

Europe Self-storage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Europe Self-storage Market Analysis

The Europe self-storage market was valued at USD 27 billion in 2025 and estimated to grow from USD 28.09 billion in 2026 to reach USD 34.21 billion by 2031, at a CAGR of 4.02% during the forecast period (2026-2031). Expansion rests on steady urban population growth, rising residential mobility, and institutional capital inflows that treat storage assets as infrastructure rather than peripheral real-estate plays. Urban compression in London, Paris, Berlin, and similar Tier-1 cities, coupled with ageing populations downsizing, keeps occupancy and rental levels resilient across economic cycles. Small and medium e-commerce businesses increasingly adopt micro-warehousing strategies, while student and expatriate mobility supplies predictable seasonal demand. Climate-policy-driven retrofits, although costly, improve energy efficiency and create a premium segment that lifts yields for compliant facilities

Europe Self-storage Market Trends and Insights

Urban compression and micro-living

Intensifying land prices have shrunk average city dwellings, prompting residents to treat local storage facilities as an external "room." Over 100 new complexes opened in the UK in three years, earning operators GBP 1 billion annually as renters off-load furniture and seasonal goods. Hybrid leases and 24/7 digital access further embed the service into day-to-day urban living.

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Ageing population downsizing from larger homes

Older homeowners in Germany, Italy, and the UK are shifting to smaller dwellings, creating interim storage demand for heirlooms and bulky furniture. OECD projections show the 65+ cohort reaching 25% of G7 city dwellers by 2050, locking in a durable, needs-based customer base

Stringent fire-safety codes

Nordic rules require advanced suppression systems and verified risk assessments, adding up to 25% to conversion budgets and delaying market entry

Other drivers and restraints analyzed in the detailed report include:

E-commerce SMB boom driving flexible micro-warehousing Student & expat mobility Heightened energy-efficiency mandates

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Personal users accounted for 69.35% of Europe self-storage market revenue in 2025. Household moves, micro-living, and retirement downsizing secure long-tenure contracts that stabilise occupancy during macro shocks. The business cohort, while smaller, is expanding at 7.42% annually as SMEs embrace pay-as-you-go inventory space. Operators now tailor dual-branding strategies-lifestyle messaging for individuals and turnkey logistics features for corporations-to monetise both streams effectively.

The Europe self-storage market size attached to personal tenancy is forecast to maintain a dominant share through 2031, helped by digital reservation platforms that simplify short-cycle booking. Meanwhile, cross-selling services such as courier pick-up, racking, and insurance lift average revenue per business customer as e-commerce penetration deepens in peripheral cities.

Non-climate units delivered 59.35% of Europe self-storage market share in 2025 thanks to lower fit-out costs. Yet climate-controlled stock, growing at 8.82% CAGR, underpins margin expansion because sensors, HVAC, and stricter access controls command fees 25-40% above standard rooms.

Regulatory upgrades accelerate the pivot: facilities that already meet class E standards recoup retrofit spending via higher rents and lower churn. The Europe self-storage market size for climate-controlled units is on track to surpass USD 14.2 billion by 2031, supporting specialised insurance offerings for electronics, art, and archival documents.

Europe Self Storage Market Report is Segmented by User Type (Personal and Business), Storage Type (Climate-Controlled, Non-Climate-Controlled), Space Size (Up To 90 Sq Ft, 91-150 Sq Ft, and More), Application (Household Goods, E-Commerce Micro-Fulfilment, and More), and Country. The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Shurgard Self Storage SA Safestore Holdings PLC Big Yellow Group PLC Self Storage Group ASA Lok'nStore Group PLC SureStore Ltd Access Self Storage Ltd Lagerboks Nettolager Pelican Self Storage 24Storage AB Casaforte (SMC Self-Storage Management) W Wiedmer AG MyPlace SelfStorage GmbH BlueSpace Self-Storage S.L. Space Station Ltd

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

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