone attracted a total of about 82 million visitors with US$80 billion of spending in 2019. This heavy reliance on inbound tourism demand has been detrimental to their retail markets over the past two years, yet this volatility also implies that these markets may see a speedier recovery once business resumes. Compared with the rest of the world, Asia Pacific has been relatively slower to reopen, with major markets such as Hong Kong, Japan, Taiwan and mainland China continuing to impose relatively tighter border control policies. Most Southeast Asian countries including Indonesia, Malaysia, Singapore, and the Philippines have selectively opened their borders to vaccinated travellers, meanwhile Cambodia, Thailand and Viet Nam have lifted most if not all COVID-related restrictions.

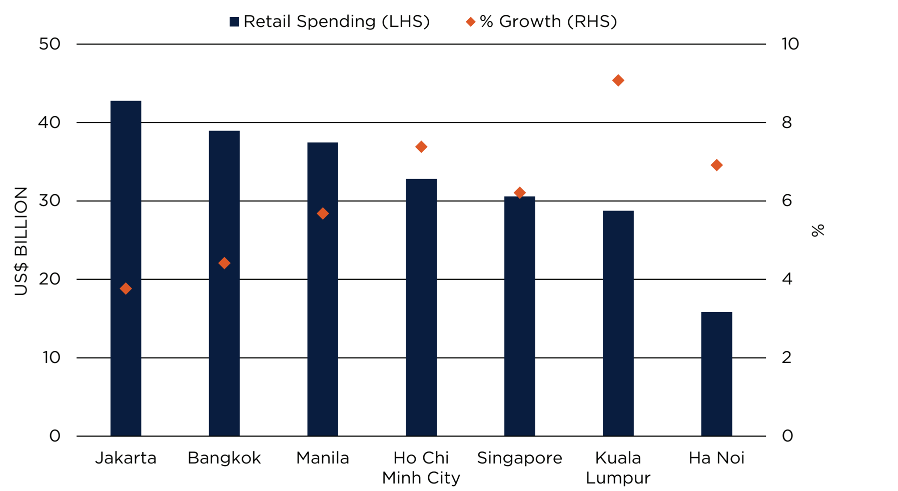
As such, we expect these Southeast Asian markets may enjoy first-mover advantages in the short term. According to Oxford Economics' estimates, retail spending should increase in a range of 3.8% (Jakarta)

GRAPH 1: Rental Change Across Major SEA Markets, 2019 vs 2021



Source Savills Research & Consultancy

GRAPH 2: Retail Spending and its Growth by Major SEA Markets, 2022F



Source Oxford Economics

to 9.1% (Kuala Lumpur) YoY in 2022. Meanwhile, the markets should continue to expand on the back of local economic growth and favourable demographics in the longer term. We have also noticed that growth in demand has quickly out-paced supply in many developing retail markets, especially for quality projects in prime areas. We have seen a consistent trend for luxury retailers to follow trusted developers, expanding their footprint in new projects specifically designed to house these high-end players.

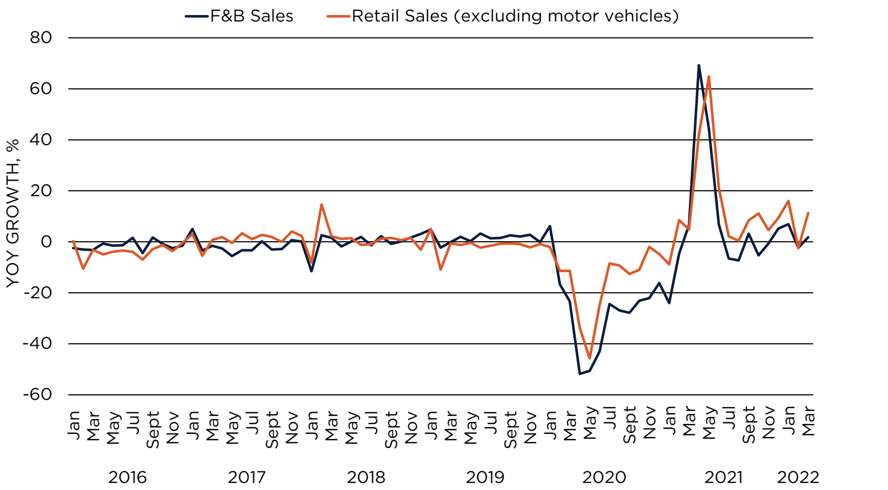
Asia's place in the international retail scene is already well established but we have recently seen a growing focus on ASEAN markets with their favourable demographics, emerging middle class and extensive new infrastructure aligned with a swift post-COVID resurgence in trade and tourism.

TABLE 1: Travel Conditions for International Tourists by Country, as of 22 June 2022

MARKET	WEEKLY NUMBER OF AIRPORT FLIGHT DEPARTURES	COVID-19 TESTING REQUIREMENT	VACCINATION REQUIREMENT	QUARANTINE RULES	REMARKS
Cambodia	73	No, except for those who are not fully vaccinated entering via the land borders	No requirement	No quarantine	Reopened on 17 Mar 2022
Indonesia	468	No, except for those who are not fully vaccinated	Fully vaccinated at least 14 days before departure or get vaccinated at entry points or quarantine facilities upon arrival	No quarantine / 5 days for those who are not fully vaccinated	Reopened on 12 Mar 2022
Malaysia	564	Yes, except for those fully vaccinated	No requirement	5 days / no quarantine for those who are fully vaccinated	Reopened on 1 Apr 2022
Philippines	331	Yes	Fully vaccinated at least 15 days before departure	No quarantine	Reopened on 10 Feb 2022
Singapore	941	No	Any travellers aged 13 and above must be fully vaccinated at least two weeks before arrival	No quarantine	Reopened on 1 Apr 2022
Thailand	637	No, except for those who are not fully vaccinated	No requirement	No quarantine	Begun to reopen in phases since Feb 2022
Viet Nam	716	No	No requirement	No quarantine	All entry regulations lifted on 15 May 2022

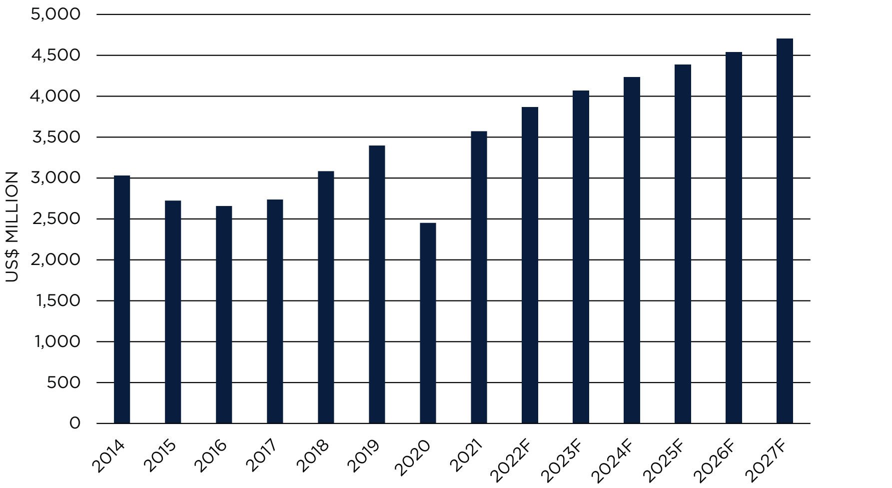
Source Government sources, Savills Research & Consultancy

GRAPH 3: Singapore Retail and F&B Sales Growth, January 2016 to March 2022



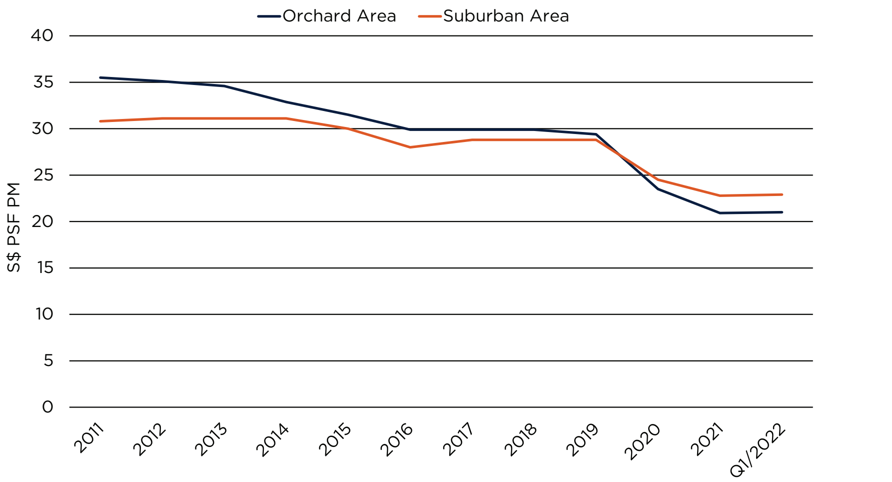
Source Singapore Department of Statistics

GRAPH 4: Luxury Goods Revenue, 2014 to 2027F



Source Statista

GRAPH 5: Singapore Prime Retail Rents, 2011 to Q1/2022



Source Savills Research & Consultancy

SINGAPORE

Domestic demand has remained strong in Singapore, lending resilience to the market. Coupled with a stabilisation of the COVID-19 situation and the relaxation of measures, a sense of normalcy has returned and 'business as usual' is the attitude adopted by more and more retailers. Owing to higher spending on segments including fashion apparel, cosmetics as well as watches and jewellery, retail sales (excluding motor vehicles) saw healthy growth in Q1/2022, up 4.7% YoY. Meanwhile, F&B sales reversed a two-quarter decline to post 2.1% YoY growth.

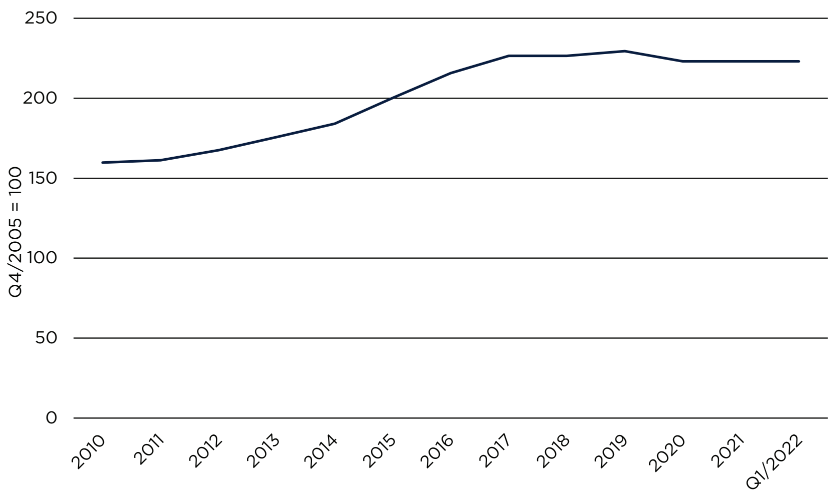
As tourism recovers in line with the reopening of borders, business sentiment and consumer confidence have improved. Some retailers are seizing the opportunity to expand their footprint when prime space becomes available. This is especially so in prime locations along the Orchard Road tourist shopping belt. The island's largest Adidas store has recently opened in Knightsbridge, occupying three floors of prime street-facing spaces. The store was once the flagship of American appeal brand Abercrombie & Fitch. ION Orchard will house Christian Dior's first standalone beauty services boutique in Asia, Dior Prestige La Suite. Marina Bay Sands, on the other hand, has successfully morphed from a tourist destination to one focusing on the local wealthy by introducing more F&B and lifestyle tenants over the past two years. The retail mall revenue rose by 7.7% YoY from a low base in 2021, with further growth of 1.1% QoQ and 52.1% YoY in Q1/2022. Meanwhile, its tenant sales per sq ft increased by 8.3% QoQ and 66.8% YoY during the quarter, reflecting the recovery cycle we have seen across the broader market. The luxury mall also continued to draw luxury brands such as Thom Browne, Stone Island and Bovet Fleurier, which all opened during the quarter. As such, prime retail rents are showing signs of stabilising after a two-year decline, with rents in the Orchard Area increasing by 0.4% QoQ to S$21.00 per sq ft per month in Q1/2022.

Looking ahead, we expect more global retailers to set up in Singapore as both domestic consumption and tourist expenditure embark on a road to recovery. Prime retail supply remains very limited, with most space already occupied by major luxury tenants, and neither is there any luxury retail supply in the pipeline until 2030. On the back of recovering demand and limited upcoming supply, we expect Prime Orchard retail rents to rise by 3% YoY and for Prime Suburban rents to rise by 2% YoY for the full year of 2022.

GRAPH 6 : Malaysia Retail Trade Sales and Growth, January 2018 to March 2022

Source Department of Statistics Malaysia
Note *Preliminary figures

GRAPH 7: Greater Kuala Lumpur Prime Retail Rental Index, 2010 to Q1/2022



Source Savills Research & Consultancy

TABLE 2: Recently Opened Luxury Brands, 2022

LUXURY BRAND	TRADE CATEGORY	MARKET	LOCATION	YEAR OF OPENING
Roberto Coin	Fashion & Jewellery	Greater Kuala Lumpur	The Starhill	2022
Cartier	Fashion & Jewellery	Greater Kuala Lumpur	The Gardens Mall	2022
Aigner	Fashion & Jewellery	Greater Kuala Lumpur	Lalaport BBCC	2022
Hacket London	Fashion & Jewellery	Greater Kuala Lumpur	Lalaport BBCC	2022
Bell & Ross	Fashion & Jewellery	Greater Kuala Lumpur	Pavilion Bukit Jalil & 1 Utama Shopping Centre	2022
Tous	Fashion & Jewellery	Greater Kuala Lumpur	Bangsar Village 2	2022

Source Savills Research & Consultancy

MALAYSIA

Since Malaysia's economy fully re-opened at the end of last year, major retail malls across Greater Kuala Lumpur witnessed an accelerated rebound in footfall and sales. The 'revenge spending' phenomenon started in Q1/2022, as a result, retail trade sales registered a 9.4% YoY increase during the quarter, higher than the growth recorded in Q1/2019 (8.6%). Some key categories have shown a strong double-digit growth rate over pre-pandemic sales, including luxury watches and premium/luxury fashion & accessories. This rebound has been supported by strong domestic spending, given limited international travel options. Some malls which historically had a significant sales share from international tourists (around 25% to 30%) still saw growth last year despite the pandemic, indicating a strong consumer base. The pandemic has highlighted the intrinsic strengths of the retail malls, with several prime projects recording a strong recovery post-lockdown, whilst some non-prime malls have come close to closing their doors for good thanks to zero-foot traffic and increasing vacancy rates.

The recent pick-up in retail activity has boosted market sentiment, but most retailers remain cautious when it comes to expansion. While minimal leasing activity on prime retail floors is still the norm, the market has noticed that more affordable luxury brands such as Michael Kors, Coach and Kate Spade are in discussions with malls where they do not yet have a presence. Athleisure brands are also expected to grow as consumers have become more health-conscious and brands like Decathlon continue to look at expansion. The brand recently opened its first flagship store at Shoppes @ Four Seasons Place featuring a Sports Experience Centre which incorporates lifestyle elements, including physiotherapy services, fitness studios with workout classes, a healthy eating restaurant and the first hot pod yoga in Southeast Asia.

Looking ahead, the retail portion of the Exchange TRX project, a 4-storey podium of over 1.35 million sq ft, is the most anticipated project scheduled to complete in 2022. Seibu department store will anchor the project with 250,000 sq ft of floor space. The iconic Japanese brand will make its first debut in Malaysia, introducing the 'Depachika' food hall concept. Another major tenant is Dairy Farm, which has confirmed that it will operate a 23,000 sq ft upscale supermarket. We understand that many luxury brands have already committed to the project as well. The Tun Razak Exchange is a 70-acre master development poised to be Malaysia's new international business and financial district, and the 17-acre Exchange TRX project is the heart of this urban transformation. Naturally, its retail podium will be a retail hotspot in the Greater Kuala Lumpur area, and its success could even challenge the dominance of Kuala Lumpur City Centre.

THAILAND

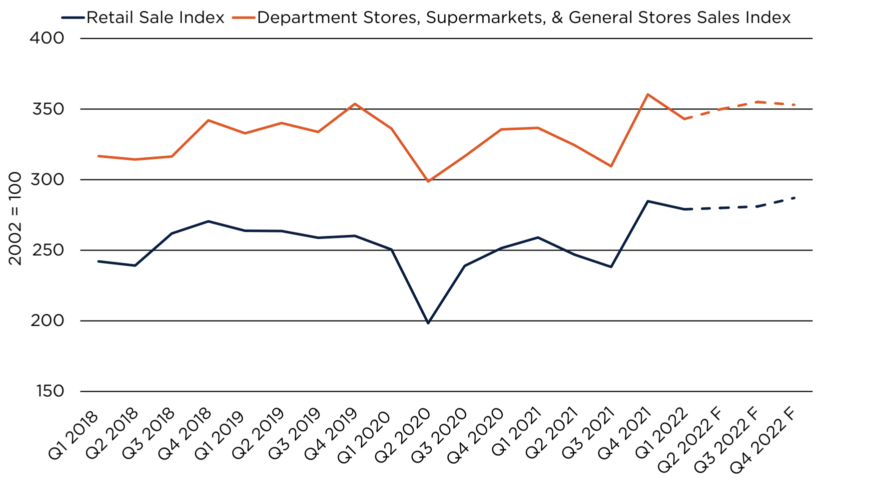
From a low base in 2020, the Bangkok retail sales index continued to rise through 2021, followed by another 8% YoY increase in Q1/2022 to 279 points, higher than the 264 points recorded back in Q1/2019 in pre-covid times. The retail market has continued to recover after the government has gradually relaxed lockdown restrictions and curfew measures as well as selectively reopened to fully vaccinated tourists since Q4/2021 through various entry schemes. Thailand was one of the first countries in the Asia Pacific to reopen, and the influx of returning international tourists has brought new impetus to retail sales. In 2022, the Thai government expects to welcome about 10 million foreign visitors, which is around 25% of 2019's pre-covid total, with Europe and the United States the two largest sources. Chinese tourists, another key source in the past, are likely to remain absent amid China's 'zero-covid' policy.

In Bangkok, Central Embassy, EmQuartier, and Gaysorn Village maintain a significantly higher rental average than other prime retail developments, as they typically fill their space with high-end to premium tenants. In the case of Central World, Emporium, ICONSIAM, Siam Center and Siam Paragon, these shopping malls typically have a more diverse and balanced trade mix and target a wider range of customers. Despite the relatively lower average rent, they also have a high footfall as well as domestic resilience. Among which, Siam Paragon remains the dominant incumbent shopping centre with a strong luxury component. The Luxury Lifestyle Awards (LLA) selected Siam Paragon as the Best Luxury Shopping Mall in Thailand this April. Any new entrant to the market would do well to focus on this centre because of its huge drawing power and its footfall of over 150,000 people a day. Under the mall owner and operator Siam Piwat, its other flagship, IconSiam, has also attracted a lot of market attention since its opening. Retail sales at IconSiam soared 43% in Q4/2021, recording the strongest growth in three years.

Aside from the expectation of a stronger economy enjoying pent-up tourist demand, the luxury market may also benefit from the upcoming supply of new shopping outlets, notably the Dusit Central Park (80,000 sq m, NLA) and One Bangkok (80,000 sq m, NLA) projects. Dusit Central Park is a THB46 billion mixed-use redevelopment project on the site of the old Dusit Thai Bangkok Hotel. It will feature a 250-room hotel, a 69-storey luxury residence, an 80,000 sq m shopping complex and a 40-storey office tower upon full completion. The retail portion is slated to open in early 2024 and is expected to draw interest from many luxury retailers thanks to the strength of its prime location and the reputation of veteran developer, Dusit International. Similarly, One Bangkok is also a large-scale mix-used project with office, retail, residential and hotel components, scheduled to open in Q4/2023.

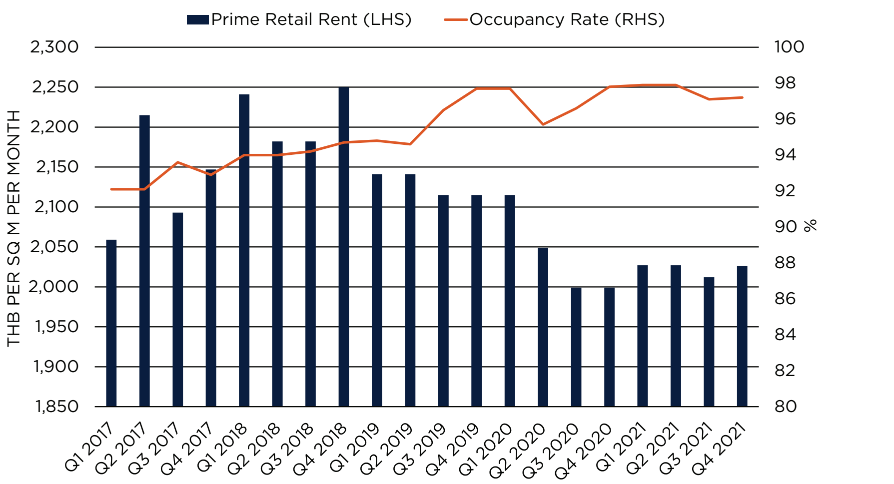
In terms of rental performance, prime retail rents in Bangkok have continued to trend downwards since 2019. The average rent fell from THB2,141 in Q1/2019 to Q3/2020 at THB1,999 per month per sq m, resulting in an average drop of 1.7% QoQ. Since then, prime retail rents have seen a mild recovery, stabilising at THB2,087 per sq m per month in Q4/2021, with an average occupancy rate of 97.2%. Looking forward, retail market conditions should continue to improve as the country further eases border restrictions, granting quarantine-free entry to tourists from May 2022. Nonetheless, we anticipate a soft recovery ahead until the city's international visitor arrivals return to pre-covid levels.

GRAPH 8: Bangkok Retail Sales Index, Q1/2018 to Q4/2022F



Source Bank of Thailand, FocusEconomics, Ministry of Finance Revenue Department

GRAPH 9: Bangkok Prime Retail Rents and Occupancy Rate, Q1/2017 to Q4/2021



Source Savills Research & Consultancy

INDONESIA

The retail sector began to see improvements following the easing of social distancing restrictions and the resumption of business activity. The city has also welcomed the return of some international visitors, after Indonesia reopened its borders selectively to vaccinated travellers in January 2022. Jakarta retail sales index corrected within a range of 40% to 50% YoY between Q2/2020 and Q1/2021. Coming from a low base, while retail sales growth is still negative, the magnitude of the correction narrowed to 10% to 20% YoY from the beginning of 2022, with May retreating by only 7.9% YoY, showing signs of stabilisation.

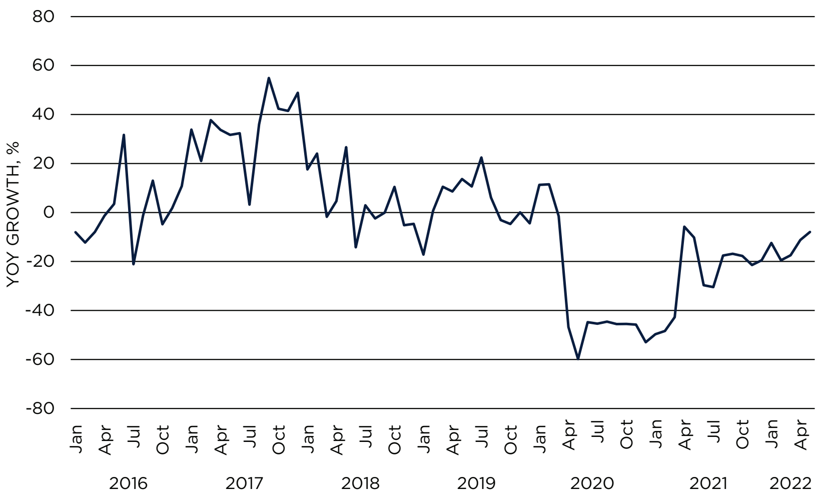
As of 2H/2021, rents stood at IDR886,424 per sq m per month for luxury retail spaces in Jakarta. Luxury retail rents saw the deepest correction, down 43.7%, during the pandemic compared to other retail assets amid the devastating drop in tourist spending combined with a weak local economy. Though this heavy reliance could also mean a speedier recovery once demand returns in earnest. Domestically, local consumption of luxury goods increased due to the travel restrictions, as most wealthy Indonesian's travelling expenses were allocated to shopping in local outlets. However, after Singapore reopened its border for vaccinated travellers in April 2022 veteran luxury shoppers have been eager to do some shopping abroad, leading to a mild drop in luxury sales in Q2/2022 in the range of 5% to 10%.

Pacific Place, Plaza Indonesia, Senayan City, and Plaza Senayan remain the dominant shopping centres in Jakarta, and all of them have shown resilience in sales and continued to draw in luxury tenants. The few brands which expanded their portfolios during the pandemic, were big global fashion houses, namely Dior Homme in Plaza Indonesia and Louis Vuitton in Pacific Place, while Faure le Page will open their first store in the country at Plaza Indonesia.

The supply of luxury retail space remains limited. Of Jakarta's total retail stock, middle-up grade shopping malls dominate the market, accounting for 40% of the total supply, while high-end malls account for about 12% to 13%. Looking ahead, a total of approximately 373,000 sq m of new supply is scheduled across the entire Jakarta retail market between 2021 and 2023 and yet none of the new projects in the pipeline is high-end.

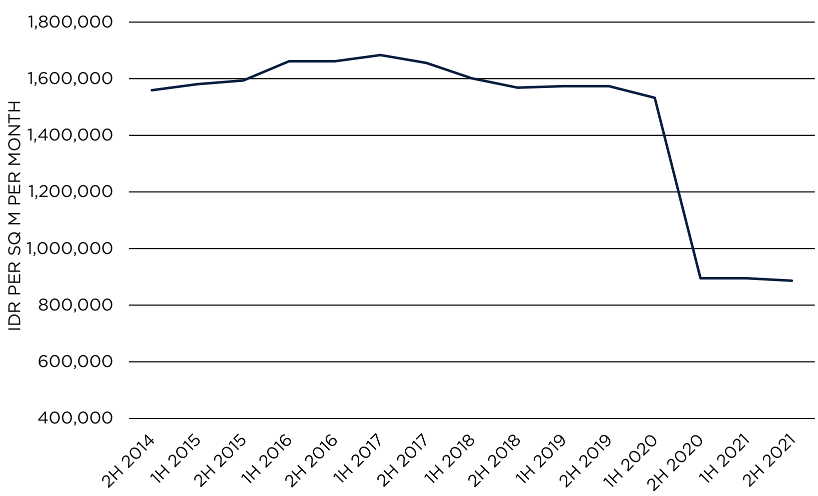
Given support from improving demand and tightly capped supply, we believe that luxury rents will gain some ground in the near term before eventually climbing back to pre-covid levels by 2023. We remain optimistic about the outlook of the luxury retail market in Indonesia. Many luxury labels currently only have one representative store located in Jakarta, leaving a large pool of consumers underserved in this fast-growing country. With its 272 million population, Indonesia has the largest domestic market in the ASEAN region, accounting for about 36% of the ASEAN total. According to McKinsey, if Indonesia can quickly return to its pre-pandemic growth rates, the country may become the world's seventh-largest economy by 2030, making it an attractive and important consumer market within the SEA.

GRAPH 10: Jakart Retail Sales Index Growth, January 2016 to May 2022



Source Bank Indonesia

GRAPH 11: Jakarta Prime Retail Rents, 2H/2014 to 2H/2021



Source Savills Research & Consultancy

VIET NAM

The retail performance in Viet Nam has remained largely stable, with retailers almost solely reliant on domestic demand during the past two years. In 2021, retail sales of Goods and Services (RSGS) reached approximately US$209 billion, down -2.5% YoY, the first negative YoY growth over the last five years. However, retail sales of consumer goods reached US$172 billion, up 1.4% YoY. Compared to many of its regional peers, businesses were less disrupted in Viet Nam during the pandemic and as such, the country has maintained economic stability and is still one of the fastest-growing Southeast Asian nations. With GDP per capita approaching USD3,000, the rapidly growing middle class is approaching an inflexion point. The growth in domestic consumer spending will naturally translate into more demand for retail goods and services, making Viet Nam an attractive market with huge potential.

On top of this, Viet Nam is the earliest major destination in the Asia Pacific to lift all COVID-related restrictions. The country has reopened to tourists without requirements for vaccination status, test results or quarantine since May 2022, making it one of the most accessible and appealing tourist destinations in the region. As a result, we expect the influx of international visitors will also accelerate the retail recovery.

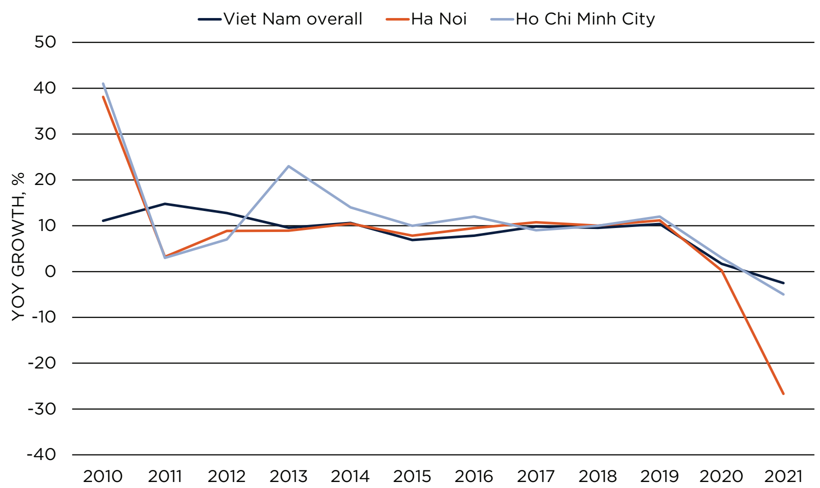
Ho Chi Minh City and Ha Noi are still the only two cities attracting interest from luxury retailers. For prime space, there is still healthy demand from retailers, lending resilience to the rental market. Prime retail rents recorded a mild drop of 3.5% in Ho Chi Minh City but surged 11.1% in Ha Noi between 2H/2019 and 2H/2021. On average, the average prime retail rent stood at VND2,912,900 and VND3,096,400 per sq m per month in Ho Chi Minh City and Ha Noi respectively. Occupancy, in general, has remained stable with increased landlord and retailer confidence apparent.

The market has seen a number of new entries in Ho Chi Minh City in the last year. Christian Louboutin set up its first store in the city at Rex Hotel while Montblanc and Marc Jacob both committed to space within Saigon Centre. GlobalLink, a major luxury distributor in the country, plans to open a 700 sq m duplex store later this year in the city, housing a variety of brands, including Off-White, Ambush and Amiri. Meanwhile, Louis Vuitton and Christian Dior have opened new flagship stores of over 1,000 sq m and 500 sq m respectively at the International Centre in Central Hanoi.

The majority of international brands are still represented by distributors, some with exclusive rights. This does create some challenges for expansion, as brands depend on the ability of the distributors to develop and invest in the portfolio. We have therefore seen more luxury brands considering entering the market on their own instead.

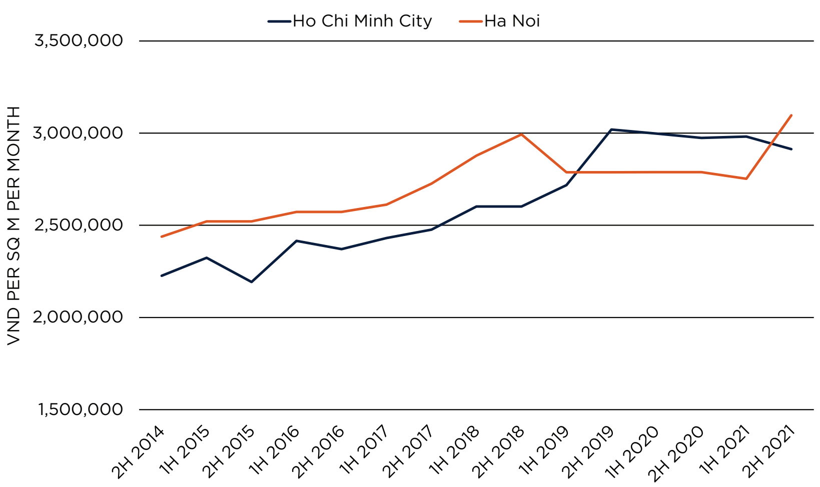
Furthermore, the long-awaited Metro Line 1 in Ho Chi Minh City is scheduled to open in 2023, with the hub situated at the historic Ben Thanh market and roundabout. The construction of the metro line has disrupted the CBD for several years. The opening will reposition many of the CBD high streets and bring forward key development sites such as Viva One Tower. This will provide some much-needed new quality supply to compliment the revitalized CBD in Ho Chi Minh City.

GRAPH 12: Retail Sales Growth in Viet Nam, 2010 to 2021



Source Statistical Yearbook, GSO, PSO

GRAPH 13: Viet Nam Prime Retail Rents, 2H/2014 to 2H/2021



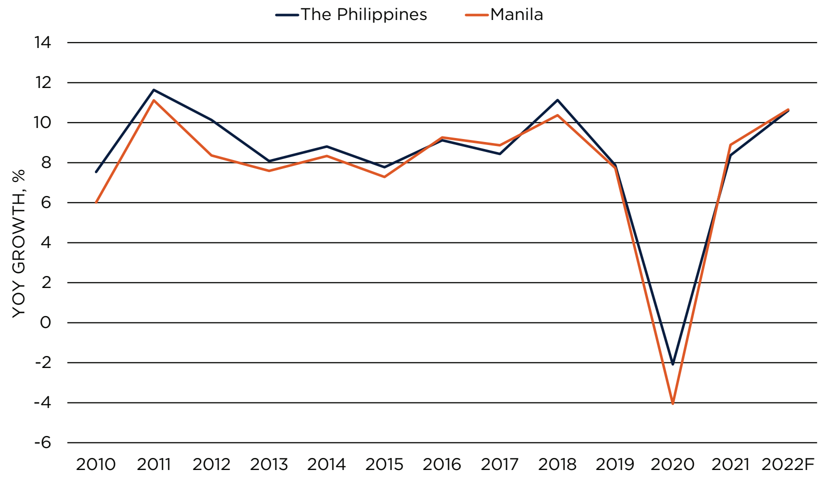
Source Savills Research & Consultancy

TABLE 3: Viet Nam Notable Retail Transactions, 2021 to 2022

CITY		NAME	PROJECT NAME	EXTRY/EXPANSION
HCMC	New brand entry	Christian Louboutin	Rex Hotel	Entry
HCMC	New brand entry	Montblanc	Takashimaya, Saigon Centre	Entry
HCMC	New brand entry	Marc Jacobs	Saigon Centre	Entry
HCMC	Expansion of current brand	Christian Dior	Union Square	Expansion
Ha Noi	Relocation	Christian Dior	International Centre	Expansion
Ha Noi	Relocation	Louis Vuitton	International Centre	Expansion

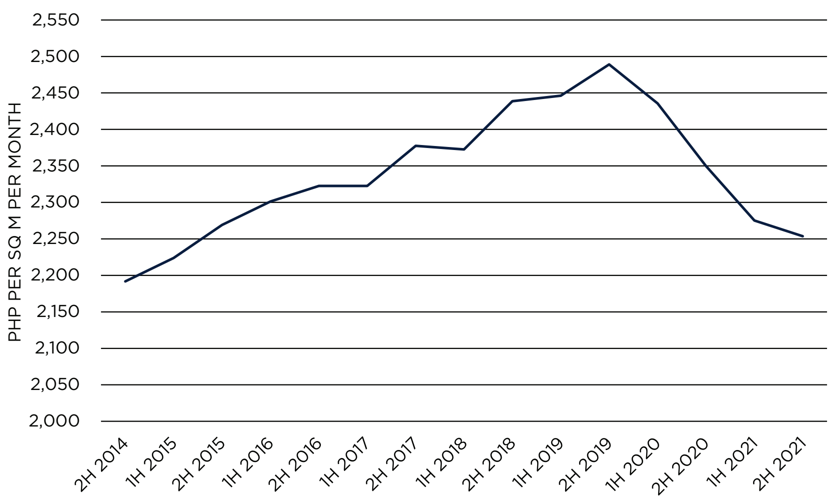
Source Savills Research & Consultancy

GRAPH 14 : Retail Sales Growth in the Philippines, 2010 to 2022F



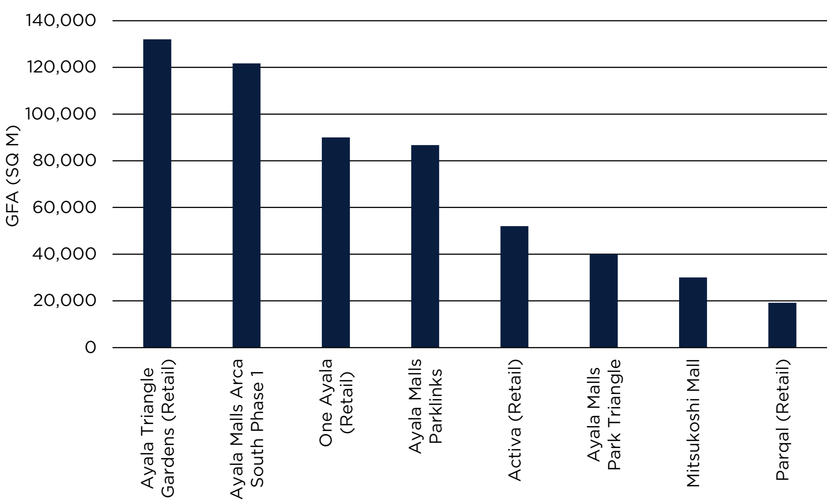
Source Oxford Economics

GRAPH 15: Metro Manila Prime Retail Rents, 2H/2014 to 2H/2021



Source Savills Research & Consultancy

GRAPH 16: Metro Manila Retail Pipeline (next three years)



Source Savills Research & Consultancy

PHILIPPINES

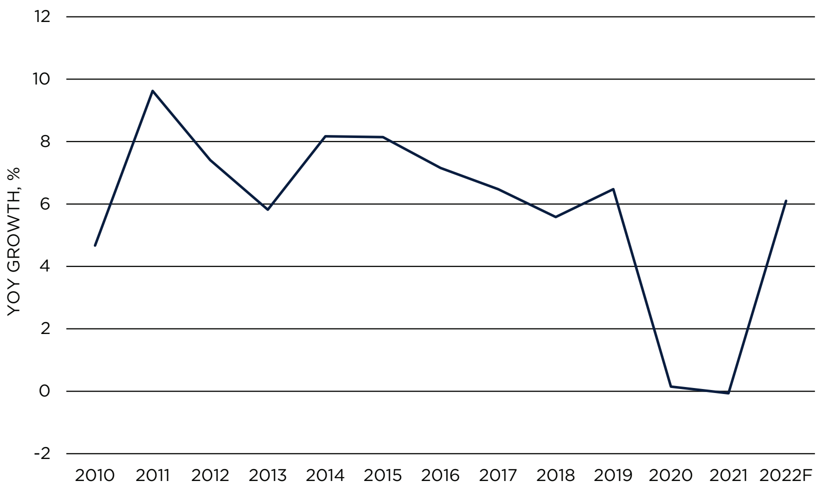
We have begun to see signs of optimism in the Philippines retail market. According to Oxford Economics, retail sales are expected to increase by 10.6% YoY in 2022, following the 8.4% growth recorded in 2021. Metro Manila remains the entry point and focus for luxury brands in the Philippines. Several upscale projects have been completed in recent years including Greenbelt 3 (24,800 sq m, GLA) which has been redeveloped into a high-end establishment, housing fashion houses such as Chanel, Dior, Fendi, Celine, and Ermenegildo Zegna. The latter two were new tenants for the mall since its reopening. While some brands have maintained a similar scale to their old presence, many brands such as Hermes and Louis Vuitton have taken this opportunity to extend their footprint in the mall, often doubling or tripling their previous store size.

Another prime project which excites the market is the Mitsukoshi Mall (30,000 sq m) at Federal Land's Grand Central Park community in Bonifacio Global City, which is expected to open in Q4/2022. Isetan Mitsukoshi Holdings, owner and operator of Japan's famous department store chain, is set to open its first retail-cum-residential project in the Philippines in partnership with Federal Land and Nomura Real Estate Development. The four-story retail mall will feature a high-end supermarket and food hall (known as Depachika) as its anchor tenant, as well as housing an outstanding selection of boutiques carrying Japanese brands and other global luxury labels.

Policy support is another demand driver for the retail market. The retail trade liberalization law was recently amended to make it easier for foreign brands to enter the market. To engage or invest in the retail business, a foreign retailer: (a) shall have a minimum paid-up capital of PHP25 million (roughly US$250k) (formerly US$2.5 million); (b) its country of origin does not prohibit entry of Filipino retailers; and (c) in the case of foreign retailers engaged in retail trade through more than one physical store, the minimum investment per store has been reduced to at least PHP10 million (roughly US$200k) (formerly US$830,000).

In terms of rental performance, prime retail rents in Metro Manila have dropped by 9.5% over the past two years. On average, prime retail rents have corrected from PHP 2,489 per sq m per month in 2H/2019 to PHP 2,254 per sq m per month in 2H/2021. All in all, market sentiment has continued to improve, however, as the economy has begun to rebound, though the uncertainties of the pandemic may yet cloud the outlook in the near term.

GRAPH 17: Retails Sales Growth in the Cambodia, 2010 to 2022F



Source Oxford Economics

CAMBODIA

The luxury retail market in Cambodia is relatively new, with a limited supply of upscale retail space. This constraint has capped the growth of luxury brands in the past, which were often housed almost exclusively in upscale hotels. Nonetheless, the country is actively developing new projects to catch up with demand from its growing domestic consumers, most of whom are situated in the capital city, Phnom Penh. in the supply pipeline, 'The Peak' is one of the few complexes which is suitable for international luxury brands. This 55-storey mix-used development comprises two residential towers with more than 1,000 condominium units, 15 floors of premium office space, and the country's latest five-star hotel, the Shangri-La, with 300 guest rooms, all sitting atop the first fully integrated luxury retail podium in Cambodia. Spanning over 39,000 sq m of floor space, the five-storey mall is set to be the city's new retail hotspot.

The market has also seen the entry of regional distributors and operators as they explore new growth opportunities in Asia Pacific. Bluebell Group has launched its Cambodian operations last year and the Group's first retail outlet will open in Phnom Penh, with plans to expand to Sihanoukville and Siem Reap.

savills

For more information about this report, please contact us

Savills Research

Simon Smith
Regional Head of Research & Consultancy, Asia Pacific
+852 2842 4573
ssmith@savills.com.hk

Nancy Wong
Senior Manager, Regional Research & Consultancy
+852 2842 4281
naywong@savills.com.hk