

RETAIL INSIGHTS

THE MALL COMPANY

LOCATION OVERVIEW - SOUTH-EAST & SOUTH PHNOM PENH

EDITION 2 DECEMBER 2020

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In **Edition 2**, we examine **Chbar Ampov** (South-East) and **Meanchey** (South) locations to provide insight into retail real estate environment in these locations:

01» Chbar Ampov Demographics

1. Identifying Submarkets;
2. Population Size;
3. Population Density.

03» Chbar Ampov Trade Areas

1. Primary Trade Area (PTA);
2. Secondary Trade Area (STA).

05» Meanchey Demographics

1. Identifying Submarkets;
2. Population Size;
3. Population Density

07» Meanchey Trade Areas

1. Primary Trade Area (PTA);
2. Secondary Trade Area (STA)

02» Chbar Ampov - No. of Retail Properties

1. Retail Properties by Development Phase;
2. Retail Properties by Retail Classification.

04» Chbar Ampov - Retail Supply (NLA):

1. Submarket NLA by Retail Property Development Phase;
2. Submarket NLA by Retail Classification.

06» Meanchey - No. of Retail Properties

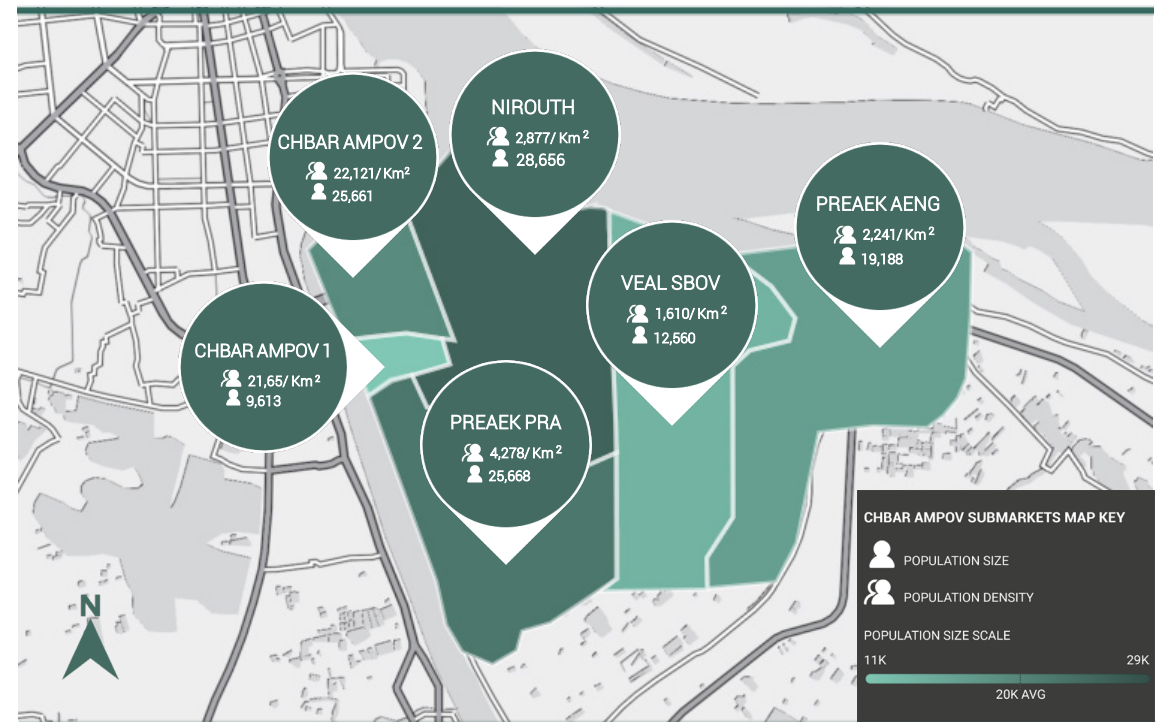
1. Retail Properties By Development Phase;
2. Retail Properties Retail Classification.

08» Meanchey - The Net Leasable Area (NLA):

1. Submarket NLA by Retail Property Development Phase;
2. Submarket NLA by Retail Classification

01» CHBAR AMPOV DEMOGRAPHICS

Figure 1: Chbar Ampov Population Size and Density (2020)



* Population and Population Density of Locations (Communes) for 2020. Based on analytical estimations from last census.

Source: TMC, Research Dept.

FOR MORE INFORMATION ON TMC'S RETAIL SERVICES:
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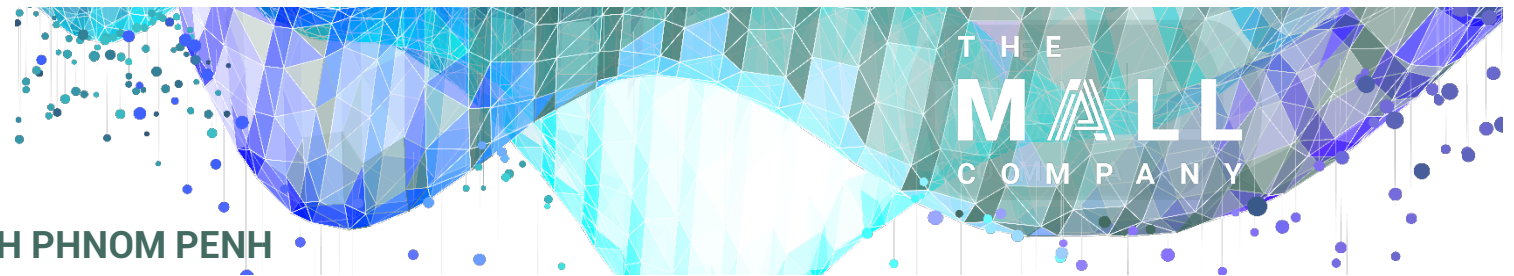


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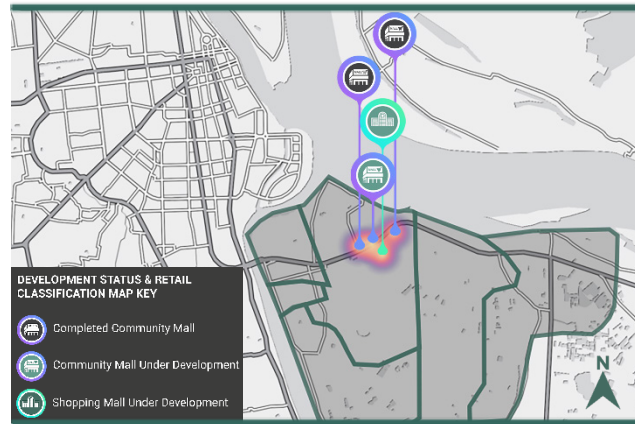
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02» CHBAR AMPOV - NO. OF RETAIL PROPERTIES

Figure 2: Number of Retail Properties in Chbar Ampov (By Development Phase and Retail Classification)



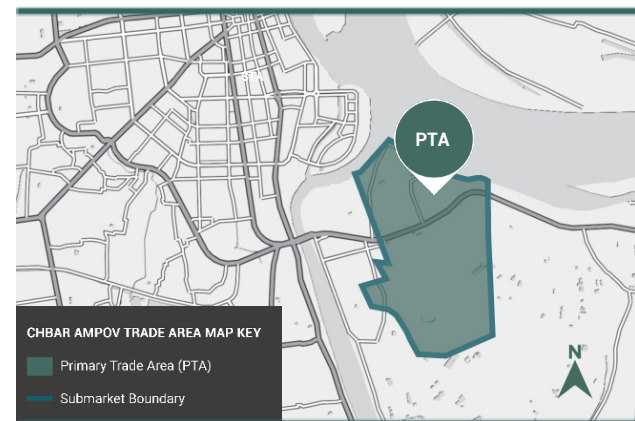
As of 2020, retail properties in Chbar Ampov are concentrated **North** of Nirouth commune with:

- 2 COMMUNITY MALLS**
Completed and Open
- 1 COMMUNITY MALL**
Under Development.
- 1 SHOPPING MALL**
Under Development.

Source: TMC, Research Dept.

03» CHBAR AMPOV TRADE AREAS

Figure 3: Chbar Ampov Trade Areas - Q4 2020



Nirouth commune is the only **Primary Trade Area (PTA)** within Chbar Ampov as of 2020. Modern Retail Properties within this area are concentrated in a cluster along **National Road 1** in close proximity to Borey Peng Huoth Boueng Snor, thus demonstrating the strength of the target demographic from Borey's in the area and passing traffic from National Road 1.

Source: TMC, Research Dept.



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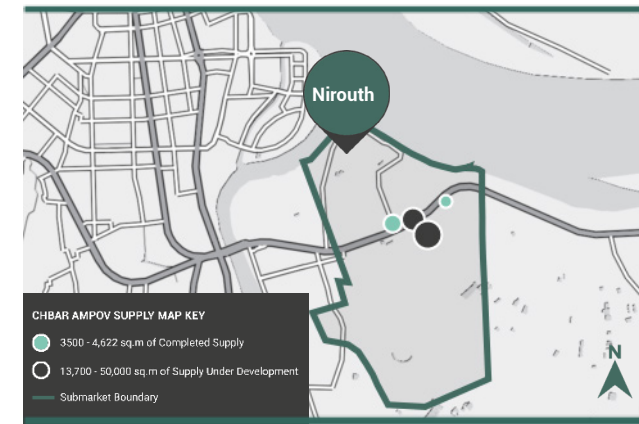
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04» CHBAR AMPOV RETAIL SUPPLY (NLA)

Figure 4: Net Leasable Area (sqm) in Chbar Ampov - Q4 2020 - 2022 (By Development Phase)

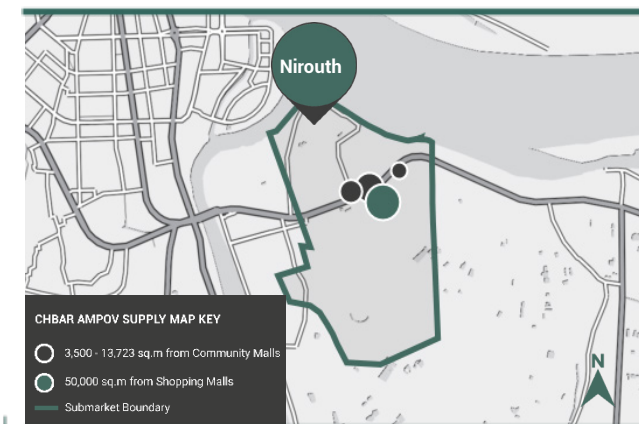


With a total of **4** modern retail projects, the existing supply and pipeline supply is broken down as:

- 8,122 sq.m**
Of completed Net Leasable Area
11%
- 63,723 sq.m**
Of Net Leasable Area Under Development
89%

* Data may be subject to change based upon any development delays or changes to the 'use' of properties
Source: TMC, Research Dept.

Figure 5: Net Leasable Area (sqm) in Chbar Ampov - Q4 2020 - 2022 (By Retail Classification)



By **2022**, the modern retail supply in **Chbar Ampov** is expected to reach **71,845 sq.m** and is broken down into retail classifications as below:

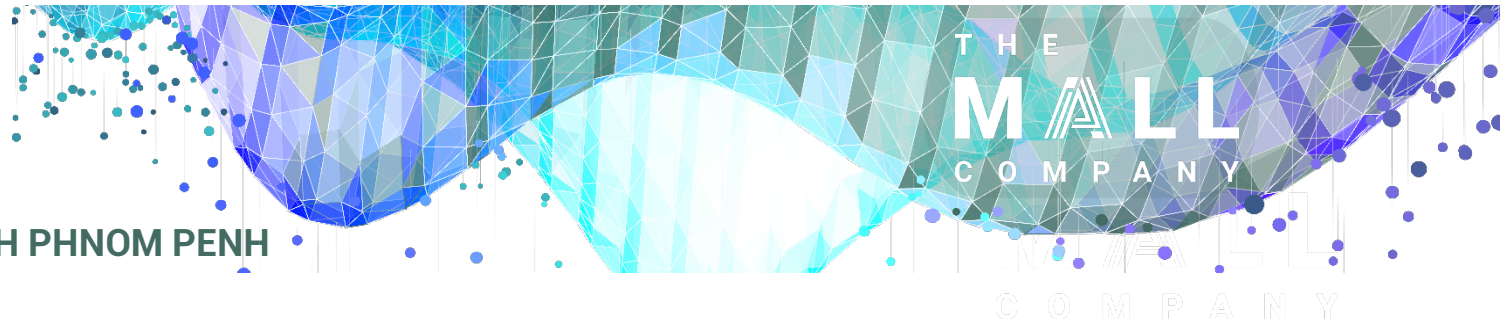
- COMMUNITY MALLS**
21,845 sq.m of Retail Supply
30%
- SHOPPING MALLS**
50,000 sq.m of Retail Supply
70%

Source: TMC, Research Dept.

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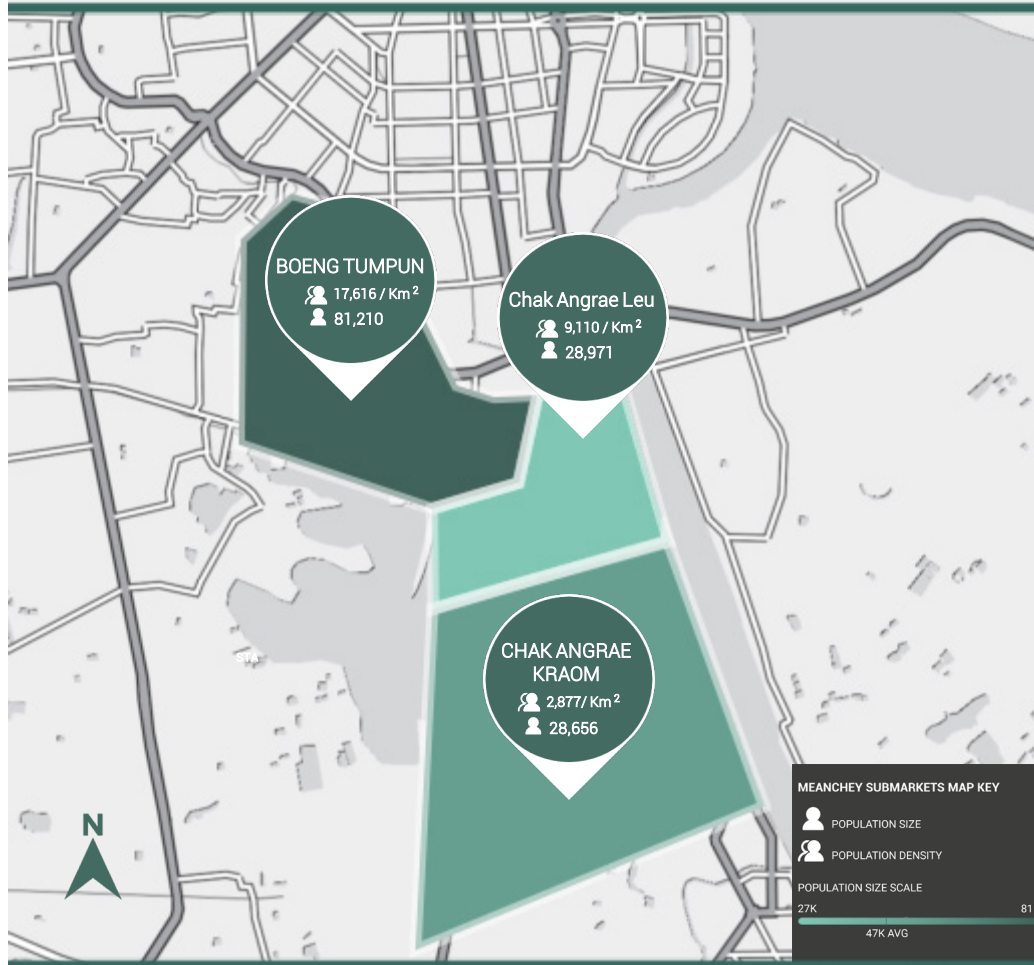
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05» MEANCHEY DEMOGRAPHICS

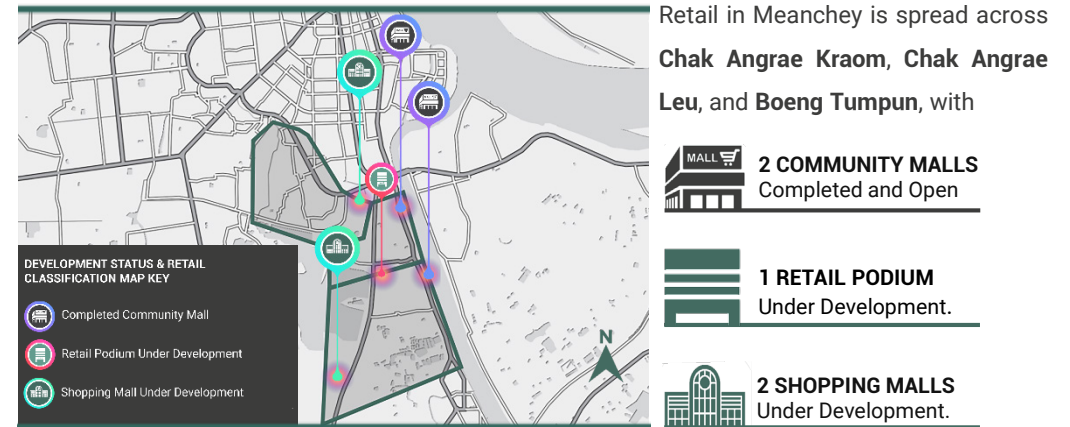
Figure 6: Meanchey Population and Population Density (2020)



Source: TMC, Research Dept.

06» MEANCHEY – NO. OF RETAIL PROPERTIES

Figure 7: Number of Retail Properties in Meanchey (By Development Phase and Retail Classification)



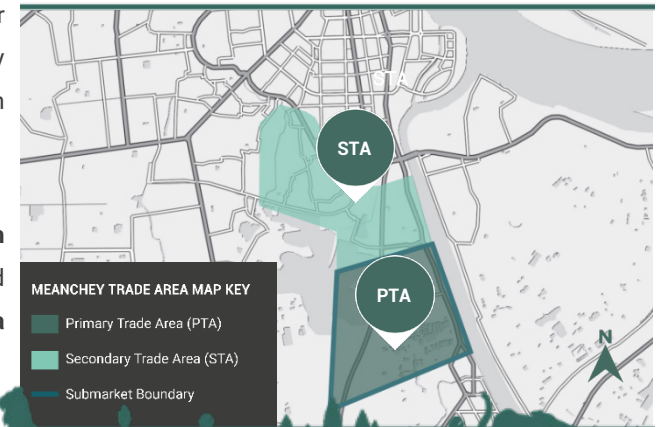
Source: TMC, Research Dept.

07» MEANCHEY TRADE AREAS

Figure 8: Meanchey Trade Areas - Q4 2020 Source: TMC, Research Dept.

The **Primary Trade Area (PTA)** for Meanchey is limited in the **south** by the presence of the **retail nodes** in **Chak Angrae Kraom**.

The high level of access along **Hun Sen Blvd** and **National Road 1** and **2** pushes the **Secondary Trade Area (STA)** North.



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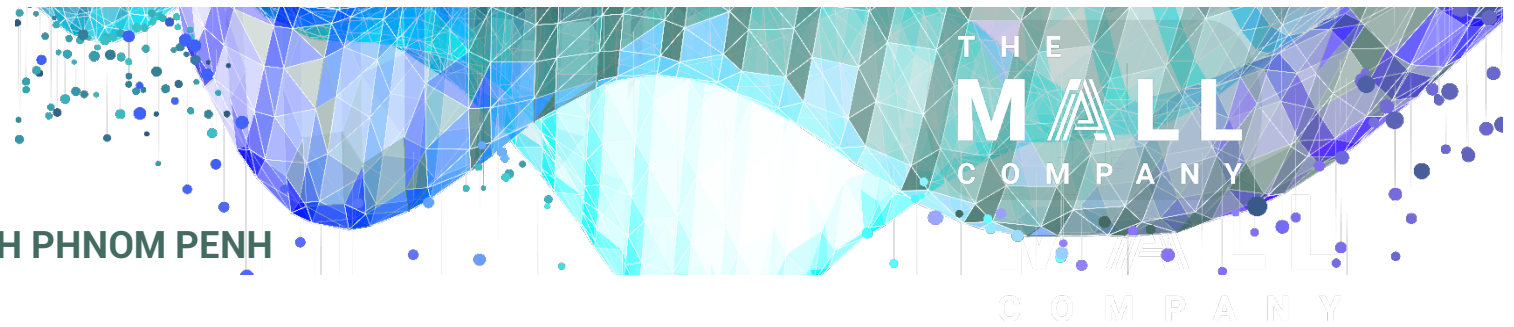


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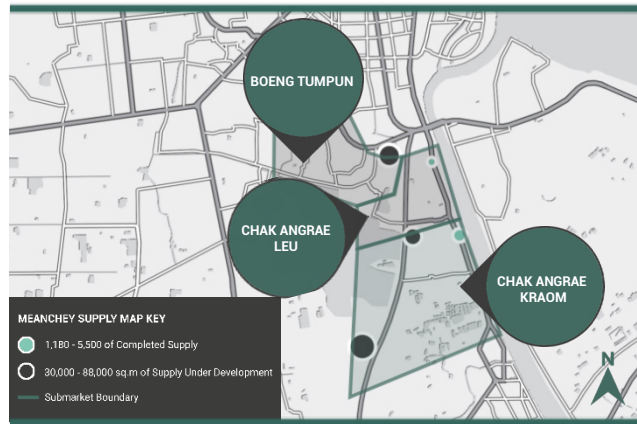
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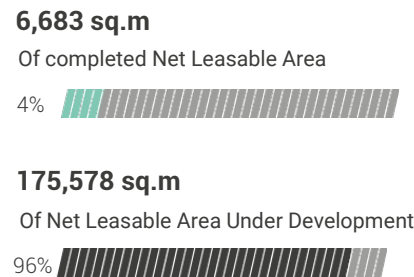


08» MEANCHEY RETAIL SUPPLY (NLA)

Figure 9: Net Leasable Area (sqm) in Meanchey - Q4 2020 - 2023 (By Development (Phase))



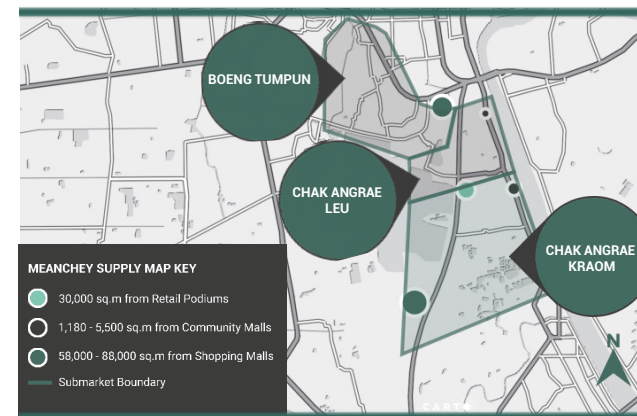
With a total of 5 modern retail projects, Meanchey's **existing supply** and **pipeline supply** follows:



Source: TMC, Research Dept.

CHBAR AMPOV SUBMARKET CONCLUSIONS: Modern Retail is heavily concentrated within Nirouth commune along National Road 1 focusing on serving the needs of the surrounding residential areas. The significant majority of the existing retail supply focuses on **Food & Beverage (F&B)** and **Convenience** leaving a gap in the market for fashion and entertainment.

Figure 10: Net Leasable Area (sqm) in Meanchey - Q4 2020 - 2023 (By Retail Classification)



By 2023, the total existing retail supply in Meanchey will reach **182,261 sq.m** and is broken down into retail classifications as below:



Source: TMC, Research Dept.

MEANCHEY SUBMARKET CONCLUSIONS: Meanchey tells two stories. The Urban areas of Meanchey along main roads are viable locations for new community malls. Large modern retail such as malls are under development within Boueng Tampun and Chak Angre leading to a highly competitive market in these locations favoring retail tenants who shall be in high demand.

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