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VANTAGE POINT

GREATER CHINA RETAIL SUPPLY / DEMAND TRENDS

DIVERSIFIED DEMANDS DRIVE GROWTH

SEPTEMBER 2026

GREATER CHINA RESEARCH

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戴 德 梁 行

TABLE OF CONTENTS

03 Executive Summary

06 Introduction

07 Greater China Retail - Where It's At

09 Greater China Retail - Where It'll Be

12 The Seven Major City Markets

34 Key Takeaways

EXECUTIVE SUMMARY

The General Market

The Chinese mainland's total retail sales of consumer goods reached RMB24.9 trillion in H1 2026, up 1.3% y-o-y. In July 2026, the "15th Five-Year Plan for Expanding Consumption" was released, outlining six measures to drive consumption growth, with a target of RMB60.0 trillion for total retail sales of consumer goods by 2030.

At Q2 2026, the total prime retail property stock in the core markets of the 15 major cities that Cushman & Wakefield tracks in Greater China reached 123.1 million sq m. Looking ahead, approximately 18 million sq m of new supply is scheduled to enter the market by the end of 2028, further intensifying competition among landlords and operators. The consumption structure in China has gradually shifted from a goods-focused pattern to a more balanced mix of goods and services. To meet increasingly diverse consumer demands, the retail sector has been actively introducing new business models, consumption scenarios, service offerings, and retail formats.

In terms of supply and demand, several key trends stand out in 2026:

- Lower-tier cities show consumption resilience;
- Experience-driven consumption is reshaping offline retail spaces;
- Continued growth in commercial performances;
- Tourism is fueling consumption growth.

Uncertain income expectations have led to subdued consumer spending appetites, and the momentum of the recovery in consumption is volatile. As a result, China is continuing to roll out special consumption-boosting initiatives and to implement policies to safeguard people's wellbeing. The combined effect of these stimulus policies is expected to sustain steady momentum in the retail property market in Greater China.

BEIJING

As at the first half of 2026, total retail stock in Beijing stood at 19.53 million sq m, of which shopping centers accounted for 17.65 million sq m.

Beijing has continued to deepen its development as an international consumption hub in recent years, with the retail market's environment significantly enhanced through urban renewal initiatives. Alongside ongoing renovations and upgrades at older properties, several landmark projects have commenced on a path of transformation and revitalization in the last year.

More than 500,000 sq m of new supply is scheduled to enter the market in H2 2026. Economic headwinds combined with weak consumer spending have exerted significant pressures on tenant recruitment. Looking ahead, the overall pace of new market supply is expected to slow further, with some projects adopting phased openings.

SHANGHAI

Ten new projects were completed and made their grand debuts in H1 2026, injecting approximately 1.22 million sq m of new retail space into the market. By the end of Q2 2026, the total stock in Shanghai's overall mid- to high-end shopping center market reached 27.18 million sq m, up 4.48% q-o-q.

During the past year, retailers across sectors continued to expand, and several new brands made their debuts in Shanghai. Among all retail trades, the F&B, fashion, pop culture toys, sports, entertainment, and smart home sectors were the most active. The prime area vacancy rate stood at 6.56%, while the emerging area rate was 10.50%.

Looking ahead, leasing demand is likely to remain robust, with both international and domestic brands continuing to select Shanghai as a preferred location for flagship stores and first-store openings citywide.

SHENZHEN

Shenzhen welcomed 460,000 sq m of prime retail supply during the past year. The new retail supply signals a positive route for Shenzhen's development into a multi-tiered commercial consumption city.

Brand expansion has remained cautious due to fragile demand growth. The overall prime mall vacancy rate rose to 9.2%. Mature prime location malls enjoyed a footfall advantage, with rental levels remaining firm. But malls within the growth stage trimmed rents to boost occupancy, resulting in the citywide average monthly prime rental level falling to RMB693.5 per sq m.

Looking forward through 2027, 1.1 million sq m of new supply is scheduled to enter the market. The cross-border consumption and port economies are expected to support enhancements in Shenzhen's commerce, culture and tourism markets.

GUANGZHOU

Through 2025 and H1 2026, six prime shopping malls opened, adding more than 500,000 sq m of new supply and pushing total prime stock to 6.3 million sq m. The high-end positioned Changlong–Wanbo and Baietan clusters are cementing their status with flagship projects, reinforcing the city's "5+2+4" multi-core commercial framework.

Brands have maintained cautious expansion, with the citywide vacancy rate edging up 0.1 percentage points y-o-y to 9.3%. Rent concessions dragged the average monthly rental level down 7.5% y-o-y to RMB622.5 per sq m.

1.55 million sq m of new prime retail space is set to open through mid-2026 to 2027 and will impact the Guangzhou market, pressuring vacancy rates. Nevertheless, supply-side upgrades and financial initiative supports are set to bolster the market outlook.

CHENGDU

During the H2 2025 to H1 2026 period, Chengdu's prime retail property market recorded no new supply, with total stock remaining stable at approximately 8.5 million sq m.

Softening new supply and continued leasing efforts supported market strengthening, with the citywide prime retail vacancy rate falling 0.4 percentage points y-o-y to 8.5%. However, amid cautious consumer sentiment and intensifying competition among shopping centers, prime retail rents fell by 0.6% y-o-y to RMB583.1 per sq m per month.

Approximately 550,000 sq m of prime shopping mall supply is expected to enter Chengdu from H2 2026 to 2028. Around 250,000 sq m of the pipeline will be located in the emerging Tianfu New Area, further strengthening the area's retail ecosystem.

HONG KONG

Sustained growth in visitor arrivals and resilient local consumption sentiment have continued to support steady growth in Hong Kong's retail market over the past year. The city's overall retail sales marked fourteen consecutive months of y-o-y growth in June 2026, with total sales for the H1 2026 period growing 9.6% y-o-y.

The overall high street vacancy rate dropped to 5.4% in Q2 2026 from 9.7% a year earlier. Across core districts, Causeway Bay and Central have both registered zero vacancies for two consecutive quarters. As a result, Hong Kong Island continued to lead a recovery in high street retail rents. F&B rents across districts remained under pressure due to high availability.

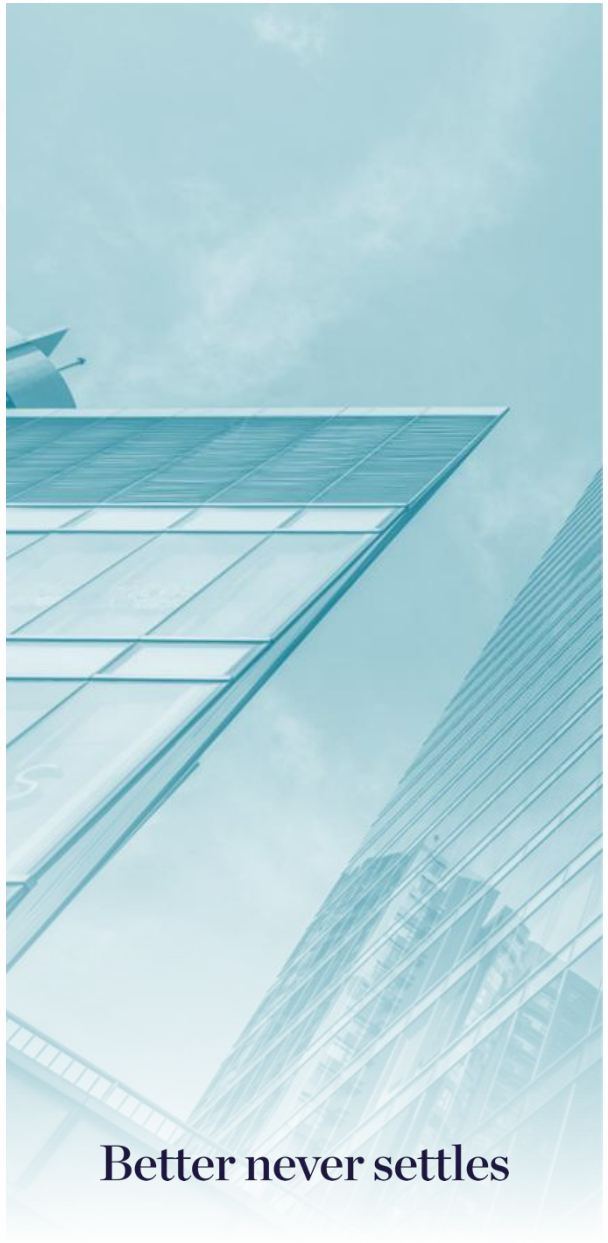
Looking ahead, steady recovery is expected in the city's retail market through the remainder of 2026, with low single-digit rental growth projected across core districts.

TAIPEI

Taipei's retail market remained stable in 2025, supported by domestic consumption and tourism. LaLaport Nangang and Dream Plaza in Xinyi added dining and shopping options. Brands remained positive on expansion, targeting prime locations for visibility and customer engagement.

In H1 2026, rents across major retail areas were stable. Zhongxiao vacancy remained at around 7% to 9%, while Zhongshan–Nanjing and Ximen stayed at around 4% to 5%.

Looking ahead, economic conditions and tourism should support the market, although outbound travel may divert some spending. Far Eastern Garden City's full opening in H2 2026 will further broaden retail choices. Retail areas are also expected to develop more distinct identities, with brands targeting locations aligned with their positioning and customers.



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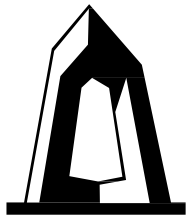
REPORT INTRODUCTION

Although the growth of domestic demand in China's retail market still needs to be further consolidated, the momentum of quality improvement and upgrading remains unchanged. This report looks at the prime retail property market in Greater China and provides an understanding of:

- The retail supply/demand trends experienced in the region over the past year;
- An outlook on retail supply/demand in Greater China for the year ahead and beyond, and;
- The insight into the retail supply/demand trends for each major city in Greater China.

The seven key city-level prime retail property markets the report covers are:

BEIJING



SHANGHAI

SHENZHEN

GUANGZHOU

CHENGDU

HONG KONG

TAIPEI

GREATER CHINA RETAIL - WHERE IT'S AT

The *15th Five-Year Plan for Expanding Consumption*, released in July 2026, outlines key tasks across six areas: expanding services consumption, upgrading goods consumption, fostering new retail models, increasing purchasing power, optimizing the consumption environment, and improving market mechanisms to raise consumption capacity, with a target of RMB60.0 trillion for total retail sales of consumer goods by 2030. In H1 2026, the Chinese mainland's total retail sales of consumer goods reached RMB24.9 trillion, up 1.3% y-o-y, with the growth rate decelerating by 3.7 percentage points compared with the same period in 2025, indicating slower growth in consumer spending.

By consumption type, sales of goods increased 1.1% y-o-y, while sales of services grew faster, increasing by 5.3%. Policies promoting consumer goods trade-ins were effectively implemented, driving rapid growth in sales of green and smart products. Retail sales in communications equipment for enterprises above a designated size surged 14.4% y-o-y, while high energy-efficiency home appliances grew by more than 30%. The consumer confidence index on the Chinese mainland stood at 89.4 in June 2026, up 1.5 points y-o-y . In H1 2026, consumer spending contributed 46% to GDP growth, down 4.5 percentage points from H1 2025. While consumer confidence and expectations have stabilized, the momentum of the recovery in consumption is not yet fully stable, highlighting the need for continued policy support and market adaptation.

Figure 1:
Total retail sales of consumer goods on the Chinese mainland (2014-H1 2026)

Source: National Bureau of Statistics, Cushman & Wakefield Research

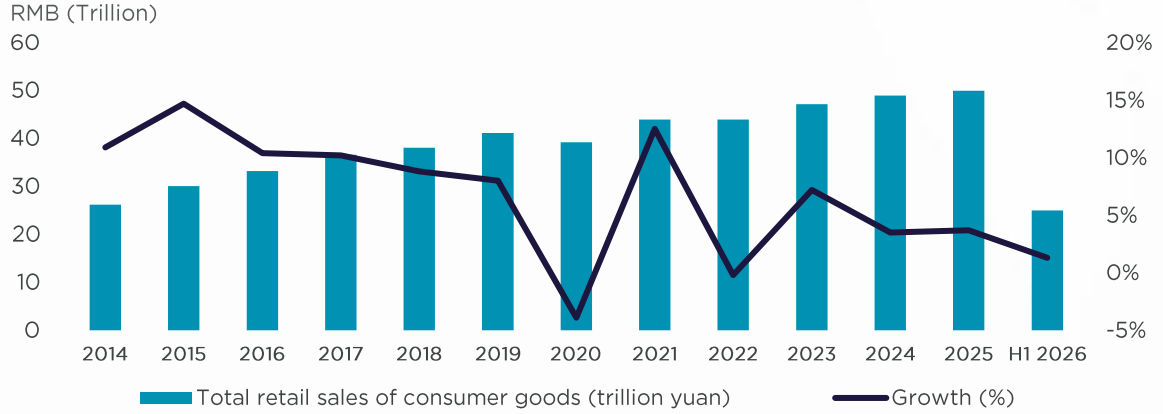


Figure 2:
Chinese consumer confidence index (2013-H1 2026)

Source: National Bureau of Statistics, Cushman & Wakefield Research

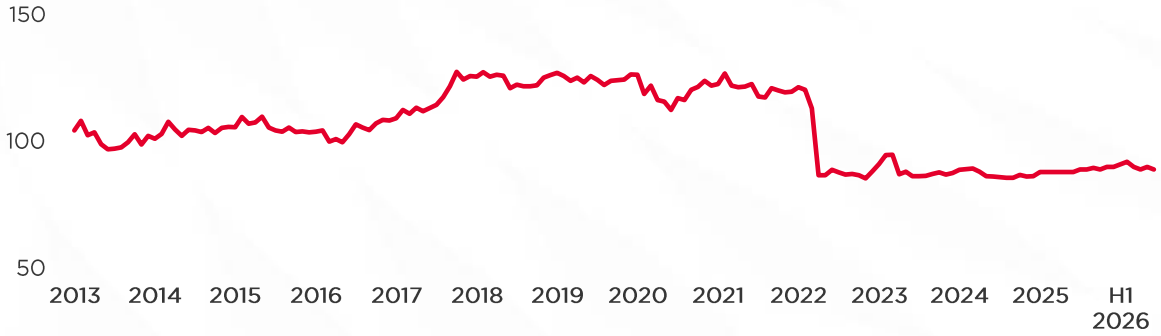
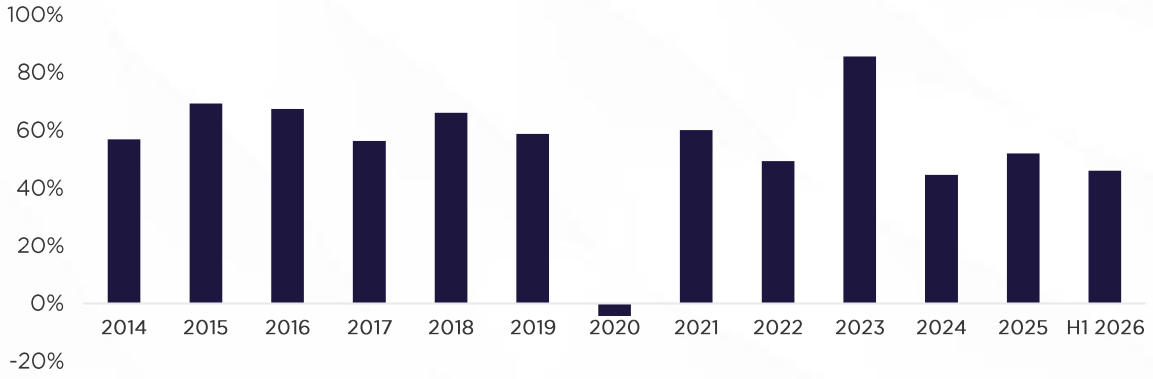


Figure 3:
The contribution of consumer spending to GDP growth on the Chinese mainland (2014-H1 2026)

Source: National Bureau of Statistics, Cushman & Wakefield Research



GREATER CHINA RETAIL - WHERE IT'S AT

Over the past year, "expanding domestic demand" and "boosting consumption" have remained key priorities for China's economic development. Supported by policies to boost consumption, new growth drivers in consumption continue to emerge. Notably, the growth rate of services consumption exceeded that of goods consumption by 4.2 percentage points in H1 2026, indicating that China's consumption structure has gradually shifted from a goods-focused pattern to a more balanced mix of goods and services.

By Q2 2026, the total prime retail property stock in the 15 major cities tracked in Greater China reached 123.1 million sq m. Looking forward, approximately 18 million sq m of new supply is scheduled for completion through the end of 2028, further intensifying competition.

Over the past year, driven by a series of policies aimed at expanding domestic demand, upgrading and transformation have been occurring at an increasingly rapid pace in the retail market. The types of services consumption are becoming increasingly diverse, and new consumption scenarios are continuing to emerge. Meanwhile, consumer demand for emotional satisfaction and entertainment experiences is on the rise. However, influenced by low consumer confidence, the overall average vacancy rate across the 15 major cities rose slightly by 0.1 percentage points y-o-y to 11.2% in Q2 2026.

Table 1
The supply/demand rundown for 17 city core area-level markets in Greater China (Q2 2026)

Source: Cushman & Wakefield Research

CORE MARKET DATA
GREATER CHINA RETAIL
Q2 2026

Markets	Stock (sq m)	Under Construction (sq m)	Absorption (q-o-q sq m)	Vacancy	Rent (Local currency)	(q-o-q change)	
Beijing	17,649,169	1,468,600	120,055.7	10.40%	883.00	-0.23%	RMB/sq m/mo
Shanghai	27,175,701	5,926,579	821,524	10.03%	696.13	-2.11%	RMB/sq m/mo
Guangzhou	6,331,523	2,468,131	46,911.62	9.29%	622.50	-1.09%	RMB/sq m/mo
Shenzhen	7,937,219	1,657,000	-12,314.2	9.22%	693.46	-0.10%	RMB/sq m/mo
Tianjin	2,876,846	552,000	-6,980	16.26%	404.00	-0.25%	RMB/sq m/mo
Shenyang	6,569,251	308,992	2,930	19.25%	225.00	0.00%	RMB/sq m/mo
Dalian	2,082,460	240,000	1,800	15.46%	610.00	0.00%	RMB/sq m/mo
Qingdao	4,498,161	1,181,243	132,392.9	10.49%	410.00	-4.87%	RMB/sq m/mo
Nanjing	8,202,630	1,704,049	115,001	10.44%	520.82	-3.90%	RMB/sq m/mo
Hangzhou	8,073,070	1,621,000	89,870	10.01%	495.47	-0.33%	RMB/sq m/mo
Chongqing	6,967,000	1,063,000	-253,600	11.30%	568.97	0.99%	RMB/sq m/mo
Chengdu	8,498,923	698,000	25,392.32	8.53%	583.14	0.23%	RMB/sq m/mo
Xi'an	8,222,683	676,000	14,780	13.75%	230.91	-0.20%	RMB/sq m/mo
Wuhan	4,839,624	521,104	-48,393.9	14.83%	379.38	-2.15%	RMB/sq m/mo
Xiamen	3,151,700	379,850	40,593.9	10.53%	413.33	-0.19%	RMB/sq m/mo
Hong Kong	-	-	-	5.39%	615.66	0.16%	HKD/sq ft/mo
Taipei	-	-	-	5.94%	12,300.00	0.00%	TWD/ping/mo

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GREATER CHINA RETAIL - WHERE IT'LL BE

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> **Although the growth of total retail sales of consumer goods has moderated, sales of services have maintained strong resilience, indicating that China's consumption structure is shifting. The price-quality value and emotional experiences are now the key drivers of consumer purchases, pushing the transformation of the consumer market. It is therefore imperative for retailers and brands to understand these evolving consumer needs and to adapt their strategies swiftly to capture new growth opportunities.**

GREATER CHINA RETAIL - WHERE IT'LL BE

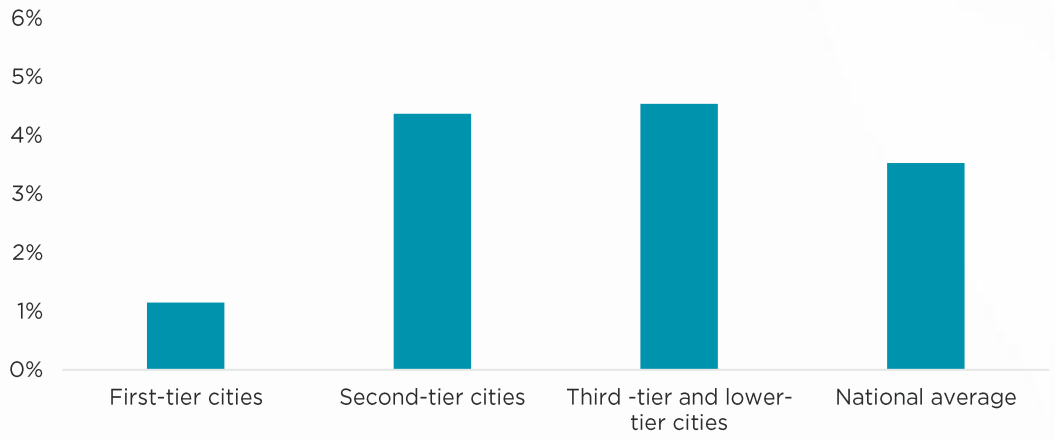
Supply Trends

Lower-Tier Cities Show Consumption Resilience

Due to a large population base and ongoing urbanization, coupled with the positive impact of policies aimed at boosting consumption, the compound annual growth rate (CAGR) of total retail sales of consumer goods in the third-tier and lower-tier cities group exceeded that of the national average and that of first-tier cities by 1.01 and 3.39 percentage points, respectively, from 2022 to 2024. At the same time, per capita disposable income in third-tier and lower-tier cities increased by 88.6% over the ten-year period from 2015 to 2024, driving a sustained rise in purchasing power. Looking ahead, accounting for nearly 70% of China's total population, third-tier and lower-tier cities have rising purchasing power and upgrading consumer demand, and will become the core drivers of China's domestic demand growth.

Figure 4:
CAGR of total retail sales of consumer goods（2022-2024）

Source: National Bureau of Statistics, Cushman & Wakefield Research

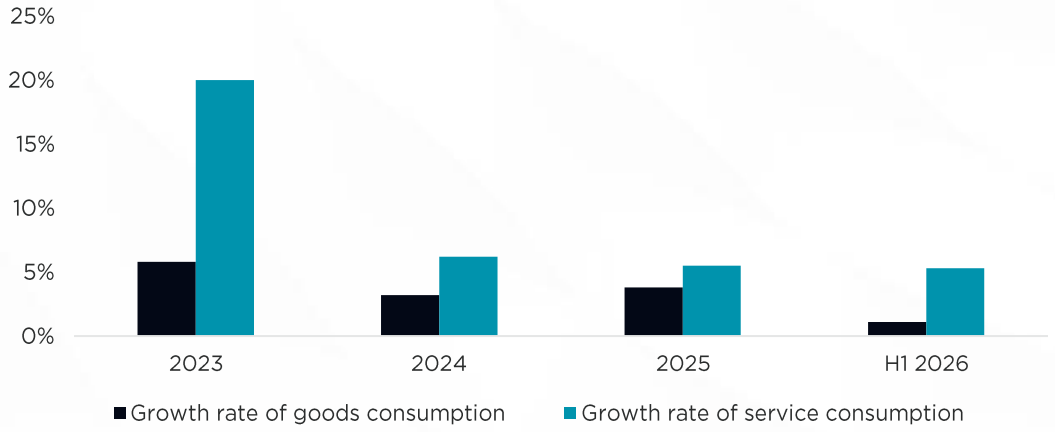


Experience Economy Reshaping Offline Spaces

In November 2025, the *China Experience Economy Development Report (2025)*, released by the China Academy of Information and Communications Technology, showed that the size of Chinese mainland's experience economy market grew by 22.6% y-o-y, reaching RMB18.4 trillion, and was projected to achieve an average annual growth rate of more than 20% over the 15th Five-Year Plan period. Since 2023, the y-o-y growth rate of services consumption has significantly exceeded that of goods consumption, becoming a key driver of consumption growth in China. The core function of shopping malls has shifted from serving as a venue for traditional commerce to becoming an experiential space that fosters emotional connection, self-expression, and social interaction.

Figure 5:
Growth rates of retail sales of goods and services in Chinese Mainland (2023-H1 2026)

Source: National Bureau of Statistics, Cushman & Wakefield Research



GREATER CHINA RETAIL - WHERE IT'LL BE

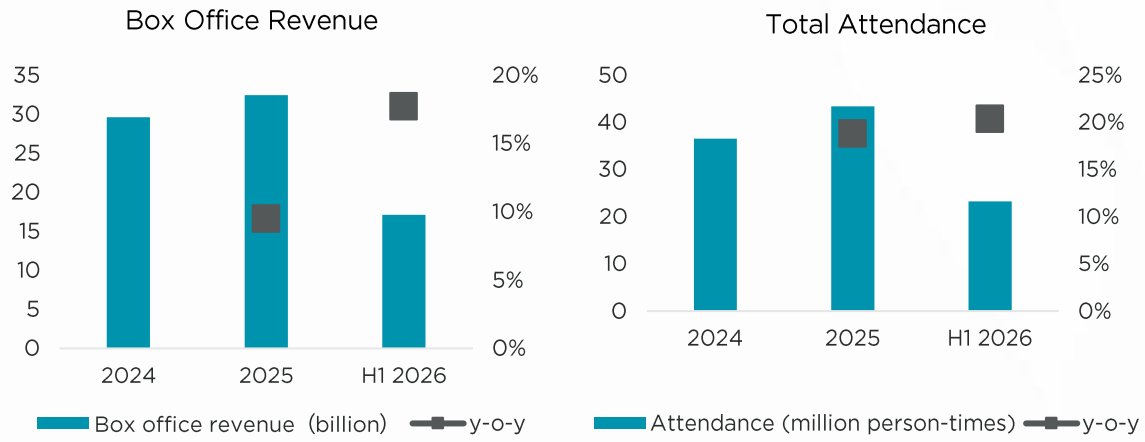
Demand Trends

Continued Growth in Commercial Performances

In H1 2026, box office revenues from commercial performances (excluding those held at entertainment venues) increased by 9.41% y-o-y, reaching RMB30.41 billion. Among them, the revenue from large-scale performances generated RMB17.11 billion, up 17.70% y-o-y, while attendance reached 23.28 million, rising 20.37% y-o-y. "To a City for a Performance" has become a popular cultural phenomenon in China. The booming performance market reflects consumers' shift from buying products to seeking experiences, as entertainment consumption is evolving from an optional activity into a daily necessity. This means shopping malls need to accelerate their transformation toward experiential and content-driven models.

Figure 6:
Box office revenue and attendance for large-scale commercial performances with more than 5,000 attendees (2024-H1 2026)

Source: China Association of Performing Arts, Cushman & Wakefield Research

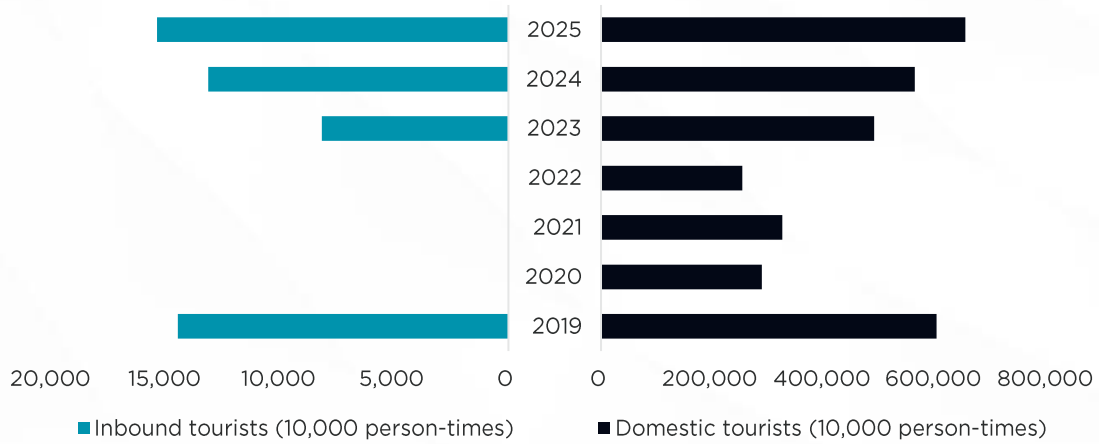


Tourism Driving Consumption Growth

Ongoing upgrades and diversification of cultural and tourism offerings, combined with entry facilitation policies, have driven steady growth in tourism in China. In 2025, domestic visitor numbers reached 6.52 billion person-times, increasing by 16.2% y-o-y, while domestic residents spent RMB6.3 trillion on travel, up 9.5% y-o-y. The number of visits from inbound tourists reached 154.5 million and their spending in Chinese mainland totaled US$131.1 billion, up by 17.1% and 39.2%, respectively. The recovery in cultural and tourism consumption will support upgrading of the Chinese mainland's tourism-driven retail market, and will also act as a key driver for boosting consumption.

Figure 7:
Number of Inbound and Domestic Tourists in Chinese mainland (2019-2025)

Source: National Bureau of Statistics, Cushman & Wakefield Research



THE SEVEN MAJOR CITIES RETAIL PROPERTY MARKET

The seven major Greater China city-level retail property markets this report covers are:

- ✓ Beijing;
- ✓ Shanghai;
- ✓ Shenzhen;
- ✓ Guangzhou;
- ✓ Chengdu;
- ✓ Hong Kong, and;
- ✓ Taipei.

These seven markets provide a broad overview of the latest retail property supply and demand activity across the key gateway markets in the Greater China region.

TOP SUPPLY/DEMAND TRENDS FOR BEIJING

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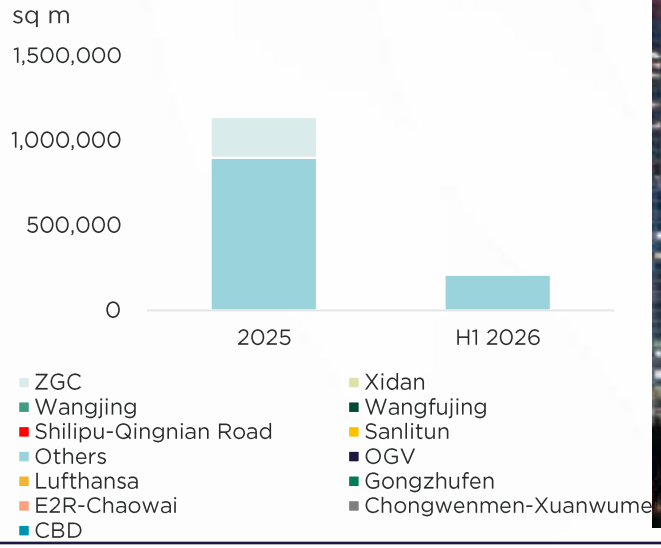
The Past Year

Over the past year, Beijing's retail market welcomed 11 new completions, bringing a total of 792,964 sq m of high-quality retail space to the market. Among them, four shopping centers with a combined 210,000 sq m opened in H1 2026, a significant drop when compared to the same period last year. Newly launched projects are predominantly urban renewal projects in the city center and newly constructed projects in the outlying suburbs.

Beijing's urban renewal process accelerated with continued consumption-promotion policies. A wave of renovations and upgrades at existing projects was seen last year. Established shopping malls and regional benchmark commercial complexes have launched renewal plans. Examples included Landao Mansion's closure for renovation prior to transformation into a hub for trending IP launches; Xinhua Department Store's (Xinjiekou) reopening with a new brand identity as CC Mall; and the ZUCZUG Cosmic Center PF3, converted from the former cold storage facility at Beijing Friendship Garden.

Figure 8:
Beijing retail property market – New supply dynamics by submarkets (2025-H1 2026)

Source: Cushman & Wakefield Research



Demand

The Past Year

The Beijing authorities have continued to roll out policies to stimulate consumption potential in the retail market. Submarkets and projects are all actively building diversified consumption scenarios. For example, Tongzhou Wanli Wangfujing WellTown offers diverse experiential consumption scenarios including outlets, retail, catering, entertainment and art.

Beijing has also continued to drive the renewal and upgrading of idle and outdated commercial properties. Some of these aged projects have catered to current consumption trends and attracted customer traffic through overall or partial renovation and tenant mix adjustments. Notably, the long-established Beijing Friendship Store in the CBD submarket transformed into a courtyard-style commercial space, winning new popularity with younger consumers. The Place has also signed an agreement with Longfor Properties for renovation, upgrading and repositioning. Going forward, the two parties aim to transform the project into a new aesthetic commercial landmark in the CBD.

Supported by new project entrants, brands have continued to actively expand first stores and flagship stores. For example, Zhongguancun Art Park welcomed U.S. casual F&B brand Chili's first store in Beijing, as well as flagship stores from Lululemon and Gaga. Online-originated brands are also opening physical stores — Unitree Robotics' first global physical store opened at Shuangjing JD Mall; and MCHOSE opened a Beijing flagship store at Chaoyang Hopson One. Meanwhile, the strategic contraction of foreign retail brands continued. Ito Yokado disposed of its Beijing operations, while BreadTalk closed its remaining store in Beijing.

Figure 9:
Beijing retail property market – Supply, absorption and vacancy (2017-Q2 2026)

Source: Cushman & Wakefield Research

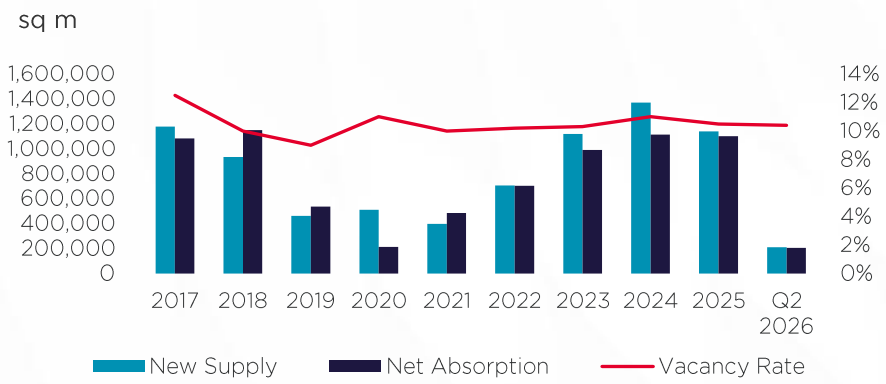
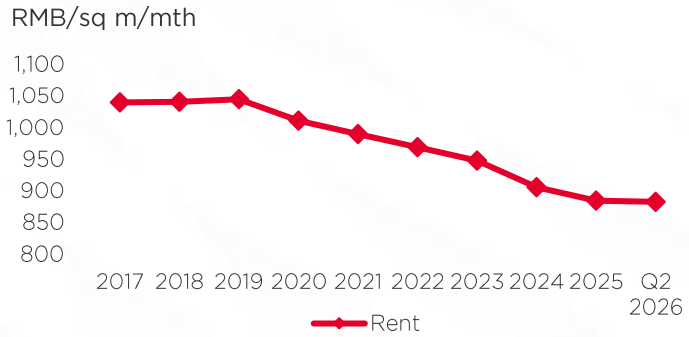


Figure 10:
Beijing retail property market – Average rental (2017-Q2 2026)

Source: Cushman & Wakefield Research



**Starting from Q1 2026, the rental calculation basis adjusted from "rent for prime locations on the ground floor of benchmark projects in core submarkets" to "average rent for high-quality malls citywide*

Figure 11:
Beijing retail property market statistics (Q2 2026)

Source: Cushman & Wakefield Research

Submarket	Inventory (sq m)	Vacancy Rate	Average Rental (RMB/sq m/mth)*
CBD	979,849	4.8%	800 – 1,500
Sanlitun	246,000	2.6%	800 – 2,000
Xidan	199,000	5.5%	1,000 – 1,500
Wangfujing	450,000	3.9%	800 - 2,000
Lufthansa	234,000	4.5%	600 – 1,200
E2R-Chaowai	279,276	5.6%	600 - 1,200
Chongwenmen-Xuanwumen	309,000	8.0%	500 - 1,000
Zhongguancun	1,252,000	4.3%	500 - 1,500
Other Areas	13,700,044	12.0%	/
Beijing Totals	17,649,169	10.4%	¥ 883

**Data includes shopping centers only.*
**Overall average asking rental range is based on ground floor rent in prime locations in major shopping centers, excluding management, promotional and other fees; the overall average rent is the best location for the first floor of the benchmarking projects in the core submarkets.*

Supply & Demand

The Outlook

More than 500,000 sq m of high-quality retail space will enter the market in H2 2026. As the city continues in revitalizing and upgrading idle and outdated commercial spaces, we expect that small-scale urban renewal commercial projects will emerge in the market. Examples include Lianhua Hui, transformed from Tongzhou Lotus Market; and DT51 Longde Store, renovated from the Carrefour store in Changping Longde Plaza. However, due to downward economic pressures and still-weak consumption, project leasing is still facing significant challenges. Looking ahead, the overall market new supply pace is expected to slow further, while projects adopting phased openings may become a long-term trend, and market rents will remain under downward pressure.

The investment side has also been active in Beijing's retail market recently. Examples include Boyu Capital's acquisition of a 75% stake in the Beijing Badaling Outlet, after its acquisition of a partial stake in Beijing SKP in 2025, while BIG Xin'Ao Shopping Center also initiated a public REIT. The involvement of capital has provided financial and resource support for the quality improvement and upgrading of existing retail projects in Beijing. In the future, leveraging the policy benefits of Public REITs, the asset securitization process of existing commercial properties in the Beijing retail market will be accelerated. This will further support the growth of existing Beijing retail project renovation, with the overall supply picture trending towards existing project optimization alongside new supply introduction.

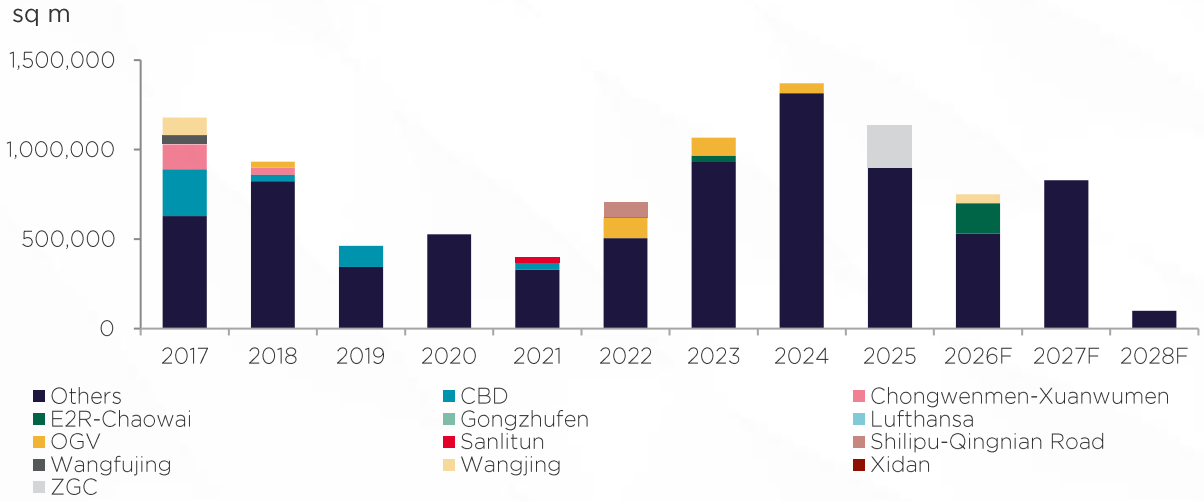
Figure 12:
Beijing retail property market – Significant projects under construction (H2 2026-2027)

Source: Cushman & Wakefield Research

Property	Submarket	Expected Opening Date	sq m
Poly Time Edition	Other (Changping)	2026	100,000
Dongwai 39 Mall	E2R-Chaowai	2026	170,000
The EYEX	Other (Changping)	2026	40,000
Hopson One (Beijing Garden Expo Park)	Other (Mentougou)	2027	118,600
The Mixc (Beijing Chaoyang Station)	Other (Chaoyang)	2027	250,000

Figure 13:
Beijing retail property market – New supply pipeline by submarkets (2017-2028)

Source: Cushman & Wakefield Research



TOP SUPPLY/DEMAND TRENDS FOR SHANGHAI

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The Past Year

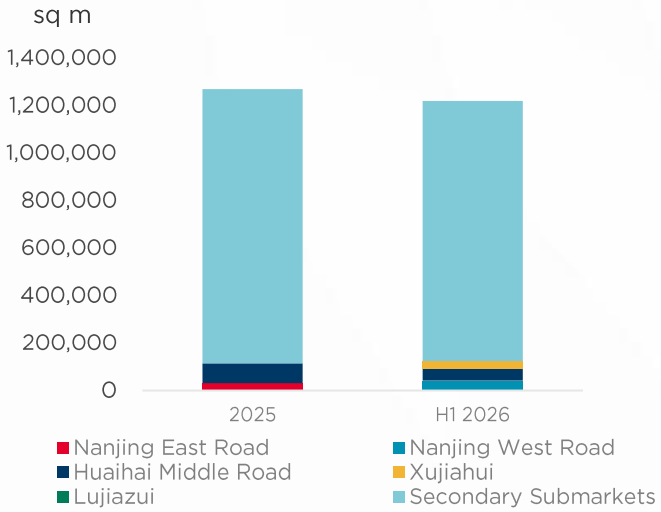
In H1 2026, Shanghai's total retail sales of consumer goods reached RMB831.97 billion, registering a y-o-y growth of 0.7%. Service consumption and new-type consumption have emerged as new growth engines. Supported by solid fundamentals, Shanghai's mid- to high-end shopping center market remained active over the past half year.

Ten new retail projects were completed and made their grand debuts in H1 2026, injecting approximately 1.22 million sq m of new retail space into the market. By the end of Q2 2026, the total stock of Shanghai's overall mid- to high-end shopping center market reached 27.17 million sq m, up 4.48% q-o-q.

Against the backdrop of substantial new supply, the market landscape continues to evolve. This has driven more active adjustments and renovations of existing retail properties, further intensifying differentiation among projects.

Figure 14:
Shanghai retail property market – New supply dynamics by submarkets (2025-H1 2026)

Source: Cushman & Wakefield Research



Demand

The Past Year

Over the past year, Shanghai's retail market has demonstrated remarkable resilience and vitality. The per capita disposable income of Shanghai residents reached RMB48,791 in H1 2026, up 4.2% y-o-y. The seventh May 5th Shopping Festival featured deep integration of culture, tourism, sports, and exhibition sectors, the continued upgrading of the first-launch economy, and the evolution of the ticket-stub-driven consumption model. Shanghai received a total of 313 million tourist visits in H1, up 17.60% y-o-y, with tourism consumption reaching RMB543.33 billion, up 8.75% y-o-y.

During the past year, retailers across varied sectors continued to expand, while several new brands made their debuts in the Shanghai market. Among all retail trades, the F&B, fashion, pop culture toys, sports, entertainment, and smart home sectors were the most active. Furthermore, according to data from the Consumer Market Big Data Laboratory (Shanghai) of Fudan University, Shanghai saw 431 new first-store openings from January to May 2026, of which 76 were high-level flagship first stores, accounting for 17.6%.

The overall vacancy rate edged up by 0.23 percentage points q-o-q in Q2 2026 due to the short-term impact of new supply. The prime area vacancy rate stood at 6.56%, while the emerging area rate reached 10.50%. Meanwhile, some projects with relatively low occupancy levels offered additional rental incentives, including deeper discounts and longer rent-free periods, to retain existing tenants and attract new ones. At the same time, lower-than-average rents at newly completed projects and significant new supply volumes reduced the average first-floor asking rent by 2.11% q-o-q to RMB696.13 per sq m per month.

Figure 15:
Shanghai retail property market – Supply, absorption and vacancy (2017-Q2 2026)

Source: Cushman & Wakefield Research

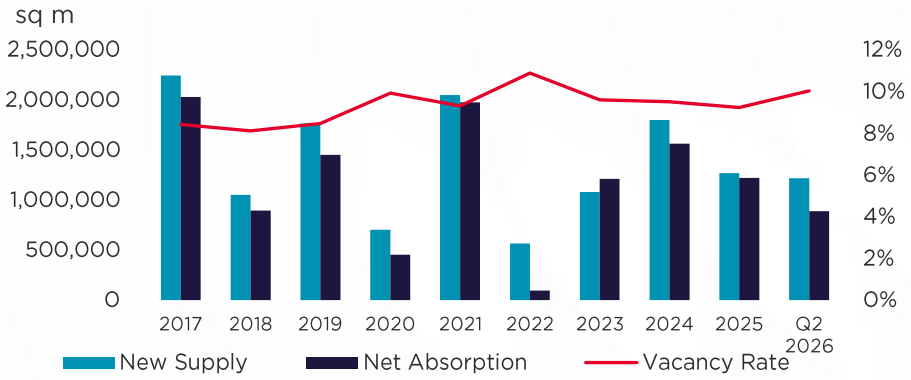


Figure 16:
Shanghai retail property market – Average rental (2017-Q2 2026)

Source: Cushman & Wakefield Research

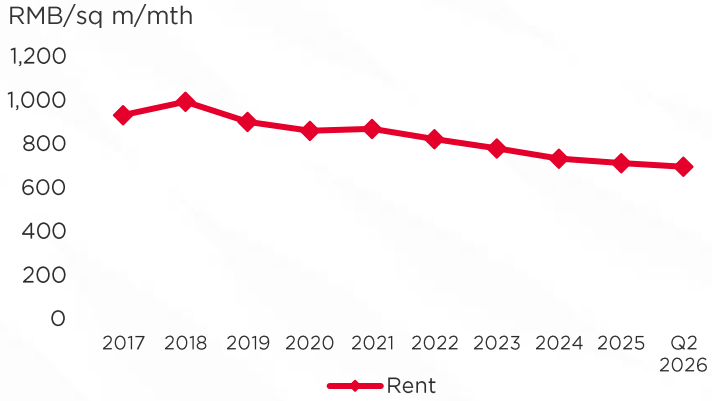


Figure 17:
Shanghai retail property market statistics (Q2 2026)

Source: Cushman & Wakefield Research

Submarket	Inventory (sq m)	Vacancy Rate	Average Rental (RMB/sq m/mth)*
Nanjing East Road	491,660	6.1%	2,138.3
Nanjing West Road	707,738	8.1%	2,236.1
Huaihai Middle Road	648,560	7.9%	1,434.2
Xujiahui	314,000	4.6%	2,192.4
Lujiazui	1,029,978	5.5%	1,477.7
Other Areas	23,983,765	10.5%	515.9
Shanghai Total	27,175,701	10.0%	696.13

**Rental rates are calculated by NLA and considered as consistently achievable for prime space (usually the ground floor) in major shopping centers, excluding management fee, promotional fee and other fees.*

Supply & Demand

The Outlook

Looking ahead, given the substantial volume of new supply scheduled for completion in H2 2026, the overall vacancy rate in Shanghai's mid- to high-end retail property market is expected to rise to 12% by year-end 2026. With more than 88% of these new projects located in non-prime areas, their lower-than-average rents are expected to weigh on the market's overall average monthly rental level. At the same time, leasing demand is likely to remain robust, with both international and domestic brands continuing to choose the city as a preferred location for flagship stores and first-store openings.

Shanghai's consumption structure is shifting from scale expansion to quality upgrading, with quality-oriented, experience-driven, and services consumption driving growth. The "First Launch Shanghai 4.0" initiative has been comprehensively upgraded, supported by three pillars — institutional innovation, financial support, and implementation measures — to foster a world-class business environment. Local brands showcasing "Oriental Aesthetics" have become must-buy products for foreign tourists, with prices and repurchase rates surpassing those of luxury brands, emerging as a new global calling card for Shanghai. Meanwhile, the deep integration of culture, retail, tourism, sports, and exhibitions has become the norm. Shanghai is also leveraging the ticket-stub economy to convert foot traffic from performances, sporting events, and exhibitions into incremental consumption in prime retail areas.

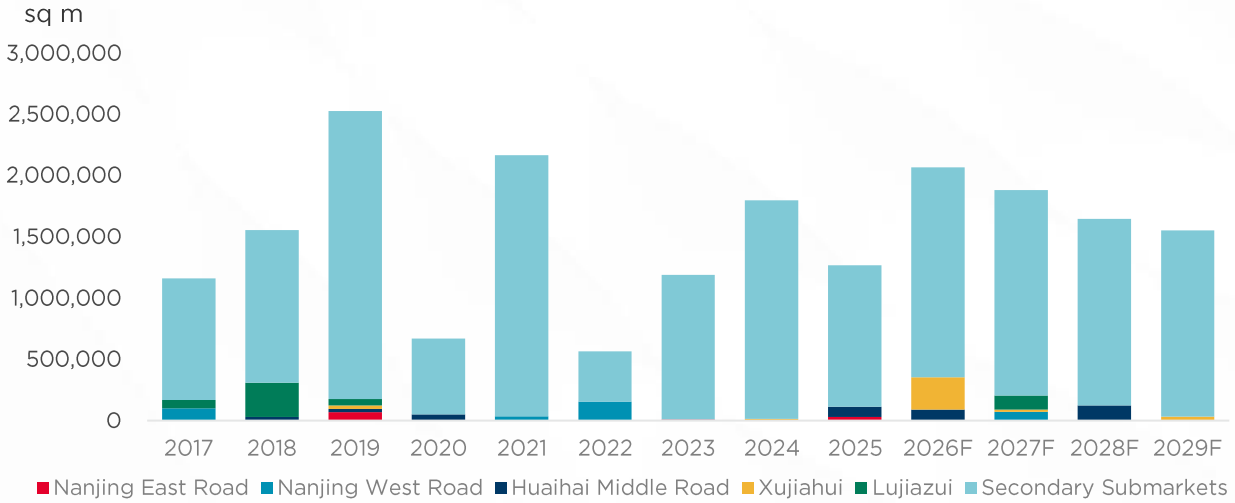
Figure 18:
Shanghai retail property market – Significant projects under construction (H2 2026-2029)

Source: Cushman & Wakefield Research

Property	Submarket	Expected Opening Date	sq m
ITC Maison	Xujiahui	2026	231,417
K11 ELYSEA	Huaihai Middle Road	2026	52,000
Taikoo Li II	Qiantan	2026	147,000
Plaza 66 III	Nanjing West Road	2026	3,080
Taikoo Yuan	Lujiazui	2027	115,000

Figure 19:
Shanghai retail property market – New supply pipeline by submarkets (2017-2029)

Source: Cushman & Wakefield Research



TOP SUPPLY/DEMAND TRENDS FOR SHENZHEN

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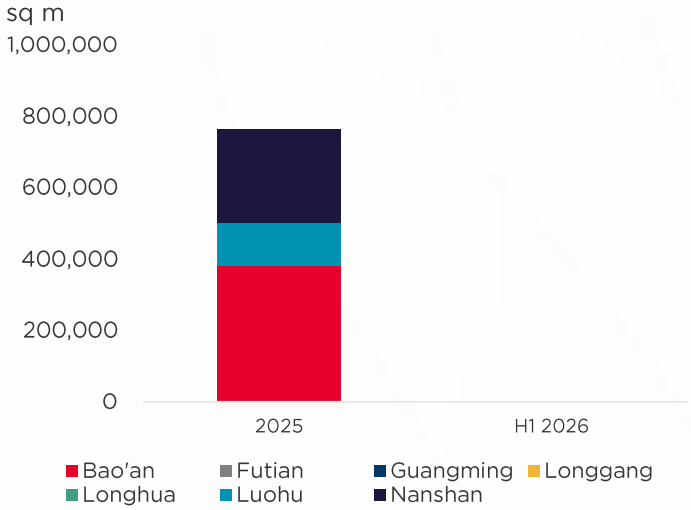
The Past Year

During the H2 2025 and H1 2026 period, four projects were launched with a combined 460,000 sq m of new retail supply, mostly at the Bao'an and Nanshan submarkets. Shenzhen Bay MIXC II, featuring fashion and luxury, welcomed more than 120 new brands to the city. At Snow World, the world's largest indoor ski resort introduced year-round consumption scenarios, enabling winter sports to trigger an economic ripple.

Urban renewal projects integrate diverse business formats within a commercial complex, transforming traditional industrial zones into a high-quality mixed-use community and enhancing the retail market. Reflecting this, Joy City, focused on daily consumption, generated RMB1 billion revenue in its first half-year, while Shenzhen's largest MIXC One series project meets consumption demand from residents and visitors in the Airport Convention and Exhibition Commercial Area.

Figure 20:
Shenzhen retail property market – New supply dynamics by submarkets (2025-H1 2026)

Source: Cushman & Wakefield Research



Demand

The Past Year

Overall soft consumption demand combined with product homogenization competition have mandated business caution and curtailed brand expansion, leading to sluggish absorption of vacant space. The citywide vacancy rate rose 0.1 percentage points y-o-y to 9.2%. Mature prime location malls with metro connections enjoyed a footfall advantage, with rent levels remaining firm. However, malls within the growth stage trimmed rents to boost occupancy. Consequently, the overall monthly average rental level dropped 9.0% y-o-y to RMB693.5 per sq m at the end of Q2 2026.

The general retail sector took a 50.1% share of new store openings during the past year, with the women's wear, outdoor products, and 3C & home appliance sectors the top three demand drivers. Traditional supermarket operators have shifted to community convenience stores and cloud depots within 15-minute community life circles. Health-related home products such as ergonomic chairs and smart mattresses are also appearing in malls.

The F&B sector accounted for 40.8% of total new openings. Authentic Chinese cuisine, tea beverage stores driven by non-local brands and Chinese fast-food stores were key contributors. The F&B market also enjoyed brand openings across the Greater Bay Area, enhancing expansion and deeper integration of cross-border consumption scenarios.

Growth in consumption demand remains fragile, while sustained supply pressures are intensifying market competition. Existing operators are boosting services with perks such as free parking, power bank access, and offering pet-friendly features and facilities to retain loyalty.

Figure 21:
Shenzhen retail property market – Supply, absorption and vacancy (2017-Q2 2026)

Source: Cushman & Wakefield Research

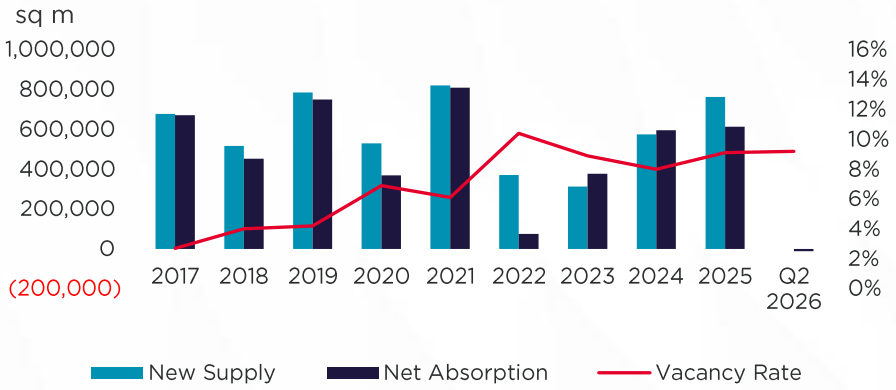


Figure 22:
Shenzhen retail property market – Average rental (2017-Q2 2026)

Source: Cushman & Wakefield Research

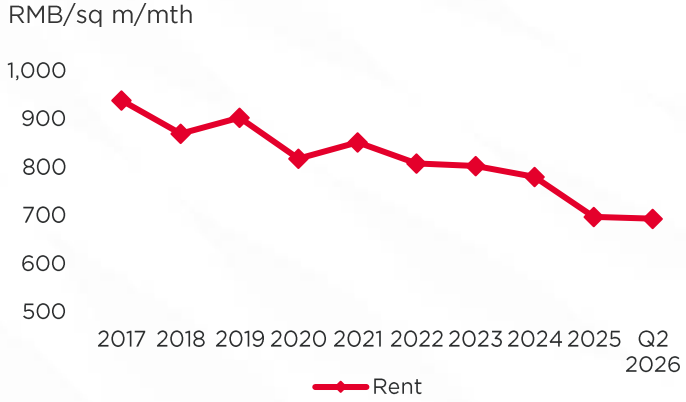


Figure 23:
Shenzhen retail property market statistics (Q2 2026)

Source: Cushman & Wakefield Research

Submarket	Inventory (sq m)	Vacancy Rate	Overall Average Rental (RMB/sq m/mth)*
Luohu	963,829	7.9%	718.5
Futian	1,348,000	7.0%	965.0
Nanshan	2,083,390	17.4%	654.5
Longgang	1,022,000	5.1%	533.8
Bao'an	1,630,000	6.5%	658.6
Longhua	640,000	4.5%	467.5
Guangming	250,000	3.8%	475.0
Shenzhen Totals	7,937,219	9.2%	693.5

**Rentals are calculated by NLA and considered as consistently achievable for prime space in prime shopping centers, excluding management fee, promotional fee and other fees.*

Supply & Demand

The Outlook

Ahead, 347,000 sq m of prime new mall space is scheduled to open through 2026, and 710,000 sq m is set to open in 2027. Signature projects include the MIXC Longhua and Uni Outlet. Meanwhile, M80 and JD Space, with exhibition halls, are breaking the boundaries of traditional retail businesses by leveraging curatorial and experiential formats. On the demand side, Shenzhen's open talent policies have fostered a highly attractive ecosystem for innovation and entrepreneurship. From tea beverage brands such as Heytea, Nayuki, and Molly Tea to tech companies like Huawei, DJI, Insta360, and Bambu Lab, the rapid growth of such enterprises and their expansion into shopping malls underscore Shenzhen's virtuous cycle between production and consumption.

Intercity consumption between Guangdong, Hong Kong and Macao, the expansion of China's visa-free policy, and the growth of international airline routes continue to create opportunities for Shenzhen's retail market. In 2025, Shenzhen's sales eligible for tax refunds on departure surged 300% y-o-y to reach RMB1.3 billion. In Q1 2026, Shenzhen's foreign exchange revenue from tourism amounted to US$2.0 billion, a 43.3% y-o-y increase. Shenzhen is becoming a popular tourist destination for overseas visitors. To welcome the 2026 APEC meeting, the city is introducing infrastructure and facilities enhancements including international visitor payment services, hospitality services, and themed itineraries. The cross-border consumption and port economies, and cultural and tourism spending, are expected to generate momentum in the Shenzhen retail market.

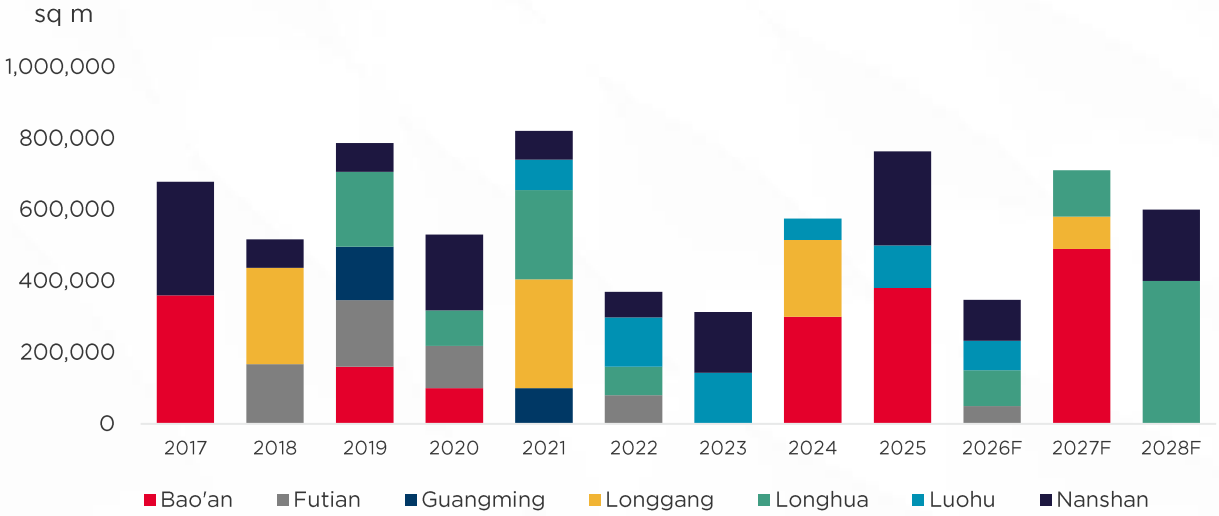
Figure 24:
Shenzhen retail property market – Significant projects under construction (H2 2026-2028)

Source: Cushman & Wakefield Research

Property	Submarket	Expected Opening Date	sq m
The MIXC One Hongling	Luohu	2026	83,000
Garden City Prince Bay	Nanshan	2026	114,000
The MIXC Longhua	Longhua	2027	130,000
Uni Outlet	Bao'an	2027	300,000

Figure 25:
Shenzhen retail property market – New supply pipeline by submarkets (2017-2028)

Source: Cushman & Wakefield Research



TOP SUPPLY/DEMAND TRENDS FOR GUANGZHOU

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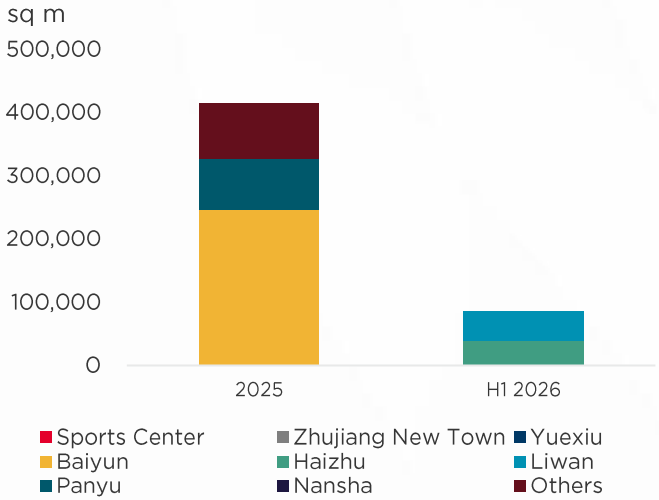
The Past Year

Guangzhou was designated one of the five "International Consumption Center Cities" in 2021. After five years of effort, Guangzhou has become China's third dual-trillion city in terms of retail sales and foreign trade, with both exceeding RMB1 trillion in 2025. The momentum has continued, with Guangzhou's total retail sales of consumer goods reaching RMB577.5 billion in the first half of 2026, up 2.9% y-o-y.

Over the past five years, Guangzhou's commercial landscape has advanced with quantitative expansion and qualitative upgrading. During 2025 and H1 2026, the city saw six prime shopping centers opening, delivering a combined more than 500,000 sq m of new supply and pushing the total stock of prime retail space to 6.3 million sq m. The grand openings of Hanxi K11 and Taikoo Li Julong Wan Phase I have supported the Changlong–Wanbo and Baietan commercial clusters to cement their high-end retail positioning, reinforcing Guangzhou's "5+2+4" multi-core commercial framework.

Figure 26:
Guangzhou retail property market – New supply dynamics by submarkets (2025-H1 2026)

Source: Cushman & Wakefield Research



Demand

The Past Year

Brands have maintained cautious expansion strategies over the past year. As at Q2 2026, the citywide vacancy rate of prime shopping malls edged up by 0.1 percentage points from the same period in 2025 to record 9.3%.

To boost market confidence, the Guangzhou government has launched consumption initiatives to accelerate the construction of landmark commercial areas, introduce first-store incentives, sustain the trade-in program, and optimize business environments. Meanwhile, landlords have offered rent concessions, extended rent-free periods and outdoor seating support to support tenants, while proactively repositioning projects to stay competitive. These widespread tenant-friendly incentives weighed on overall rents, with the average monthly rental level falling 7.5% y-o-y to RMB622.5 per sq m.

Over the past year, the F&B sector remained the primary driver of leasing demand, accounting for 64% of new-store openings, 37 percentage points higher than for general retail. Local specialties, bakeries & desserts and new-style tea brands recorded rapid expansion. On the other hand, the general retail sector is still in an adjustment cycle, accounting for only 27% of new store openings. The supermarket segment pursued breakthroughs amid intensifying competition. Membership warehouse clubs also continued scaling up, while compact discount supermarkets with streamlined, curated offerings gained notable traction. Emotional consumption held strong: the pet economy stayed on trend, while culturally resonant creative products drove a spending surge, and plush toy and IP-branded stores continued to expand.

Figure 27:
Guangzhou retail property market – Supply, absorption and vacancy (2017-Q2 2026)

Source: Cushman & Wakefield Research

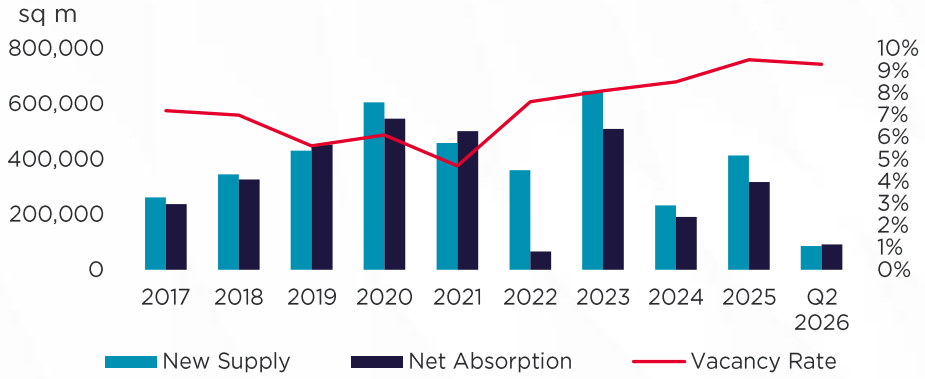


Figure 28:
Guangzhou retail property market – Average rental (2017-Q2 2026)

Source: Cushman & Wakefield Research

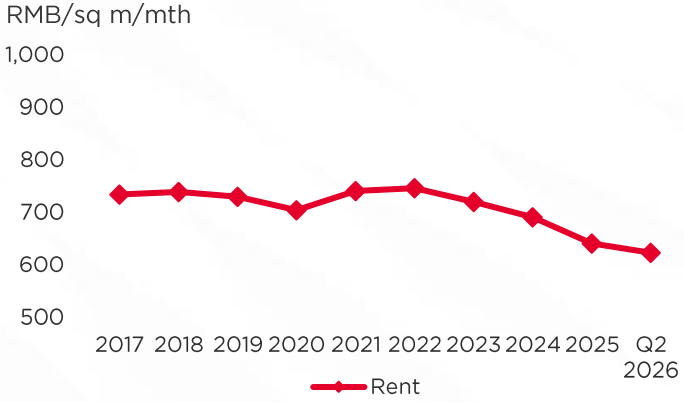


Figure 29:
Guangzhou retail property market statistics (Q2 2026)

Source: Cushman & Wakefield Research

Submarket	Inventory (sq m)	Vacancy Rate	Overall Average Rental (RMB/sq m/mth)*
Sports Center	867,800	1.7%	1,748.1
Zhujiang New Town	604,359	11.7%	834.3
Yuexiu	477,200	7.9%	747.5
Baiyun	984,300	12.7%	392.9
Haizhu	406,000	1.8%	485.0
Liwan	572,337	25.4%	423.6
Panyu	784,225	4.2%	392.5
Nansha	383,530	2.3%	250.0
Other Areas	1,251,772	11.6%	311.5
Guangzhou Totals	6,331,523	9.3%	622.5

**Rentals are calculated by NLA and considered as consistently achievable for prime space in prime shopping centers, excluding management fee, promotional fee and other fees.*

Supply & Demand

The Outlook

From H2 2026 through 2027, Guangzhou is expected to see approximately 1.6 million sq m of new prime retail supply enter the market. Significant projects include Tianhe Hopson One, Baietan MixC, Sasseur Outlet Park Guangzhou, and Taikoo Li Julong Wan Phase II. The supply influx will intensify near-term leasing pressures. However, quality assets in prime locations remain highly sought-after, with operators including SKP and Longfor set to make their Guangzhou debuts. Amid intensifying competition, landlords of existing stock are raising their day-to-day operational standards.

The Guangzhou government is promoting the "separation of development and management/operation" model. This approach aims to attract quality operators, stimulate market vitality, and encourage innovation and healthy competition. Financial support has also been stepped up. *The Measures on Scaling Up Financial Support for Consumption*, rolled out in April 2026, tackles key bottlenecks across supply optimization, product innovation and service support to unlock consumption potential. Through a dual-track approach of upgrading supply quality via operational reforms and activating demand through financial incentives, the government is laying solid groundwork for revitalizing Guangzhou's commercial market and driving retail format upgrades.

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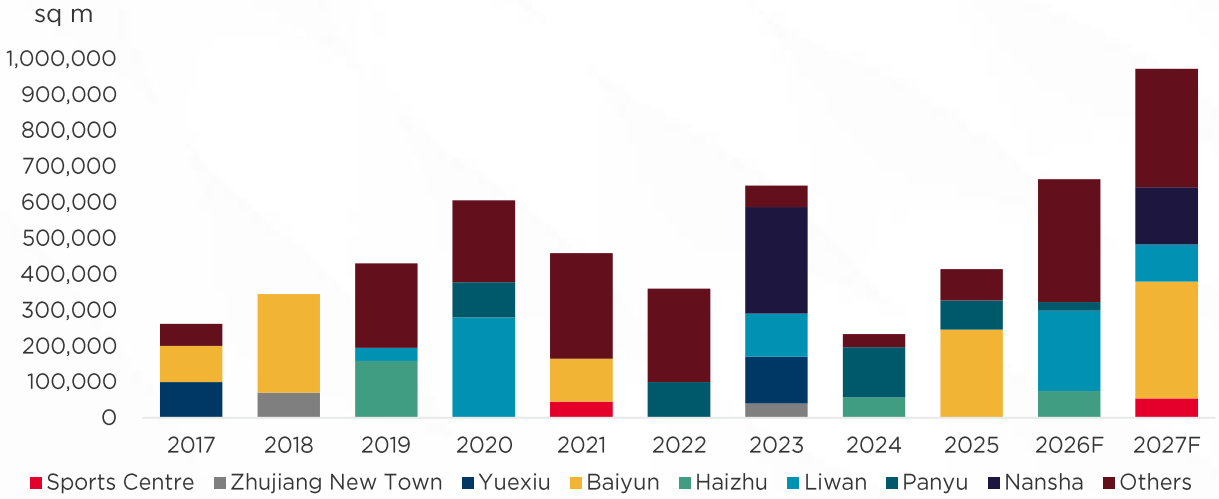
Figure 30:
Guangzhou retail property market – Significant projects under construction (H2 2026-2027)

Source: Cushman & Wakefield Research

Property	Submarket	Expected Opening Date	sq m
Hopson One （Tianhe）	Others	2026	134,000
Baietan MixC	Liwan	2026	177,025
Taikoo Li Julong Wan Guangzhou Phase II	Liwan	2027	103,563

Figure 31:
Guangzhou retail property market – New supply pipeline by submarkets (2017-2027)

Source: Cushman & Wakefield Research



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The Past Year

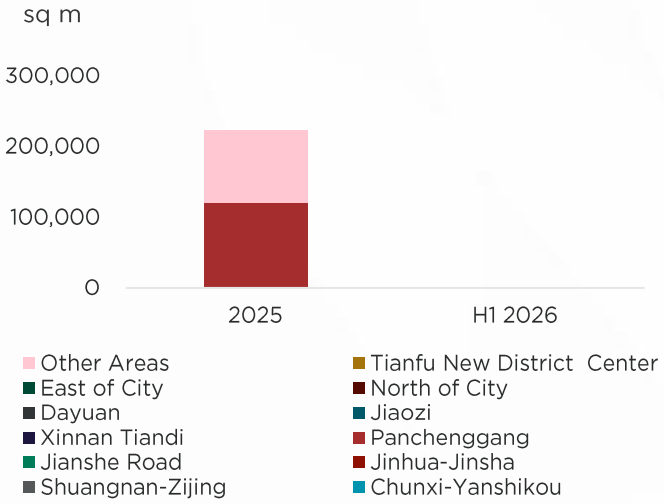
Chengdu's total retail sales of consumer goods reached RMB570.9 billion in H1 2026, up 1.6% y-o-y. The growth rate was down 4.5 percentage points over the past year.

In 2025, two projects were launched with a combined 223,000 sq m of new retail supply. No new projects were recorded in H1 2026. The city's total inventory of high-quality retail properties stood at approximately 8.5 million sq m.

Against the backdrop of moderating consumption growth and evolving consumer demand, shopping centers continued to optimize tenant mixes, elevating consumer experiences and refining operational performance. At the same time, emerging retail formats and business models further diversified market offerings.

Figure 32:
Chengdu retail property market – New supply dynamics by submarkets (2025-H1 2026)

Source: Cushman & Wakefield Research



* Includes two reinstallation projects

Demand

The Past Year

With no new supply added from H2 2025 to H1 2026, the vacancy rate declined by 0.4 percentage points y-o-y to 8.5%. However, amid cautious consumer sentiment and intensified competition, prime retail rents decreased by 0.6% y-o-y to RMB583.1 per sq m per month.

Outdoor sports brands remained active in Chengdu over the past year. Brands are expanding their market share by opening new stores or enhancing the consumer experience by creating distinctive stores. For example, NNormal and Icebreaker have opened their first global stores and their latest global concept stores, respectively, at Taikoo Li, while NB Grey R and Descente upgraded their stores there. Outdoor sports are becoming an important part of shopping mall brand line-ups.

The F&B sector remained a key demand driver, accounting for more than 20% of new openings in H1 2026, led by active bubble tea and coffee chains such as Tamkoko and Li Shanshan. Children's experience and education formats represented 13% of new openings. These brands can extend shopper visits and support F&B and retail spending. They are expected to help revive underperforming malls.

Figure 33:
Chengdu retail property market – Supply, absorption and vacancy (2017-Q2 2026)

Source: Cushman & Wakefield Research

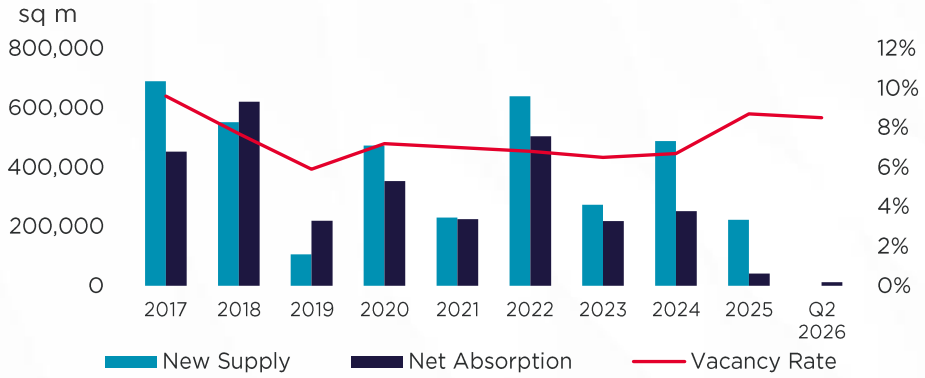


Figure 34:
Chengdu retail property market – Average rental (2017-Q2 2026)

Source: Cushman & Wakefield Research

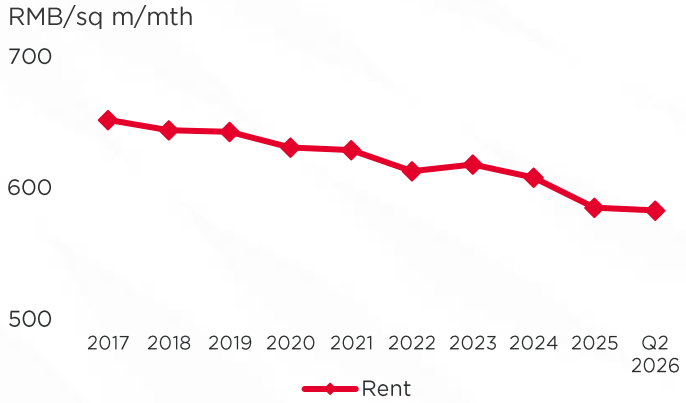


Figure 35:
Chengdu retail property market statistics (Q2 2026)

Source: Cushman & Wakefield Research

Submarket	Inventory (sq m)	Vacancy Rate	Overall Average Rental (RMB/sq m/mth)*
Chunyan Business Center	1,191,556	22.2%	1,359.7
Shuangnan-Zijing	513,000	12.0%	570.8
Guanghua-Jinsha	306,171	3.0%	428.3
Jianshe Road	820,700	15.4%	329.4
Panchenggang	712,239	2.0%	839.3
Xinnan Tiandi	281,773	4.9%	722.2
Jiaozi Business Center	1,386,400	5.1%	523.8
Da Yuan	695,000	2.9%	352.9
North of the City	958,300	6.7%	457.6
East of the City	235,000	2.0%	368.9
Tianfu New District Business Center	534,000	3.0%	333.8
Other Areas	864,784	7.2%	434.3
Chengdu Totals	8,498,923	8.5%	583.1

**Rental rates are calculated by NLA and considered as consistently achievable for prime space (usually the ground floor) in major shopping centers, excluding management fee, promotional fee and other fees.*

Supply & Demand

The Outlook

From H2 2026 to 2028, approximately 550,000 sq m of prime shopping center space will be added in Chengdu. Of this new supply, Tianfu New Area will contribute about 250,000 sq m, gradually improving the area's commercial environment. Meanwhile, ongoing urban renewal efforts are expected to drive the emergence of more experiential retail formats featuring local culture and urban characteristics.

Amid limited new supply and evolving consumer demand, prime shopping centers in Chengdu have continued to adjust tenant mixes, revamp spaces, organize thematic events to enrich the consumer experience, and explore consumer needs. Shopping centers are gradually transforming from simple shopping destinations into multifunctional hubs that offer experiences and social interaction.

In February, Chengdu released the "Administrative Measures for Pilot Projects and Funding Support for New Consumption Formats, Models and Scenarios," which provides support for first-store economy, service consumption and IP-driven consumption. Looking ahead, as policy support continues to strengthen, more innovative and replicable consumption scenarios are expected to be introduced across the city.

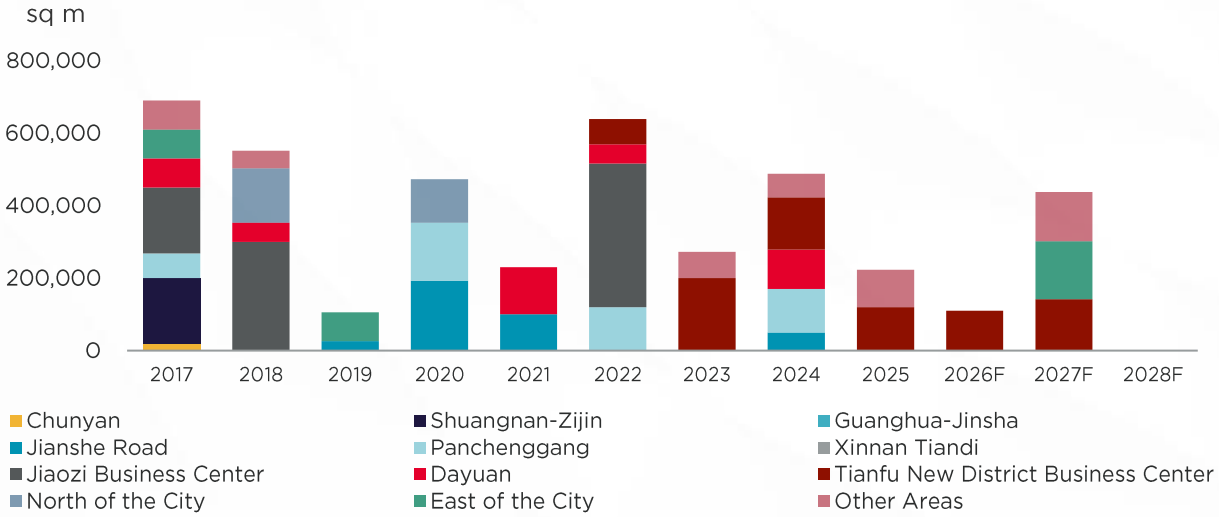
Figure 36:
Chengdu retail property market – Significant projects under construction (H2 2026-2028)

Source: Cushman & Wakefield Research

Property	Submarket	Expected Opening Date	sq m
LUXELAKES Yinxichuan	Tianfu New District Business Center	2026	110,000
Chenghua Joyous Time	East City	2027	160,000
Yintai INPARK	Tianfu New District Business Center	2027	142,000
Chengdu MixC World	Others	2027	136,000

Figure 37:
Chengdu retail property market – New supply pipeline by submarkets (2017-2028)

Source: Cushman & Wakefield Research



TOP SUPPLY/DEMAND TRENDS FOR HONG KONG

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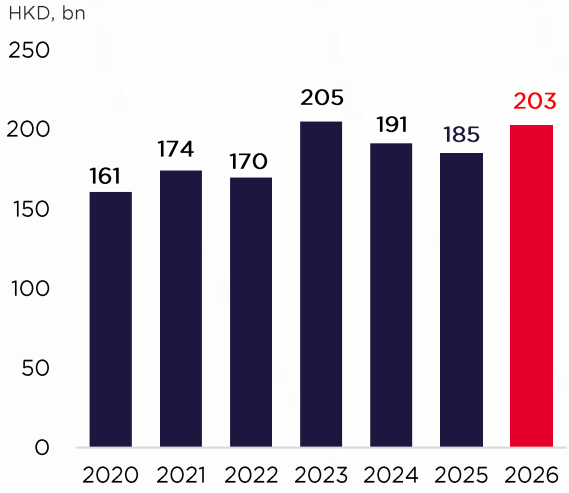
The Past Year

Inbound tourist numbers to Hong Kong have continued to grow steadily over the past year, with more than 26.7 million visitor arrivals recorded for the first six months of 2026, picking up by 13% compared with the same period in 2025. Coupled with a stronger RMB, as well as more resilient local consumption sentiment driven by the wealth effect from an improving residential market and stronger economic fundamentals, the city's overall retail sales recorded y-o-y growth for fourteen consecutive months as at June 2026.

Total retail sales for the January to June 2026 period stood at HK$ 203 billion, up 9.6% y-o-y. Across key retail categories, the Jewellery & Watches sector remained the most popular among tourists and benefitted from elevated gold prices, posting y-o-y growth of 25.1%, followed by the Fashion & Accessories and Medicines & Cosmetics sectors, which grew 4.6% and 4.5%, respectively.

Figure 44:
Retail sales value (Jan-Jun) (2020—2026)

Source: HK Census Dept, Cushman & Wakefield Research



Demand

The Past Year

Backed by expanding visitor arrival numbers and improving economic fundamentals, more promising local and tourist spending has boosted confidence among both local and non-local retailers in the Hong Kong retail market. In Q2 2026, the overall high street vacancy rate declined to 5.4%, down from 9.7% a year earlier. By district, vacancy rates in Tsimshatsui and Mongkok dropped to 8.3% and 8.6%, respectively, while Causeway Bay and Central both maintained a 0% vacancy rate throughout Q1 and Q2 2026. New leasing activity was seen across core retail districts, with relatively strong demand from the Medicines & Cosmetics and Jewellery & Watches sectors with retailers looking to capture opportunities from increasing tourist traffic.

Notable leasing transactions concluded over the past year included local pharmacy chain Yu Cheng's expansion to Russell Street in Causeway Bay with a multi-floor retail space of more than 4,800 sf. Local pharmacy chain Mannings also expanded into a 1,630 sf ground-floor store on the same street. In Central, Chinese mainland apparel group HLA and renowned Portuguese egg custard tart brand Manteigaria both committed to their first Hong Kong stores on Queen's Road Central, at 2,250 sf and 580 sf, respectively. Skincare brand OROGOLD committed to a 730 sf ground floors space on the same street. In Tsimshatsui, Emperor Watch & Jewellery leased a further ground-floor store on Canton Road, spanning around 640 sf.

As for high street retail rents, Causeway Bay and Central have led the recovery with year-to-date increases of 1.8% and 1.9%, respectively, with both local and non-local retailers displaying a preference for the two prime high-street hubs. Meanwhile, relatively affordable rental levels in Mongkok (+1.2% YTD) allowed the district to attract a wider range of brand entries. However, rents in Tsimshatsui, historically supported by top-tier brands names, remained under pressure (-2.1% YTD) given the slowdown in the luxury sector.

Figure 45:
Hong Kong high street rental trend (2020—Q2 2026)

Source: Cushman & Wakefield Research

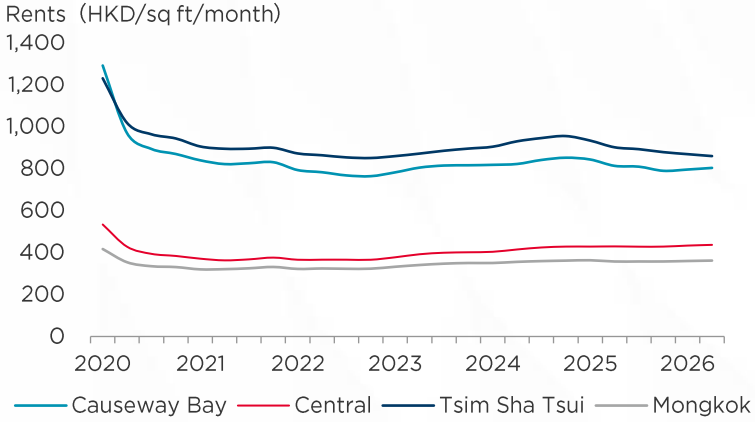


Figure 46:
Hong Kong F&B rental trend (2020—Q2 2026)

Source: Cushman & Wakefield Research

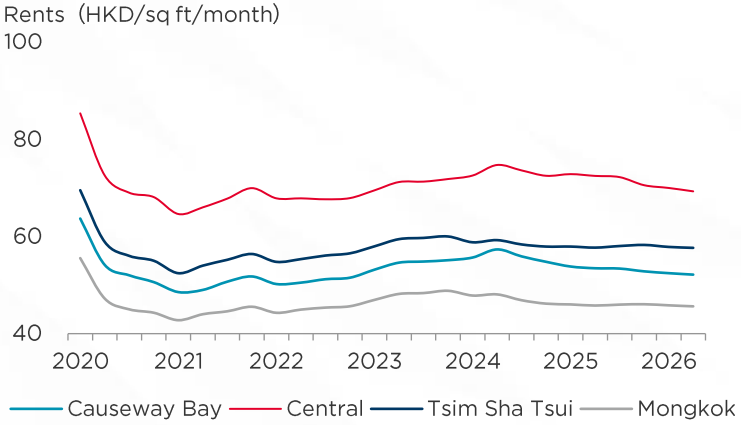


Figure 47:
Hong Kong high street rents (Q2 2026)

Source: Cushman & Wakefield Research

Submarket	Rents (HKD/sq ft/month)	H2 2026 forecast
Causeway Bay	804	▲
Central	437	▲
Tsim Sha Tsui	860	▲
Mongkok	362	▲
Hong Kong Average	616	▲

Figure 48:
Hong Kong high street vacancies (Q2 2026)

Source: Cushman & Wakefield Research

Submarket	Vacancies	H2 forecast
Causeway Bay	0%	▬
Central	0%	▬
Tsim Sha Tsui	8.3%	▬ / ▼
Mongkok	8.6%	▬ / ▼
Hong Kong Average	5.4%	▬ / ▼

The Outlook

Looking ahead, we anticipate the Hong Kong retail market to remain on a steady recovery trajectory in H2 2026, supported by continued growth in inbound tourist numbers and recovering tourist spending amid a stronger RMB. Given still-attractive rental levels, we also expect ongoing entries of new retailers, especially from international brands who view the Hong Kong market as a strategic launchpad for regional expansion in Asia.

Nevertheless, given the shift in consumption patterns and the entry of more affordable brands into high streets, rental levels are expected to continue to grow gently in the near term, rather than rising sharply. Causeway Bay and Central are likely to remain the focal points for brand activities, underpinned by strong tourist footfall. In turn, we forecast high street retail rents in Causeway Bay and Central to lead a recovery and increase by 3% to 5% in H2 2026, while we project Tsimshatsui and Mongkok to pick up modestly in the range of 1% to 2%.

Figure 49:
Hong Kong retail market leasing transactions (H2 2025 – H1 2026)

Source: Cushman & Wakefield Research

Address	Submarket	Retailer	Type	Leased Area (saleable, sq ft)
G/F, 1/F, 2/F & 3/F, 22-24 Russell Street	Causeway Bay	Yu Cheng Pharmacy	Medicines & Cosmetics	4,830
Shop on B/F & G/F, 77 Queen's Road Central	Central	HLA	Fashion & Accessories	2,250
Shop 1 & 2, G/F, Emperor Watch and Jewellery Center, 8 Russell Street	Causeway Bay	Mannings	Medicines & Cosmetics	1,630
Shop on G/F, 53 Queen's Road Central	Central	OROGOLD	Medicines & Cosmetics	730
Shop on G/F, 16 Canton Road	Tsimshatsui	Emperor Watch & Jewellery	Jewellery & Watches	640

Note: *Hong Kong retail market analysis refers to tier-1 streets in each core districts*
Causeway Bay: Russell Street & Kai Chiu Road
Central: Queens' Road Central and Pedder Street
Tsim Sha Tsui: Canton Road & Haiphong Road
Mongkok: Sai Yeung Choi Street South & Argyle Street

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The Past Year

In 2025, Taipei's retail market remained stable, supported by domestic consumption and tourism. The openings of LaLaport Nangang and Dream Plaza in Xinyi broadened the city's dining and shopping options.

Brands remained selective in their expansion plans and continued to target prime locations across Taipei, reflecting the ongoing importance of physical stores for brand visibility and customer experience.

Demand

The Past Half-Year

In H1 2026, Taipei's retail market remained stable, with rents across the major retail areas showing limited movement.

Vacancy in Zhongxiao remained in the single digits at around 7% to 9%, supported by night-time footfall generated by sporting events and concerts at Taipei Dome. In Zhongshan–Nanjing, the linear park and underground malls remained key footfall drivers, keeping vacancy at 4% to 5%. Ximen continued to benefit from its tourism appeal and steady overseas visitor traffic, with vacancy fluctuating around 5%.

Figure 50:
Rent and vacancy in Ximen (2022-Q2 2026)

Source: Cushman & Wakefield Research

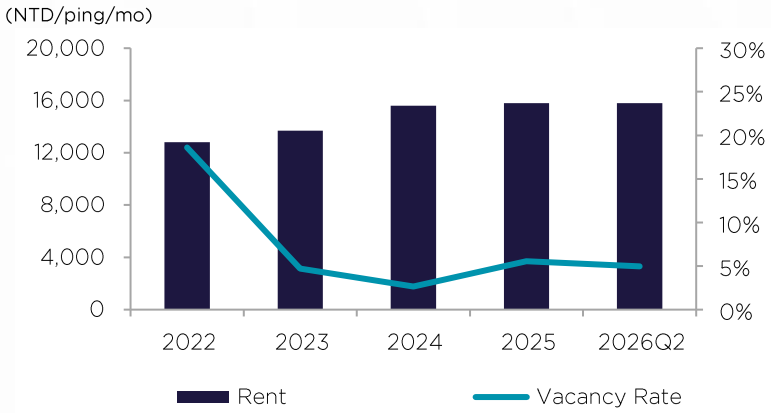


Figure 51:
Taipei significant openings (Q2 2026)

Source: Cushman & Wakefield Research

Retail Hub	Location	Tenant	Size (Ping)
Zhongxiao	Sec. 4, Zhongxiao E. Rd.	TOWER WATCH	24
Zhongshan/Nanjing	Sec. 2, Zhongshan N. Rd.	KERAIA	22
Ximen	Sec. 2, Wuchang St.	Shu Shin Bou	18
Ximen	Chengdu Rd.	POYA	330

Figure 52:
Taipei prime retail market statistics (Q2 2026)

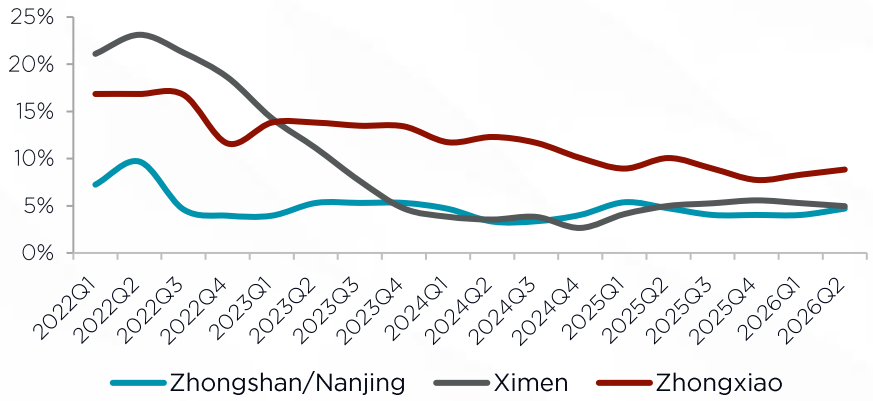
Source: Cushman & Wakefield Research

Retail Hub	Vacancy Rate	Rental Range (NTD/ping/mo)	12-month Outlook
Zhongxiao	8.84%	8,000~11,000	▬
Zhongshan/Nanjing	4.70%	7,200~12,300	▬
Ximen	4.96%	9,600~16,000	▬

**Only high street store in prime retail hubs are taken into account. All data is based on gross floor area unless otherwise specified. Rentals are exclusive of management fees or other expenses;*
**Area Conversion: 1 Ping=35.58 Square Feet =3.3 Square Meters.*

Figure 53:
Vacancy rate in Taipei prime retail market (2022-Q2 2026)

Source: Cushman & Wakefield Research



Supply & Demand

The Outlook

Over the next year, stable economic conditions, domestic consumption and tourism are expected to support the market. However, outbound travel and overseas spending will continue to divert some local spending. The retail market is expected to remain broadly stable, although uncertainty remains.

Far Eastern Garden City is expected to become fully operational in H2 2026, expanding Taipei's retail destinations and consumer choice. Attention will focus on its tenant mix and positioning. Meanwhile, established street retail areas are becoming more differentiated, each serving a distinct customer base. Despite the growth of online retail, physical stores remain important for brand visibility and customer experience, with brands continuing to target prime locations aligned with their positioning and customers.

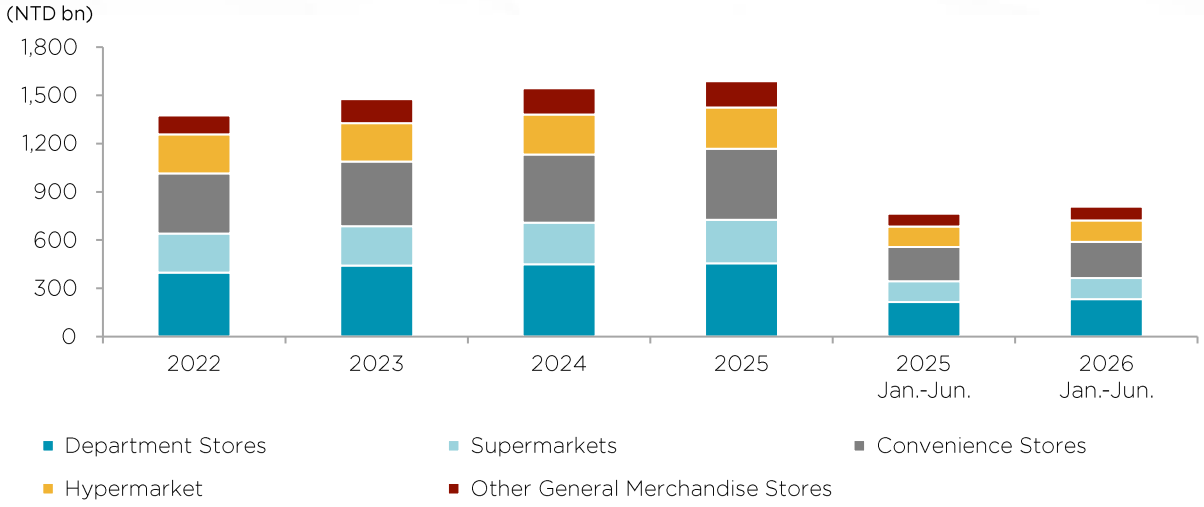
Figure 54:
Taipei retail property market – Significant projects under construction (H2 2026-2030)

Source: Cushman & Wakefield Research

Property	Location	Expected Completion	GFA (Ping)
Far Eastern Garden City	Xinyi District, Taipei City	2026	42,000
Taipei Twins	Zhongzheng District, Taipei City	2029	49,000
Far Eastern Baoqing	Zhongzheng District, Taipei City	2029	14,000
SKY PARK	Nangang District, Taipei City	2030	30,000

Figure 55:
Taiwan cumulative sales of general merchandise (2022-From January to June 2026)

Source: Directorate-General of Budget, Accounting and Statistics, Cushman & Wakefield Research



KEY TAKEAWAYS

- In the first half of 2026, the Chinese mainland's total retail sales of consumer goods reached RMB24.9 trillion, up 1.3% , with the growth rate decelerating by 3.7 percentage points compared with the same period in 2025, indicating a slowdown in the growth of consumer spending.

- By Q2 2026, the total prime retail property stock in the 15 major cities tracked in Greater China reached 123.1 million sq m. Looking ahead, approximately 18 million sq m of new supply is scheduled to enter the market by the end of 2028.

- Influenced by low consumer confidence, the overall average vacancy rate across the 15 major cities rose slightly by 0.1 percentage points y-o-y to record 11.2% in Q2 2026.

- While consumption is yet to fully recover in China, the outlook for Greater China's retail property market remains positive, supported by the implementation of consumption-boosting policies and the strong performance of new retail formats.

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