



CBRE | Cambodia

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PHNOM PENH RETAIL MARKET

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TOP STORIES – RETAIL MARKET



CapitaLand Retail to Manage Luxury Mall in Phnom Penh, Cambodia



Will 2018 be remembered as the Year of the Mall?

Circle K opens first store in Cambodia



WB Arena: A new Riverside entertainment complex



Mobile payment apps dethroning cash

Furla partners with CDFG to open new Cambodia store

RETAIL TRENDS 2018

1 COMMUNITY MALLS as a new trend from 2018

2 Growth of CONVENIENCE STORES

3 Continued expansion of FOREIGN RETAILERS

4 Fintech & E-commerce

RETAIL TRENDS 2018 – COMMUNITY MALLS

Midtown Mall



The Park



Downtown 93



Noromall



Tropics Mall



RETAIL TRENDS 2018 – CONVENIENCE STORE

- New convenience stores to enter Cambodia;
- Aggressive expansion of existing convenience stores;



RETAIL TRENDS 2018 – CONTINUED EXPANSION OF FOREIGN RETAILERS

- New entrants focusing on F&B and mid-range fashion;
- Continued expansion of foreign retailers within new retail complexes;



Source: CBRE Research, Q1 2018

RETAIL TRENDS 2018 – FINTECH & E-COMMERCE

Key Stats about Cambodia

Internet Users



8m

50%
penetration



46%

Active Social Media Users



7m

43%
penetration



49%

Active Monthly Facebook User



7m

+43%
vs. 2017



5%



MOBILE SUBSCRIPTIONS

29.20 m

+6% growth per year and
181% vs. total population



3.4m



660k



440k

E-commerce



Fintech



PHNOM PENH RETAIL SUPPLY



OVERVIEW OF PHNOM PENH RETAIL MARKET

Shopping Mall



Shopping Centers



Community Malls



Retail Podiums



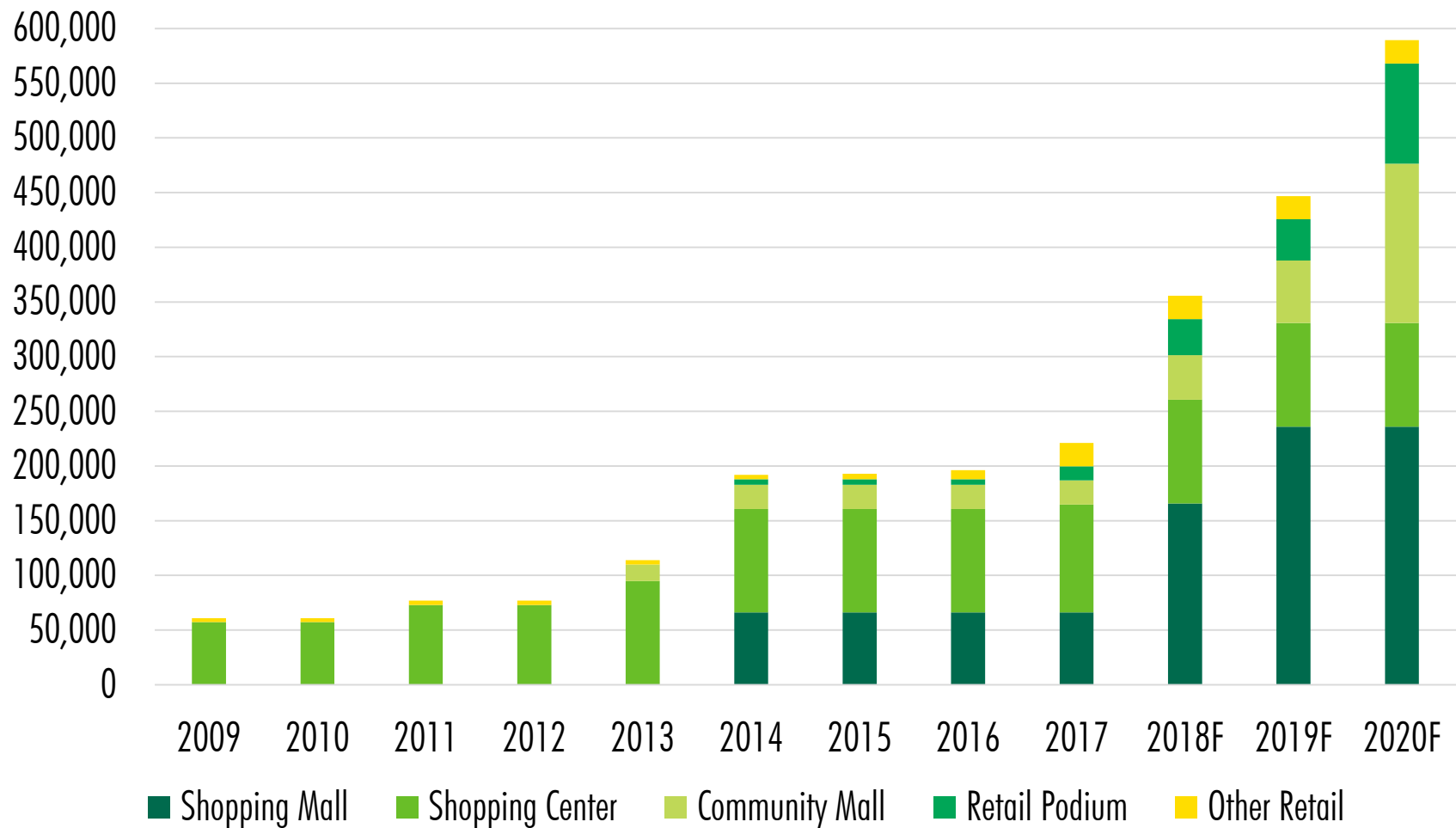
Retail Arcades



Supermarket



RETAIL SUPPLY



Source: CBRE Research, Q1 2018

RETAIL SUPPLY TIMELINE

2003

Sorya Center Point



2009

Bayon Supermarket
City Mall

2013

Steung
Mean
Chey
Center



2016

Naga City Walk

2018

The Park
Aeon Mall 2
MIDTOWN Mall
The Bridge
Downtown 93
The Olympia Mall

2020

Orkide The Royal
The Peak
PH Diamond Plaza

2008

Sovana Shopping
Center



2011

Ratana Plaza

2014

Tk Avenue
Vattanac Capital
Aeon Mall



2017

Exchange Square
Makro

2019

Noro Mall
Phnom Penh Megamall

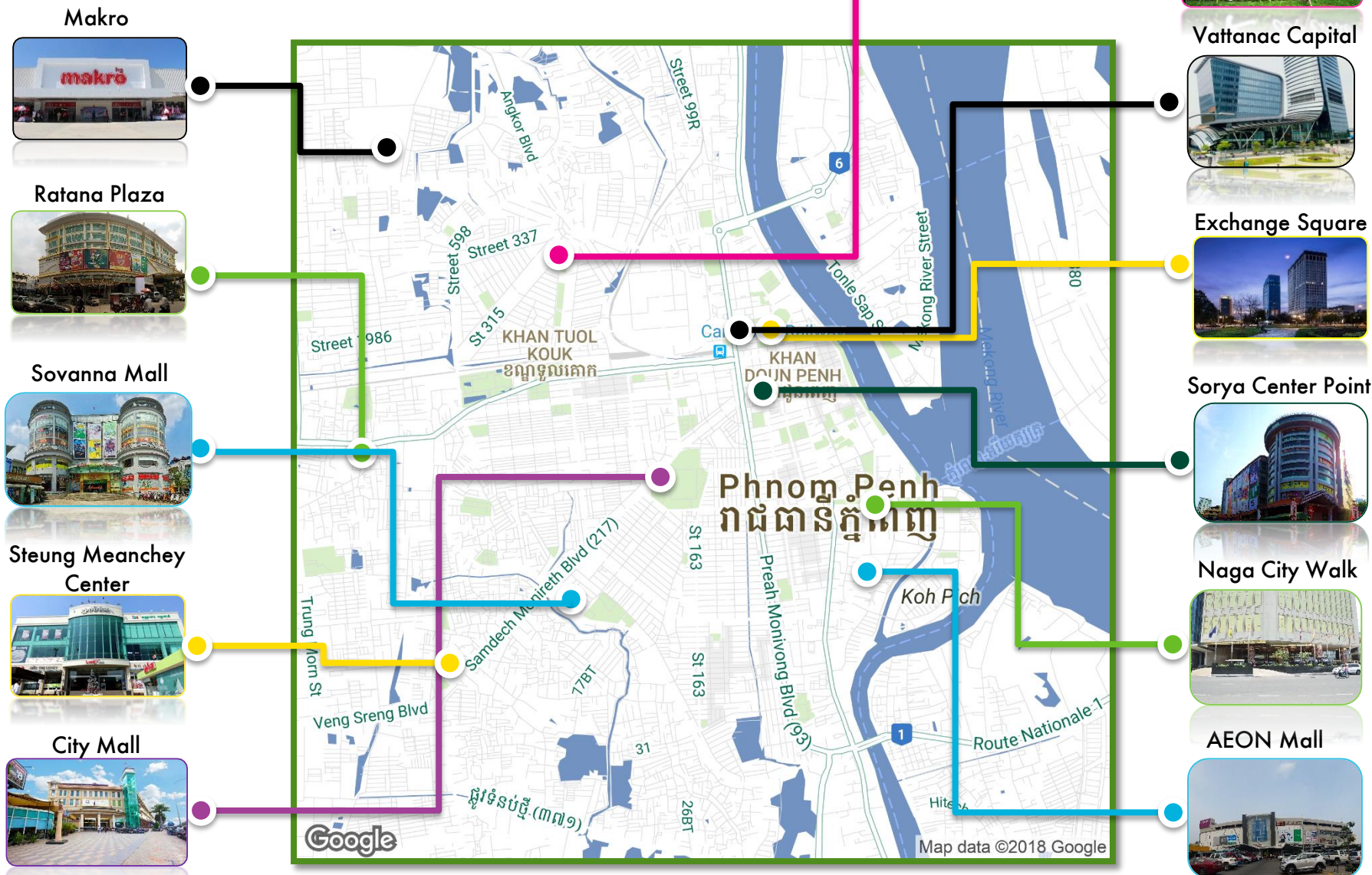


2021

Eco Mall

Source: CBRE Research, Q1 2018

CURRENT SUPPLY MAP



KEY FUTURE SUPPLY

AEON Mall 2



70,500 sqm
Tropics Mall



7,000 sqm

PP Mega Mall

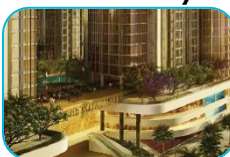


70,200 sqm
Midtown Mall



5,000 sqm

Orkide the Royal Mall



30,000 sqm
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Olympia Plaza



30,000 sqm

The Peak



24,000 sqm

The Bridge



20,000 sqm

Noro Mall



9,300 sqm

The Park



4,000 sqm

Eco Mall

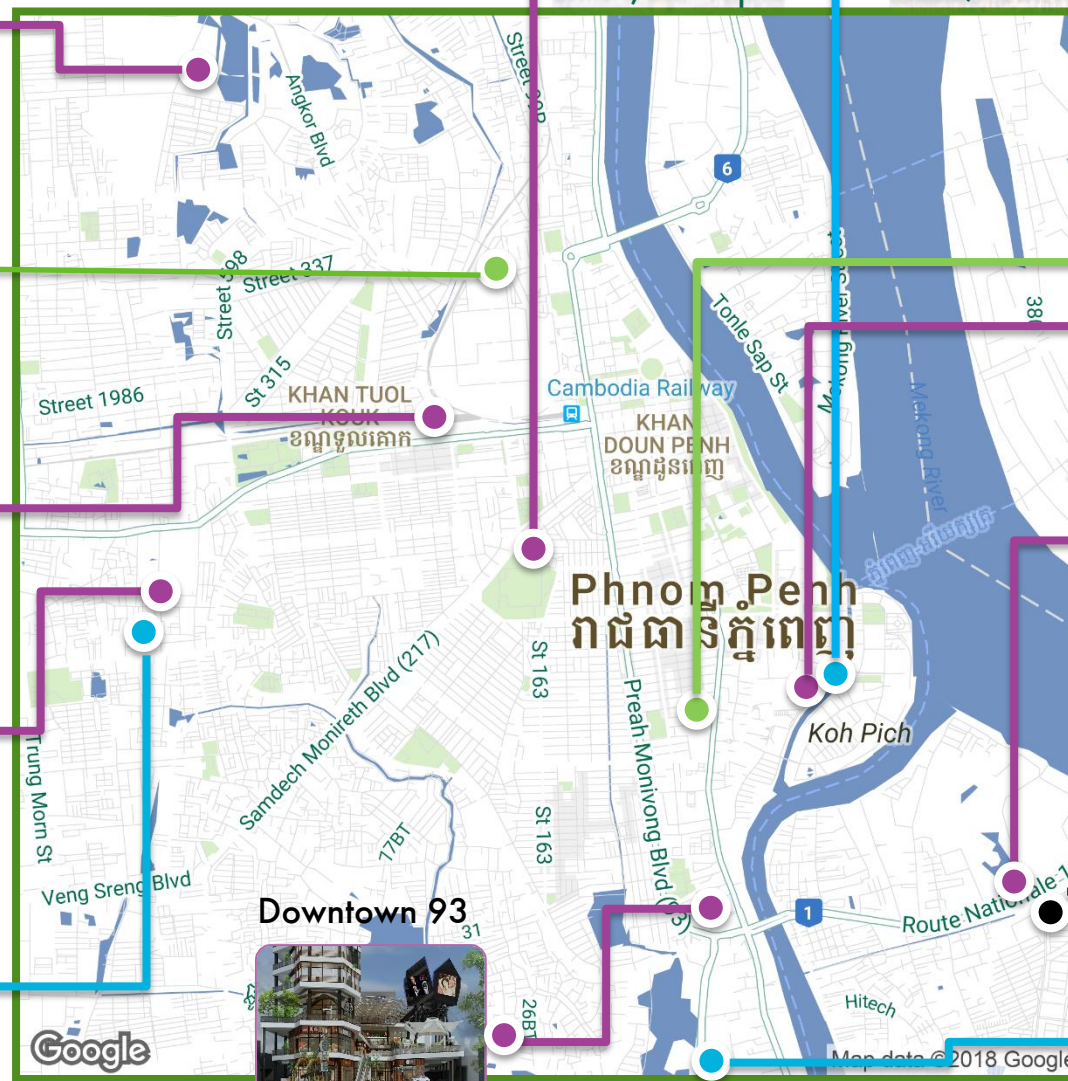


50,000 sqm

PH Diamond Plaza



30,000 sqm



Downtown 93

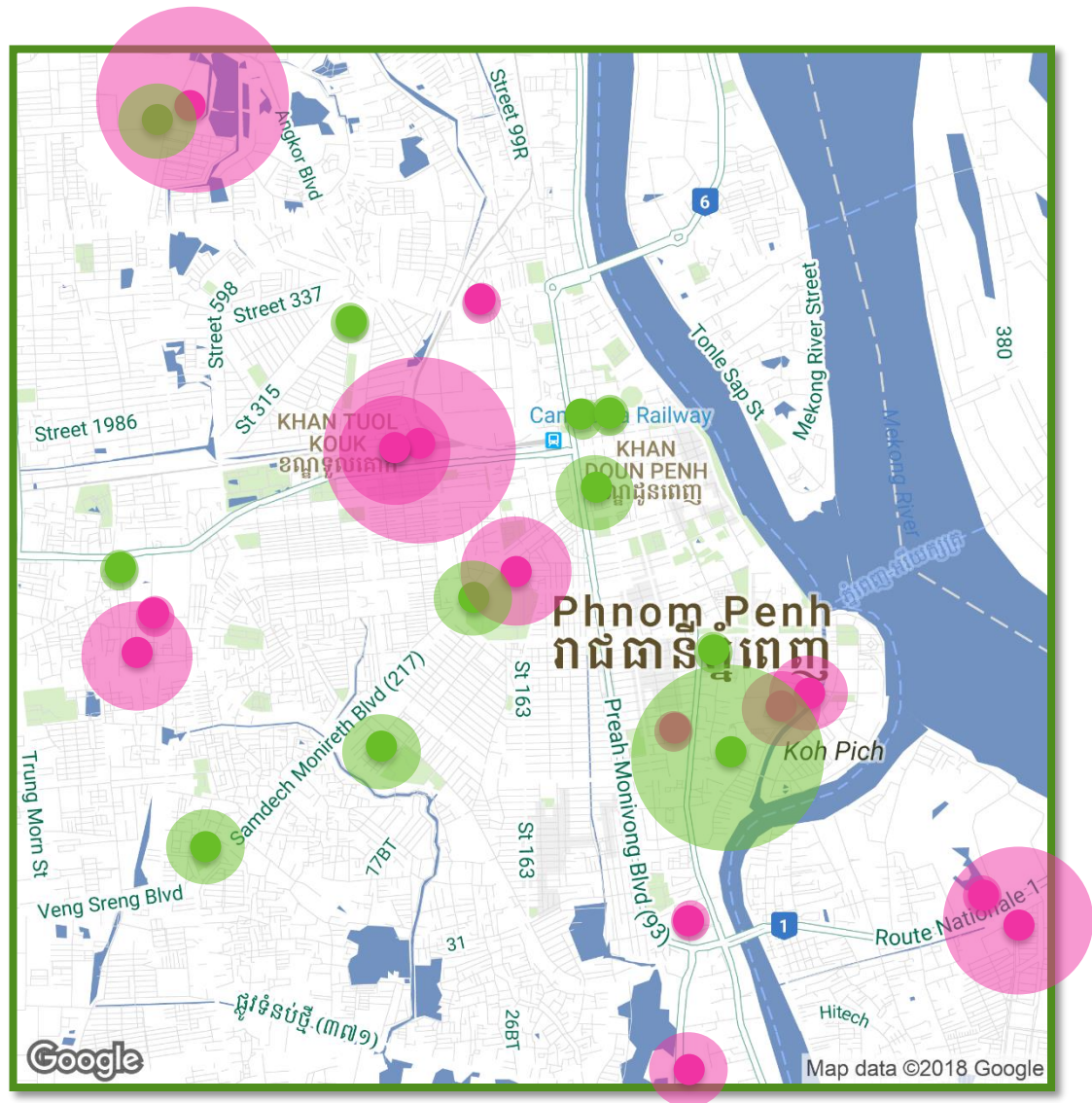
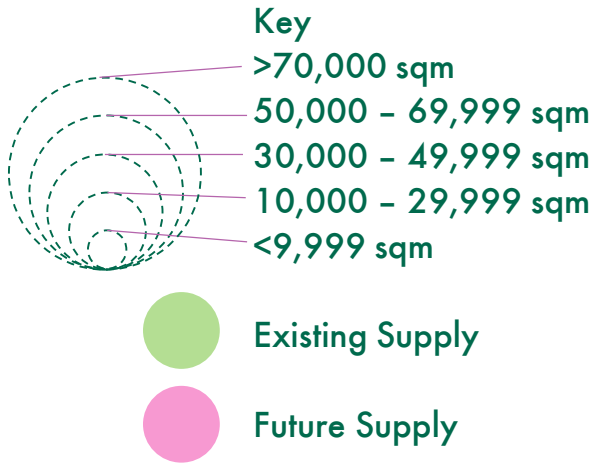


4,000 sqm

Google

Map data © 2018 Google

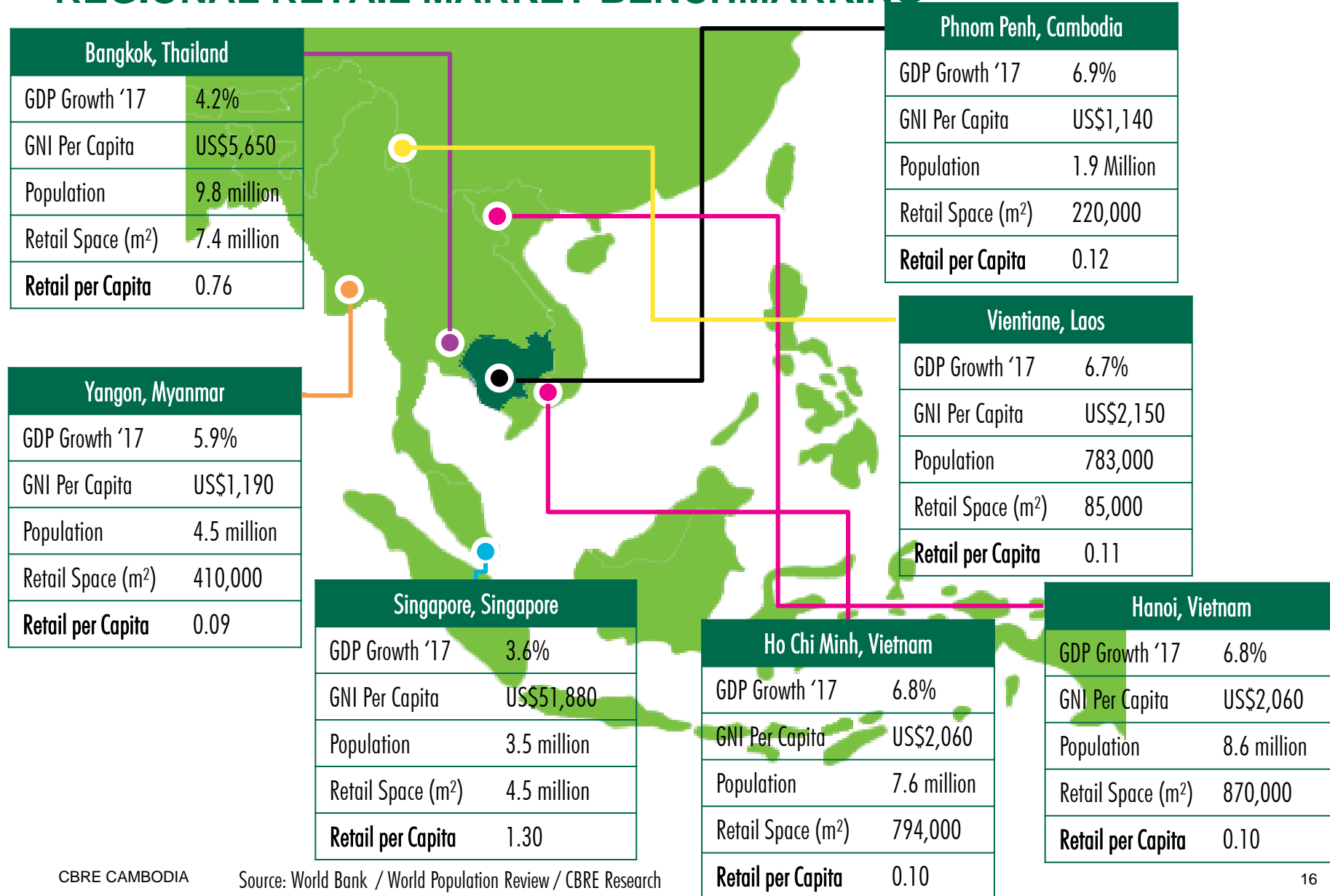
CURRENT VS. FUTURE SUPPLY



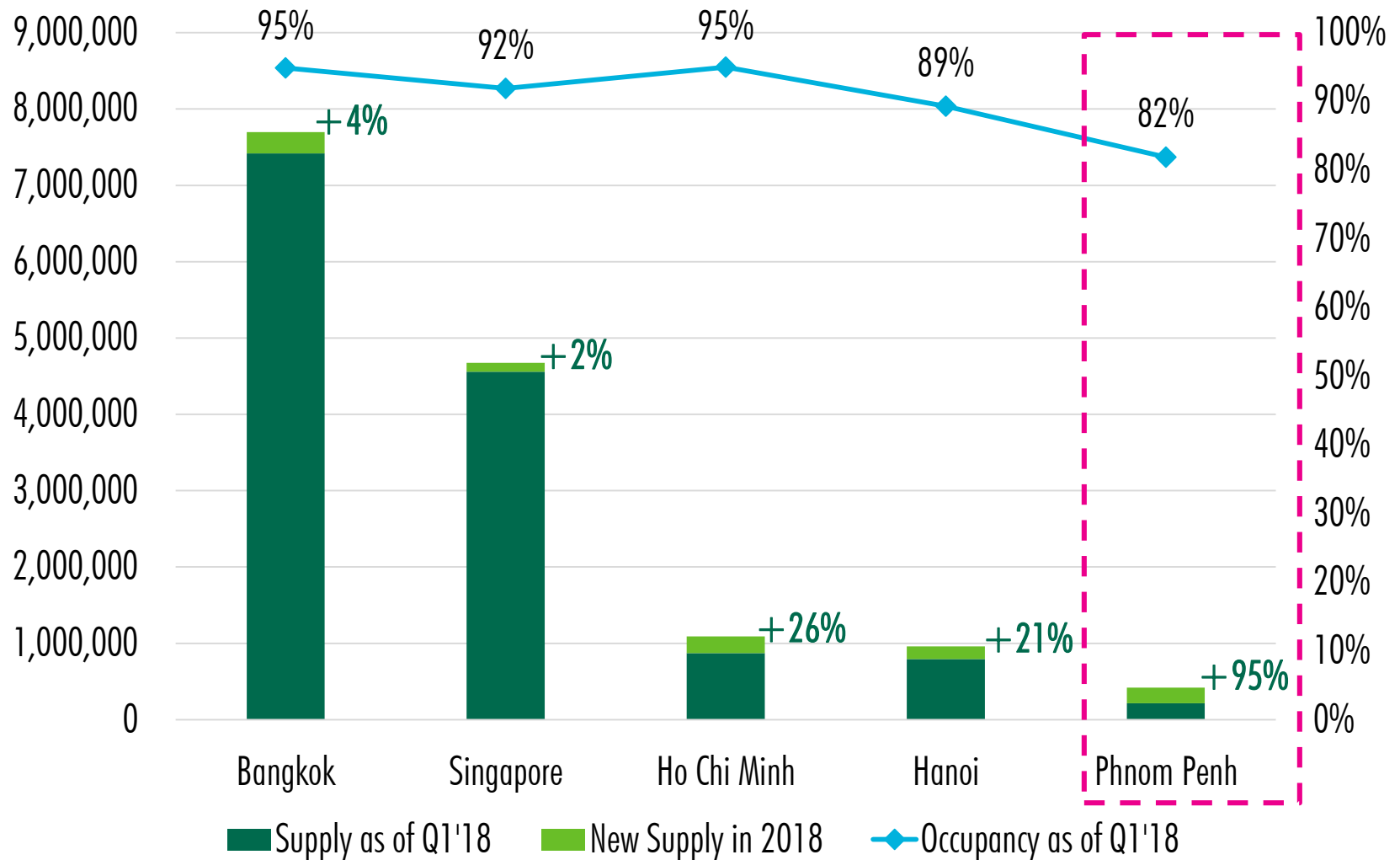
RETAIL MARKET REGIONAL BENCHMARKING



REGIONAL RETAIL MARKET BENCHMARKING

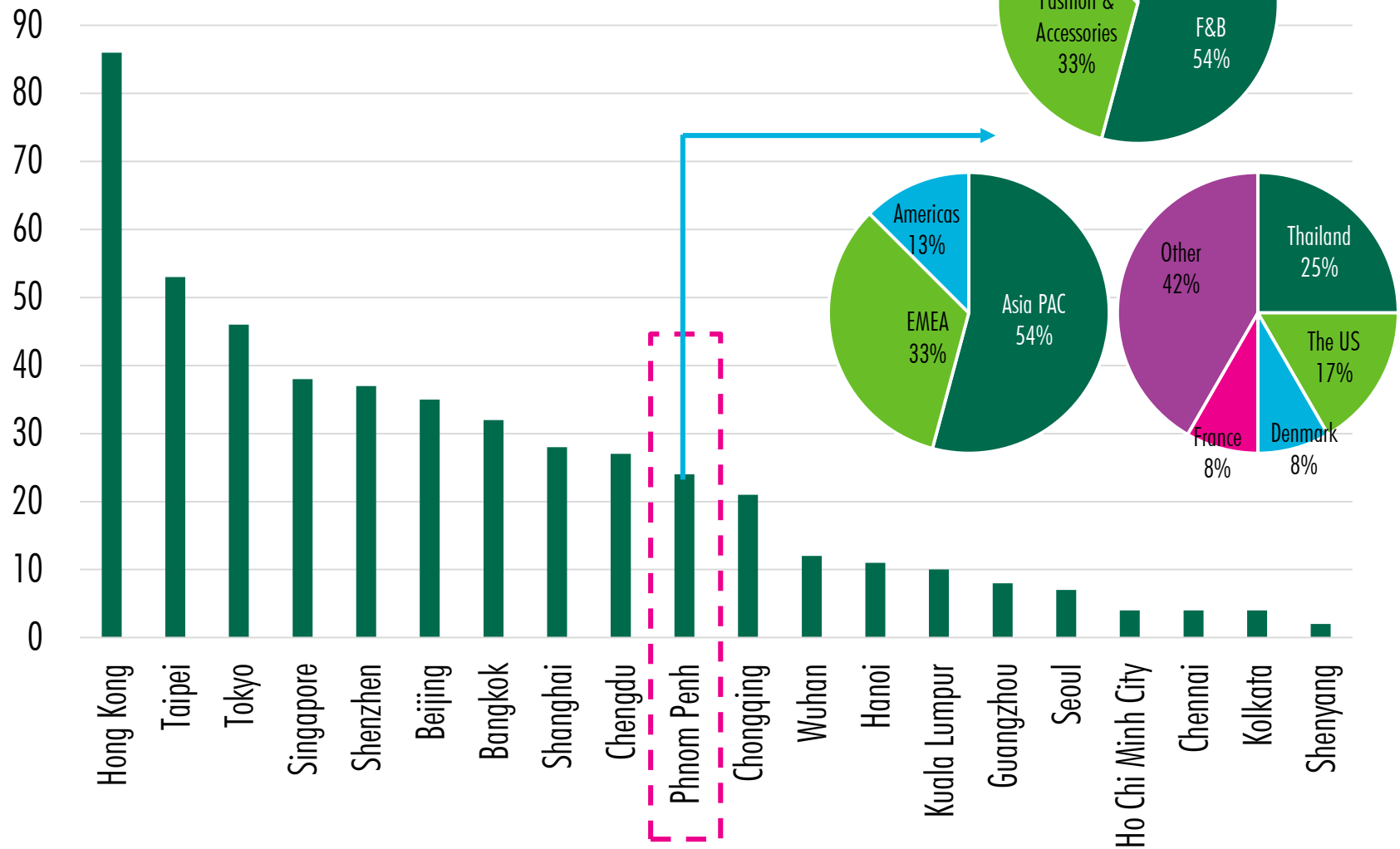


RETAIL SUPPLY VS DEMAND



Source: CBRE Research, Q1 2018

NO. OF NEW RETAIL ENTRANTS IN 2017

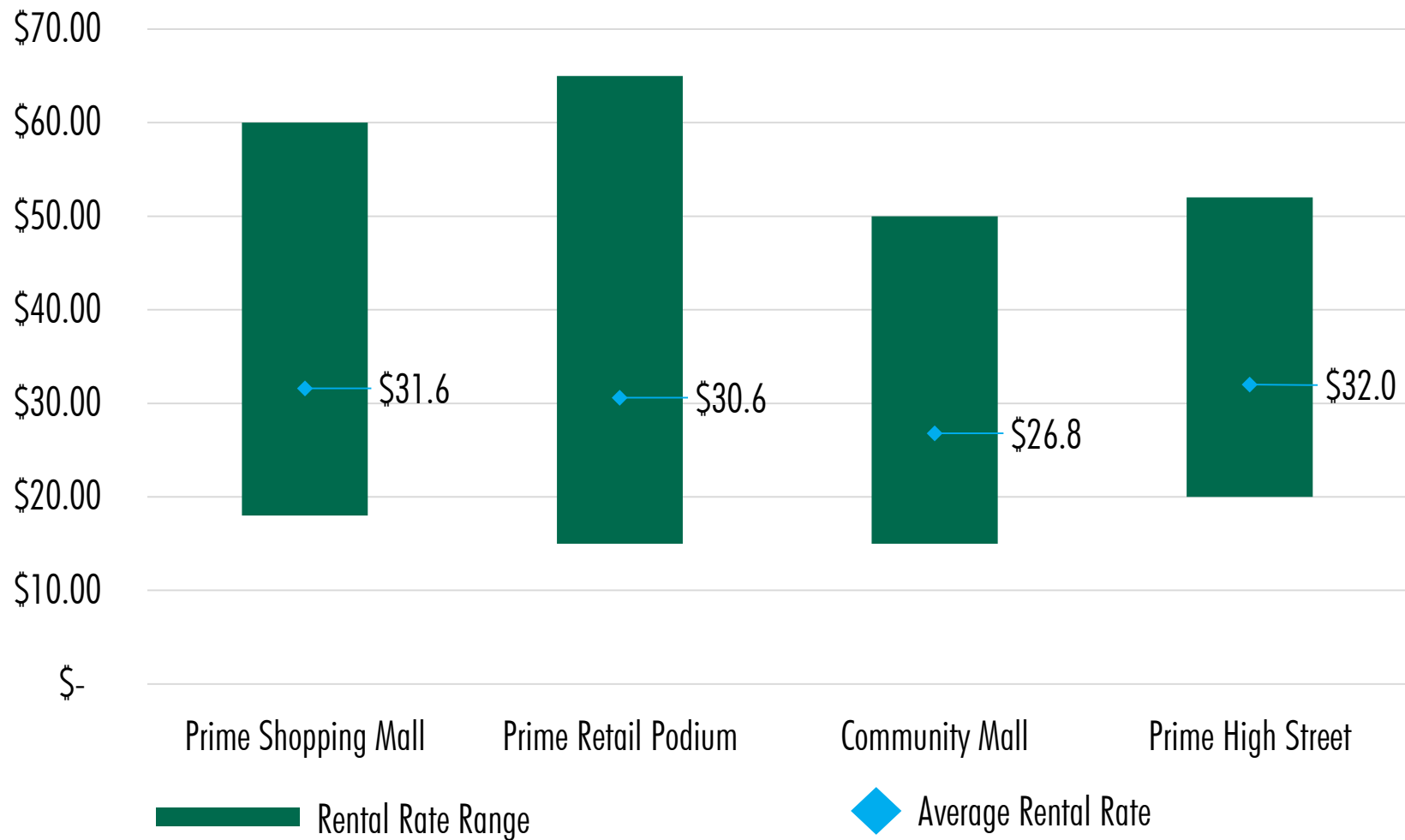


Source: CBRE Research, Q4 2017

PHNOM PENH RETAIL RENTS



PHNOM PENH RETAIL RENTS

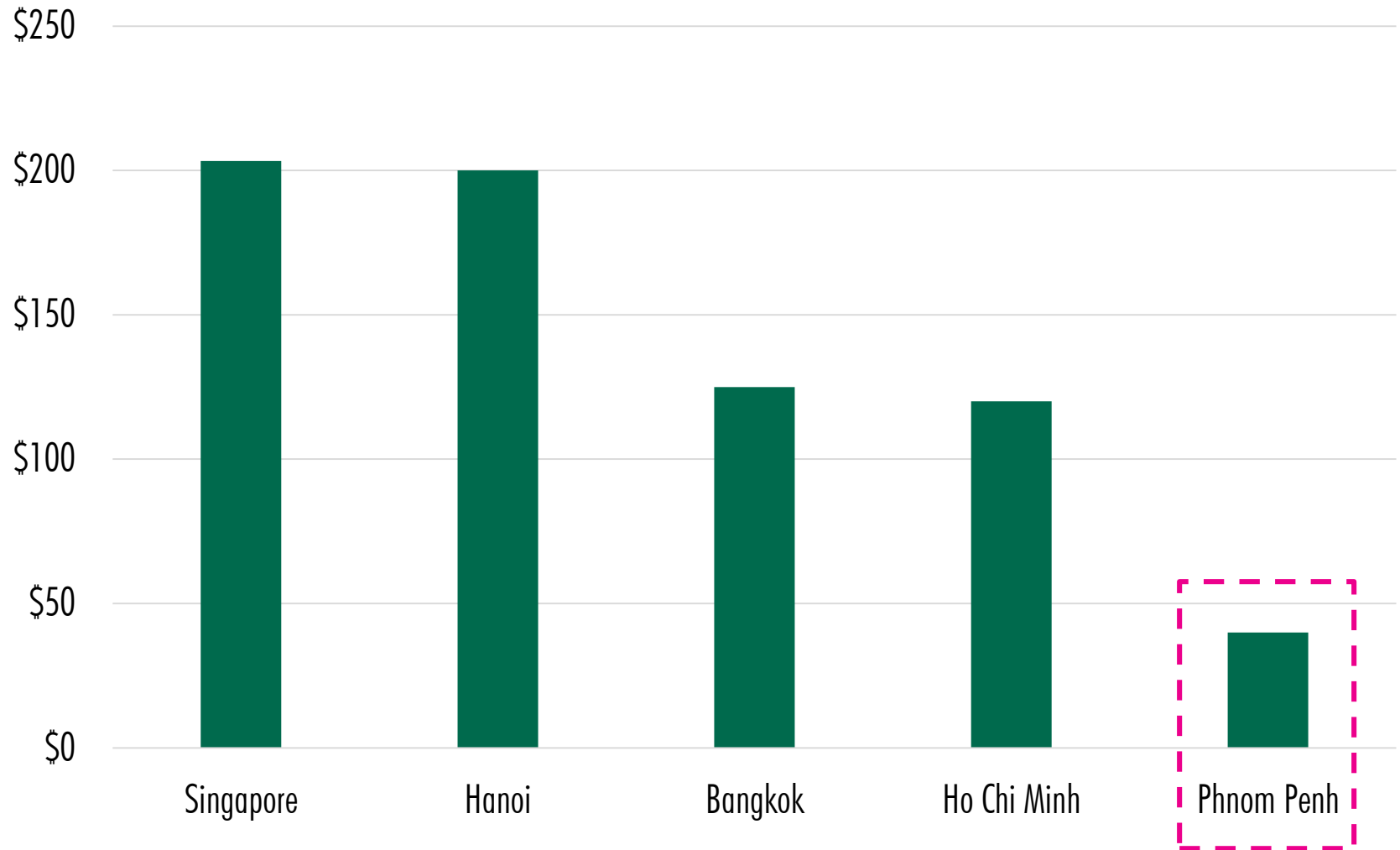


Source: CBRE Research, Q1 2018

Note: Rents shall exclude service charge and VAT where applicable and do not include those of anchor tenants

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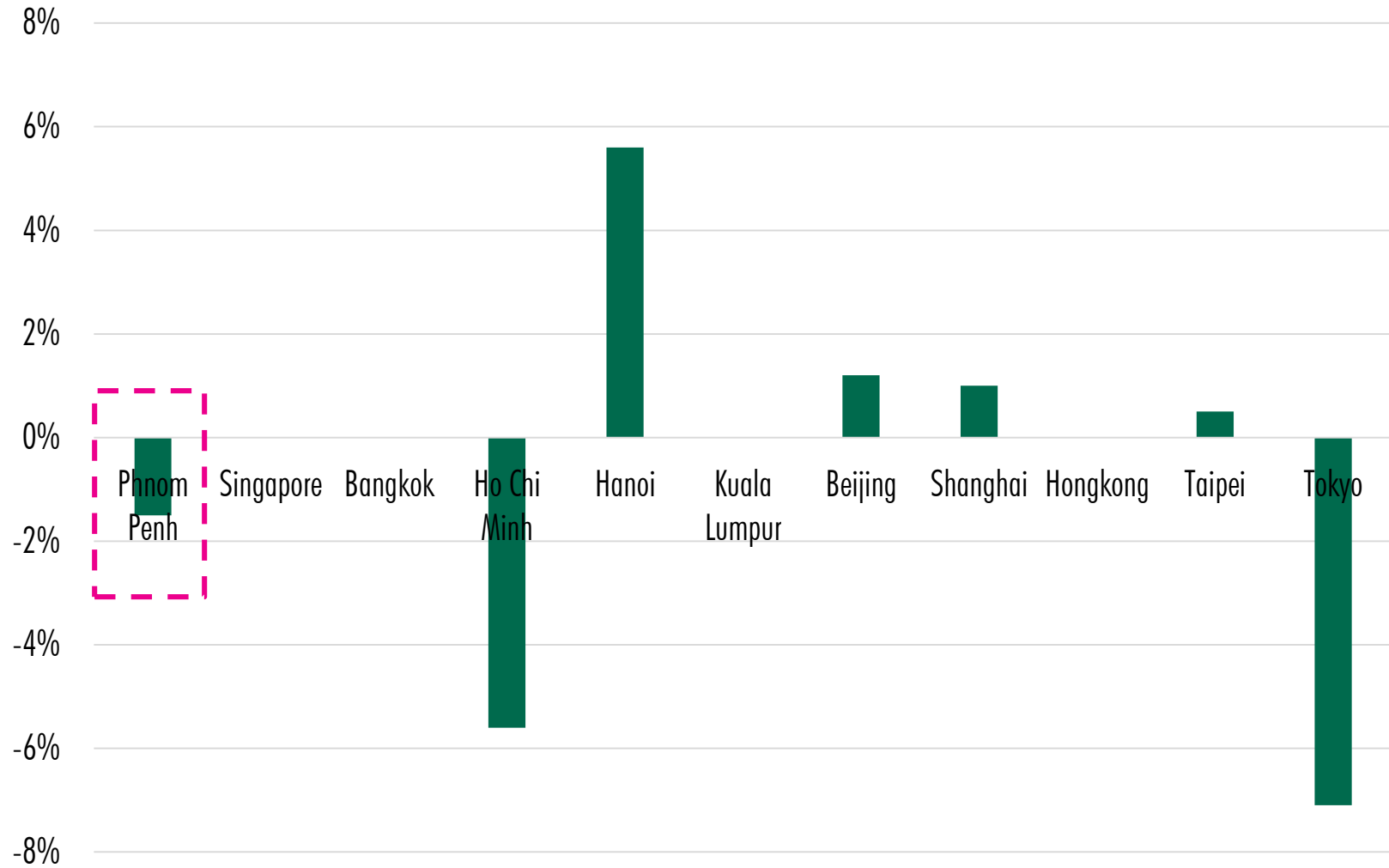
PRIME RETAIL COMPARISONS



Source: CBRE Research, Q1 2018

Note: Prime retail rents for ground floor and first floor only

FORECAST RETAIL RENTAL GROWTH 2018



Source: CBRE Research, Q4 2017

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THANK YOU

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