

Switzerland Self-Storage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Switzerland Self-Storage Market is expected to register a CAGR of 3.7% during the forecast period.

Key Highlights

- In an increasingly challenging and crowded real estate market, the investors may see the uneven development of the self-storage industry in Switzerland as an opportunity with high potential. In a significant population of Switzerland, self-storage is being called a solid, recession-proof investment. In some cities, with income growth in mind, self-storages are even being higher adoption levels that almost match more traditional asset classes.
- As the GDP per capita of Switzerland has increased in the last financial year, i.e., 2019, which defines a strong potential of the country's self-storage market. For instance, according to OECD, in 2019, the GDP per capita has observed significant growth of 2.3% compared to the previous fiscal year.
- Though a considerable number of conventional self-storage facilities are based upon adapted premises of different use, this is changing as vendors become more sophisticated. Such an approach is expected to be essential and appealing to institutional investors looking for long-term, resilient income streams in the country.
- In the coming years, the self-storage industry in Switzerland is expected to benefit from the accurate cloud solutions that give operators of all sizes the tools they need to view the renter activity, remote access accounting, and payment data. These cloud solutions also help in inventory management, update software/firmware, see onsite device health, troubleshoot remotely, and even use predictive analytics to keep and upsell customers.
- Swiss government responded to the COVID-19 pandemic by putting significant restrictions on their societies and economies in March, which prompted a significant decline in global trade and in demand for Swiss exports. The Swiss State Secretariat for Economic Affairs (SECO) forecasts that manufacturing output will fall by approximately 25% of total economic added value compared to the previous financial year. If Switzerland moves into a V-shaped recession, the GDP of the country will decline by

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7% in 2020. Also, the rate of unemployment will increase to 4% from 2.3% in 2019 as a result of the recession. As the enterprises are observing a loss due to the economic downturn, it will severely affect the country's self-storage market.

Switzerland Self-Storage Market Trends

Increased Urbanization, Coupled with Smaller Living Spaces is Expected to Drive the Self-Storage Demand in the Coming Years

- According to Worldbank data, Switzerland has an average urban population of 74% in 2019. Urbanization and urban sprawl are key land-use processes in most of the world's potential economies, including Switzerland, where urban and settlement areas increased by more than 20% between 1984 and 2019 (SFSO, Swiss Federal Statistical Office). Growing urban populations mean smaller and increasingly expensive living spaces in cities and the creation of more renters who move around more frequently.
- The development of smart cities is central to the United Nations' Sustainable Development Goals (SDGs). Under SDG 11, the United Nations calls explicitly for additional urban investments through 2030 to make cities more inclusive, safe, resilient, and sustainable. These investments are expected to impact market growth over the forecast period positively.
- The average occupancy across European countries saw a 1% increase from 78% in 2018 to 79% in 2019. New facilities tend to have lesser occupancy rates as they typically take 3 to 5 years to reach maturity. Switzerland, for example, has a significant number of newer facilities, with the mean average age around five years.
- Optimal occupancy for a well-built self-storage facility located in a metropolitan area is usually considered between 85%-90%. This allows the vendors to continue to offer space to customers and increase the yield for the business.

Business Self-storage Type Segment is Expected to Hold a Significant Share Throughout the Forecast Period

- As per the FEDESSA and JLL survey report, average occupied space by business customers in Europe has increased from 27% in 2018 to 32% in 2019. The marketers have seen a trend over the last couple of years that business customers took a higher percentage of floor area than consumers.
- The majority of self-storage business customers are start-ups; for them, it offers a flexible solution for office space, distribution, and storage of goods without requiring lengthy leases. The self-storage operators are now catering more for business customers by offering meeting rooms, free Wi-Fi, and courier services. The advantage for operators is that business customers stayed for more extended periods than domestic ones, giving them a stable income source.
- According to the report published by FEDESSA and JLL, in Switzerland, the business segment holds more than 70% self-storage space in 2019, whereas the European average stands at 68%.
- There is a wide range of different tenures within the self-storage business model, from owner-occupied freehold business to business contracts. There is a business preference towards freehold ownership in Europe, with approximately 77% of facilities on average owned by the operator. Whereas, in Switzerland, near to 30% of facilities owned by the operator.

Switzerland Self-Storage Industry Overview

Switzerland's self-storage market is moderately competitive and consists of a significant number of global and regional players. These players account for a considerable share in the market and focus on expanding their client base across the globe. These players focus on the research and development activities, strategic alliances, and other organic & inorganic growth strategies to stay in the market landscape over the forecast period.

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- In March 2020, Stutz Medien AG has chosen W. Wiedmer ag for its office shifting purpose and storage solutions. Stutz Medien AG has planned to leave its previous office location on the Tuwag site and to move into the new building in the Zurich Park Side commercial building. The company has completed the project with the help of Wiedmer's storage and transport solutions.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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