

## **Rental Storage/Container Storage/Trunk Room Market in Japan: Key Research Findings 2013**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on domestic market of rental storage, container storage and trunk room (or rental warehouse) services with the following conditions:**

1. Research period: From May to July, 2013
2. Research targets: Companies and organizations in the business of storage services, and storage service business bases
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, field investigation, and literature research

#### **What is storage business market?**

Storage business in this research indicates a business to lend a room or a space to those who want to store or save their belongings without any purpose to sell. The business in this research is categorized into the following three services: 1) Rental storage services operated mainly by real estate agencies to lend indoor rooms and spaces, including those in storing-only buildings where individuals or corporate bodies can store things. The service excludes safe-deposit boxes operated by banks and those baggage lockers located at railway stations; 2) Container storage services, similar to rental storage services only that the former rooms and spaces provided are not placed indoors but outdoor containers or those storage made of steel; and 3) Trunk room services operated mainly by warehouse companies to provide trunk rooms, needed to be certified by Ministry of Land, Infrastructure, Transport and Tourism, in which luggage and furniture of individuals can be deposited (No document storage nor storage for corporate bodies included.)

### ◆ **Key Findings**

- **Domestic Storage Service Market in FY2012 Rose by 7.4% to Attain 48.92 Billion Yen, Forecast for FY2013 Rises by 6.6% to Achieve 52.15 Billion Yen**

The domestic market of storage services (total of rental storage, container storage and trunk room services) have been rising due to expansion of service bases and increase of operating rates in storage spaces. Such tendencies are likely to continue for FY2013, the year of which market size is estimated to increase by 6.6% to achieve 52.15 billion yen.

- **Size of Rental Storage Service Market for FY2012 Increased by 2.8% to Achieve 20.61 Billion Yen, Container Storage Market Rose by 12.5% to Reach 24.96 Billion Yen**

The rental storage service market for FY2012 increased by 2.8% to achieve 20.61 billion yen, whereas the container storage service market rose by impressive 12.5% to reach 24.96 billion yen, which results in the increase by 7.9%, 45.57 billion yen in total. This stems from

the virtuous cycles of expansion in storage service bases bringing about new users in three large locations such as Tokyo metropolitan areas, Nagoya areas, and Kansai areas, and also in local following cities; Sapporo, Sendai, Hiroshima, Fukushima and others.

■ **Nationwide Number of Rooms and Spaces Rented from Rental Storage/Container Storage Services per Household : 0.007, One Room/Space in 152 Households**

Number of rooms or spaces rented from rental storage or container storage services nationwide as of June 2013 was 355,000. It indicates that, as of end of March 2013, 0.007 room or space are rented out of a total of 54,170,000 households, or one room/space per 152 households.

◆ **Report format:**

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Price: 157,500 yen (7,500 yen of consumption tax shall be charged for the sales in Japan.)

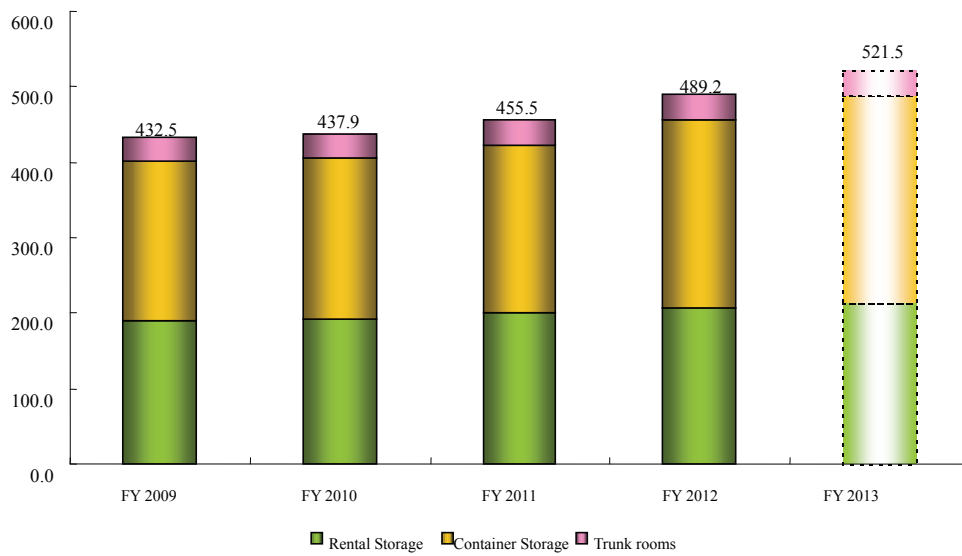
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■ **Figure 1: Transition and Forecast on Market Size of Storage Services**



Notes:

1. The figures of rental storage and container storage are based on renting fees, and the figures of trunk rooms are based on sales from the service providers.
2. The rental storage services are operated mainly by real estate agencies to lend indoor rooms and spaces, including those in storing-only buildings where individuals or corporate bodies can store things. The service excludes safe-deposit boxes operated by banks and those baggage lockers located at railway stations.
3. The container storage services are similar to the rental storage services only that the former rooms and spaces are not placed indoors but outdoor containers or those storage made of steel;
4. Trunk room services operated mainly by warehouse companies to provide trunk rooms, needed to be certified by Ministry of Land, Infrastructure, Transport and Tourism, in which luggage and furniture of individuals can be deposited (No document storage nor storage for corporate bodies included.)