HOTEL STRATEGIES
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Guangzhou Rental Housing Market

Market Evolution, 2021–2025, and In-Depth Review of 2025

GUANGZHOU RENTAL HOUSING MARKET

2021–2025 Evolution and 2025 Review

City Research Series · English Edition

HOTEL STRATEGY

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Six sections provide a structured view of Guangzhou

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Six key findings on Guangzhou

Guangzhou's institutional rental market remains led by young professional apartments. Monitored supply reached about 84,000 units in 2025. Occupancy rose to 93.0%, while average rent efficiency fell to RMB 2.80 per sq m per day, combining supply growth, price pressure and improved absorption.

01

Continued expansion

Monitored supply reached about 84,000 units in 2025, up by roughly 7,100 from 2024. The net increase includes openings, phased supply, newly monitored assets and database revisions.

02

Young professional apartments remain dominant

Young professional apartments accounted for about 57,900 units, or 69.0%. Rental communities contributed about 17,500 units, or 20.9%. Together they represented 89.8% of supply.

03

Strong spatial segmentation

EILT Levels 3 and 4 contained about 58,700 units, or 69.8%. Premium apartments are more concentrated in Level 1, while rental communities are mainly found in Level 3 and outside the core demand anchors.

04

Rent and absorption require joint analysis

Average rent efficiency was RMB 2.80 per sq m per day in 2025 and occupancy was 93.0%. Premium apartments led pricing, while young professional apartments recorded the highest occupancy.

05

Communities drive incremental supply

Citywide supply increased by about 15,800 units from 2023 to 2025. Rental communities added roughly 13,600 units and accounted for most structural growth.

06

Policy focus shifted from supply creation to operating oversight

From 2021 to 2025, policy expanded from multiple supply channels to project recognition, quality improvement in urban villages, subsidised-housing management and housing provision through urban renewal.

Guangzhou rental-housing indicators, 2025

84,005 units	+9.2%	2.80	93.0%
Monitored supply	Year-on-year supply change	Daily rent (RMB/sq m/day)	Average occupancy

01 Supply signal

Rental communities added about 1,593 units from 2024 and were the main source of structural growth in 2025.

02 Rent signal

Average rent efficiency fell by about 2.7% from 2024. Effective rent still requires adjustment for incentives, collection and vacancy days.

03 Absorption signal

Average occupancy increased by about 1.9 percentage points from 2024, as pricing adjustments and mature assets improved absorption.

04 Investment signal

Guangzhou combines a moderate supply base with clear pricing tiers. Asset decisions must be made at subdistrict, EILT, product and stabilisation level.

RESEARCH BOUNDARY

Five-year analysis uses a baseline year and a comparable series

Guangzhou's 2021 figures use the contemporary city dataset, while 2023–2025 use the latest database backcast. The report shows the historical baseline and the later comparable series, with clear boundaries between vintages.

01

2021 baseline

The 2021 Guangzhou dataset records about 64,500 units across 251 projects. It provides a baseline for districts, products and operations. Average rent efficiency was about RMB 3.28 per sq m per day and occupancy about 92.4%.

02

2022 transition

For 2022, this report uses only verifiable rent-efficiency and occupancy indicators and does not invent a comparable supply figure. The supply series therefore retains the 2021 baseline and the 2023–2025 backcast.

03

2023–2025 main series

The latest database backcast records 68,200, 77,000 and 84,000 units for 2023–2025, supporting internally consistent product, EILT, rent and occupancy analysis.

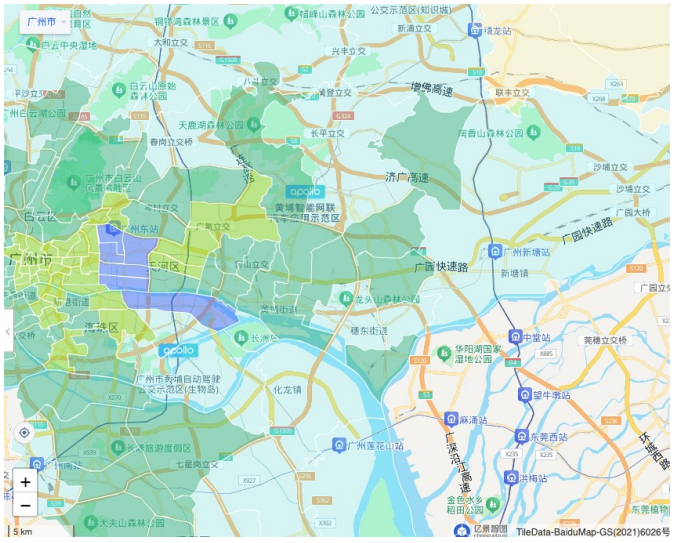
04

New openings versus net change

Annual database changes include openings, closures, acquisitions, rebranding, phased delivery and historical revisions. Actual openings are reported separately only when a project-level list is available.

Guangzhou EILT model and spatial tiers

Methodology, analytical dimensions and Level 1–5 spatial distribution



Guangzhou EILT spatial tier map

EILT Dimensions

E — Employment
Employers and job density

I — Industry
Industry clusters and growth

L — Living
Population, amenities and affordability

T — Transport
Commute time and rail access

Standard EILT Legend

Tier 1 | Tier 2 | Tier 3 | Tier 4 | Tier 5

Guangzhou's 168 study areas are classified into five tiers. The 104 areas in Levels 1–3 form the demand anchors and represent 61.9% of all areas.

Applications

Submarket screening, city-level supply-demand comparison and preliminary project assessment.

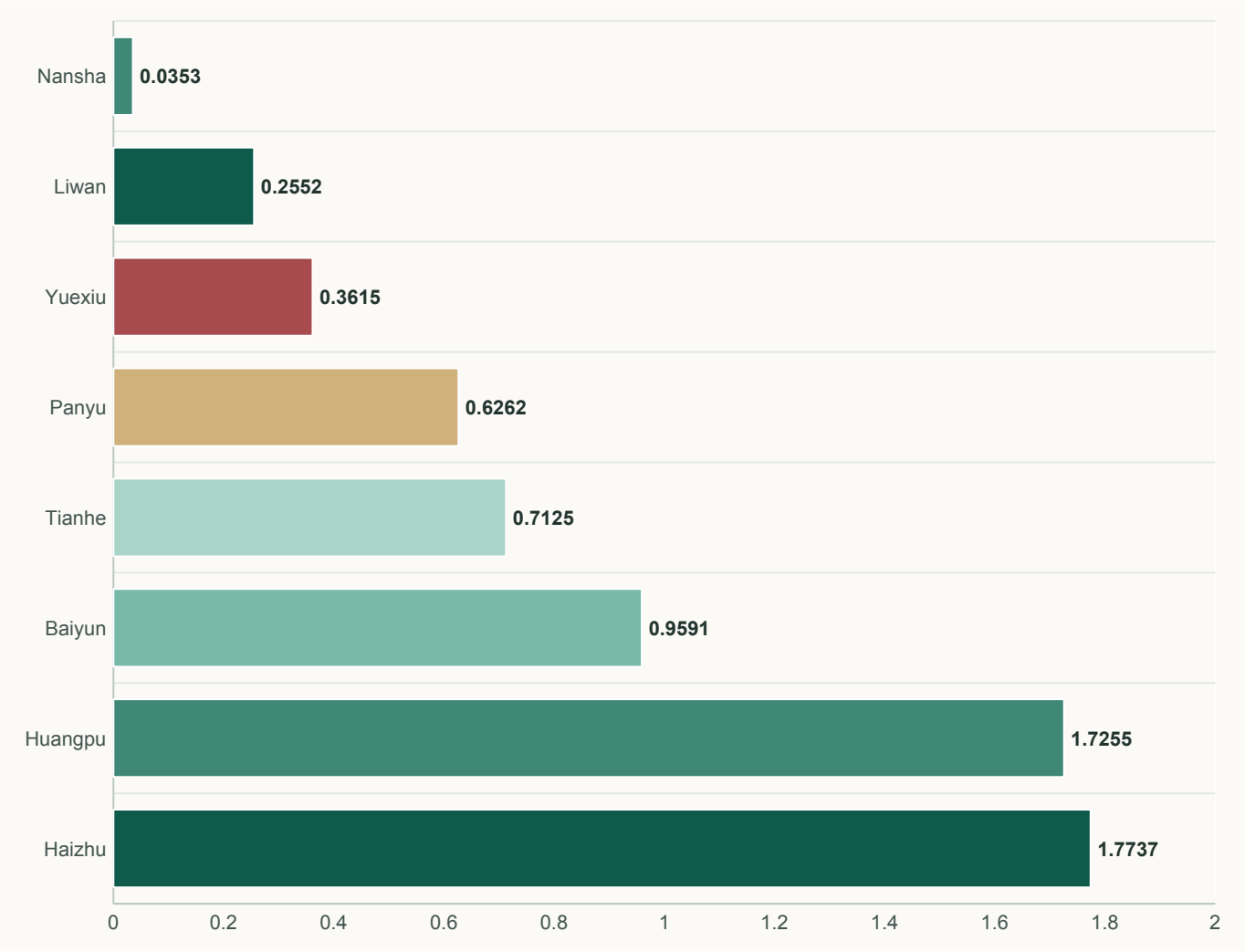
Limitations

Supports city and submarket assessment but does not replace project-level legal, technical or financial due diligence.

Base map: Ditu Wuyou. EILT classification and analysis: report research.

Guangzhou institutional rental-housing supply by district, 2021

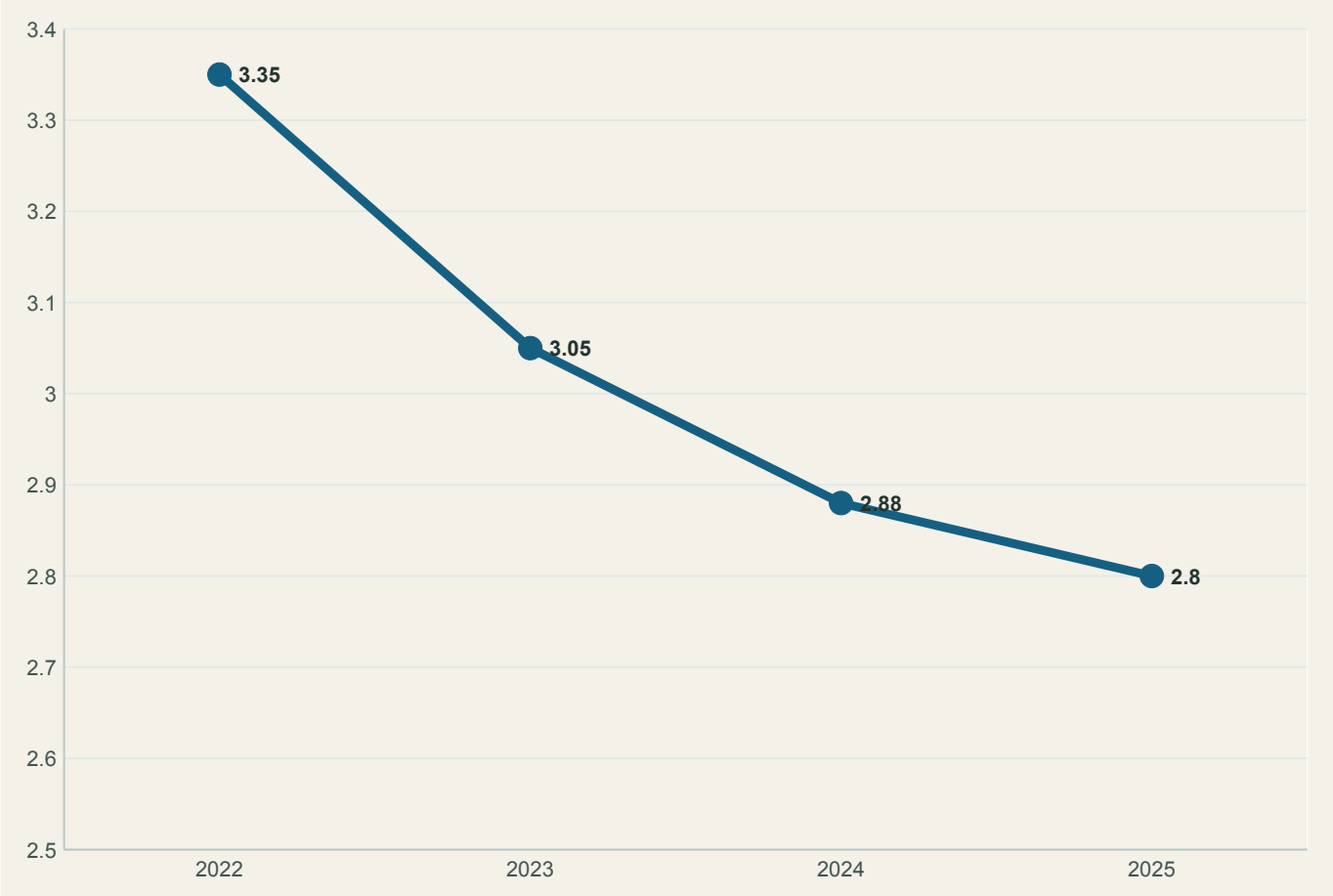
Unit: 10,000 units



Haizhu and Huangpu each exceeded 17,000 units and together represented about 54.3% of the 2021 baseline. Baiyun, Tianhe and Panyu formed the second tier.

This page uses the 2021 Guangzhou city dataset to show the early district structure. Later database backcasts and product-classification changes prevent strict district comparison with 2025.

Average rent efficiency declined through 2022–2025



Average rent efficiency declined from RMB 3.35 per sq m per day in 2022 to RMB 2.80 in 2025, a cumulative fall of about 16.3%.

A higher community share, price competition and tenant affordability reduced the city average. Asset analysis should adjust for incentives, area efficiency, collection and vacancy days.