

Ningbo Rental Housing Market

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

NINGBO RENTAL HOUSING MARKET

2021–2025 Evolution and 2025 Review

City Research Series · English Edition

HOTEL STRATEGY

HOTEL STRATEGIES
优 尼 华 盛

CONTENTS

Six Sections for a Complete View of Ningbo

Section	Content	Page
01	Executive Summary, Research Scope and EILT Model	04—07
02	Policy evolution and operating impact	08—17
03	Market Scale and Product Supply	18—33
04	Rent, Occupancy and Demand Anchors	34—46
05	Capital Markets, Risks and Recommendations	47—51
06	Contact	52

Six Core Findings for Ningbo

Year-end 2025 supply reached 36,220 units. Sample average rent was RMB 1.85 per sq m per day and occupancy 88.7%.

01

Continued expansion

Year-end 2025 valid monitored supply reached 36,220 units, up 4,862 or 15.5% from 2024.

02

Rental communities dominate supply

Rental communities held 21,746 units (60.0%) and youth apartments 12,360 (34.1%). Together they accounted for 94.2%.

03

Strong spatial segmentation

EILT Tiers 1–3 contained 20,344 units (56.2%). Tiers 4–5 contained 15,876 (43.8%).

04

Rent and absorption require joint analysis

The 12 available 2025 samples averaged RMB 1.85 per sq m per day and 88.7% occupancy.

05

Communities drive incremental supply

Supply increased by 12,950 units from 2023 to 2025. Rental communities contributed 66.4% of the 2025 increase.

06

Distinct submarket demand

Asset screening distinguishes central districts, Beilun industrial areas and Qianwan. Group leasing, commuting and total rent define each catchment.

Key Ningbo Rental Housing Metrics in 2025

36,220 units	+15.5%	1.85	88.7%
Monitored supply	Year-on-year supply change	Daily rent (RMB/sq m/day)	Average occupancy

01 Supply signal

Supply increased by 4,862 units. Rental communities added 3,227, or 66.4% of the increase.

02 Rent signal

Sample average rent declined 2.6% from 2024 and remained above 2023.

03 Absorption signal

Sample average occupancy reached 88.7%, up about 1.4 percentage points from 2024.

04 Investment signal

Use EILT, product, competitors and stabilisation rather than the city average for asset decisions.

Research Boundary and Comparable Data

The Ningbo supply series reconstructs 2023–2025 from the 16-city master and excludes same-address duplicates and projects opened in 2026.

01 **2023 baseline**

Ningbo had 23,270 valid monitored units in 2023, the start of the comparable series.

02 **Rent and occupancy samples**

Each year uses 12 available observations and arithmetic averages. The 2025 mix is 9 youth, 2 community and 1 dormitory sample.

03 **2023–2025 main series**

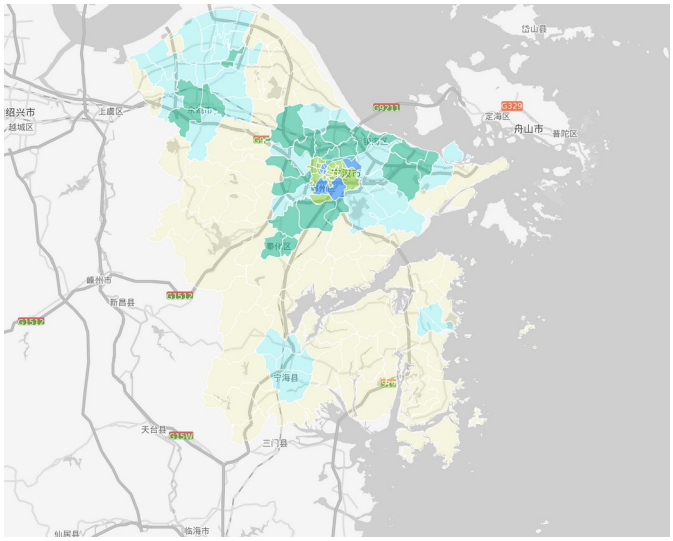
Comparable supply was 23,270, 31,358 and 36,220 units, supporting internally consistent analysis.

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.

Ningbo EILT Model and Spatial Tiers

Method, analytical dimensions and Tier 1–5 spatial distribution



Ningbo 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

The Ningbo EILT map contains 152 demand-anchor areas, including 50 in Tiers 1–3. Those tiers held 56.2% of year-end 2025 supply.

Applications

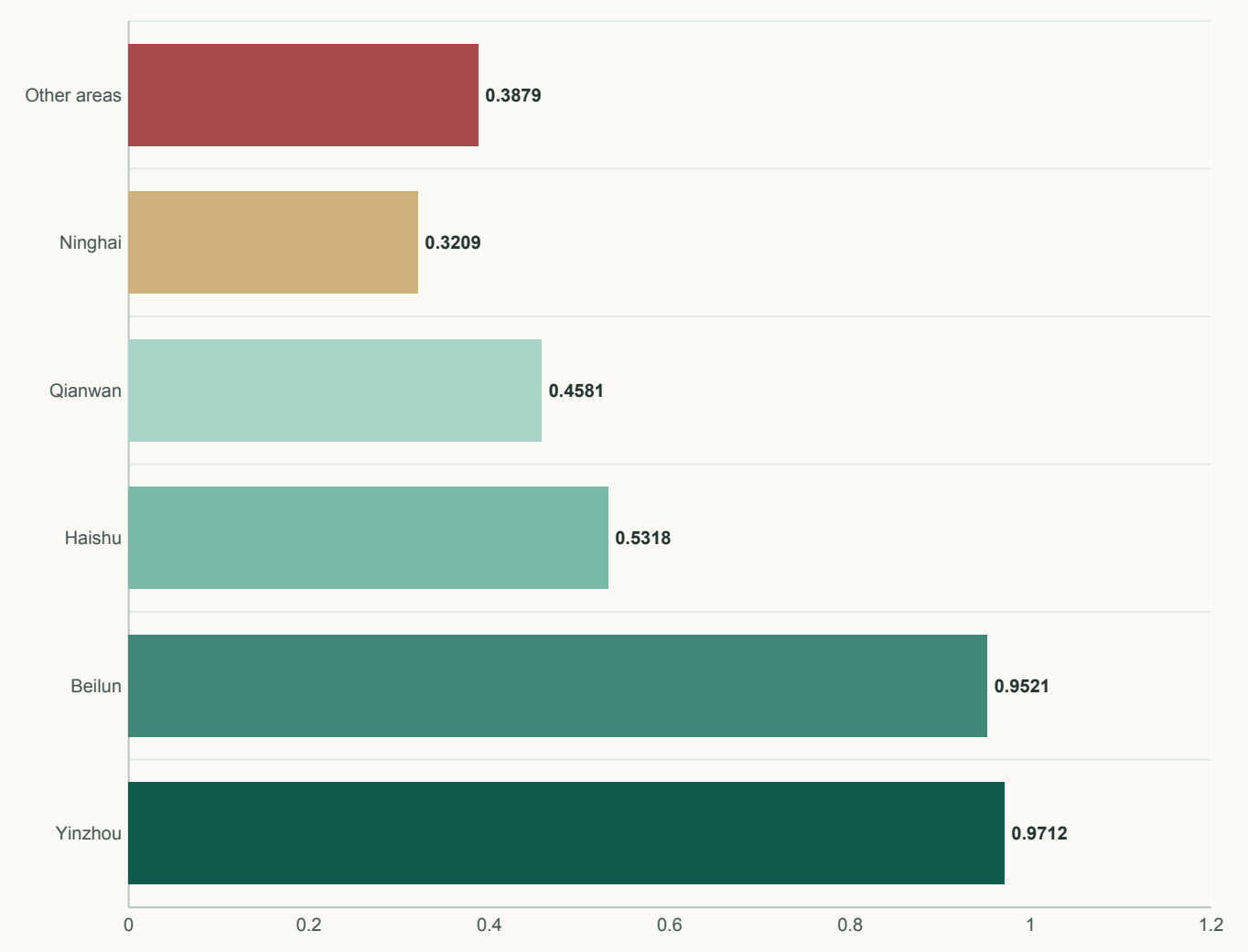
Submarket screening and initial asset assessment.

Limitations

Does not replace full asset due diligence.

Base map: Map Wuyou. EILT tiers and analysis: report research.

Ningbo Institutional Rental Supply by Area, 2025

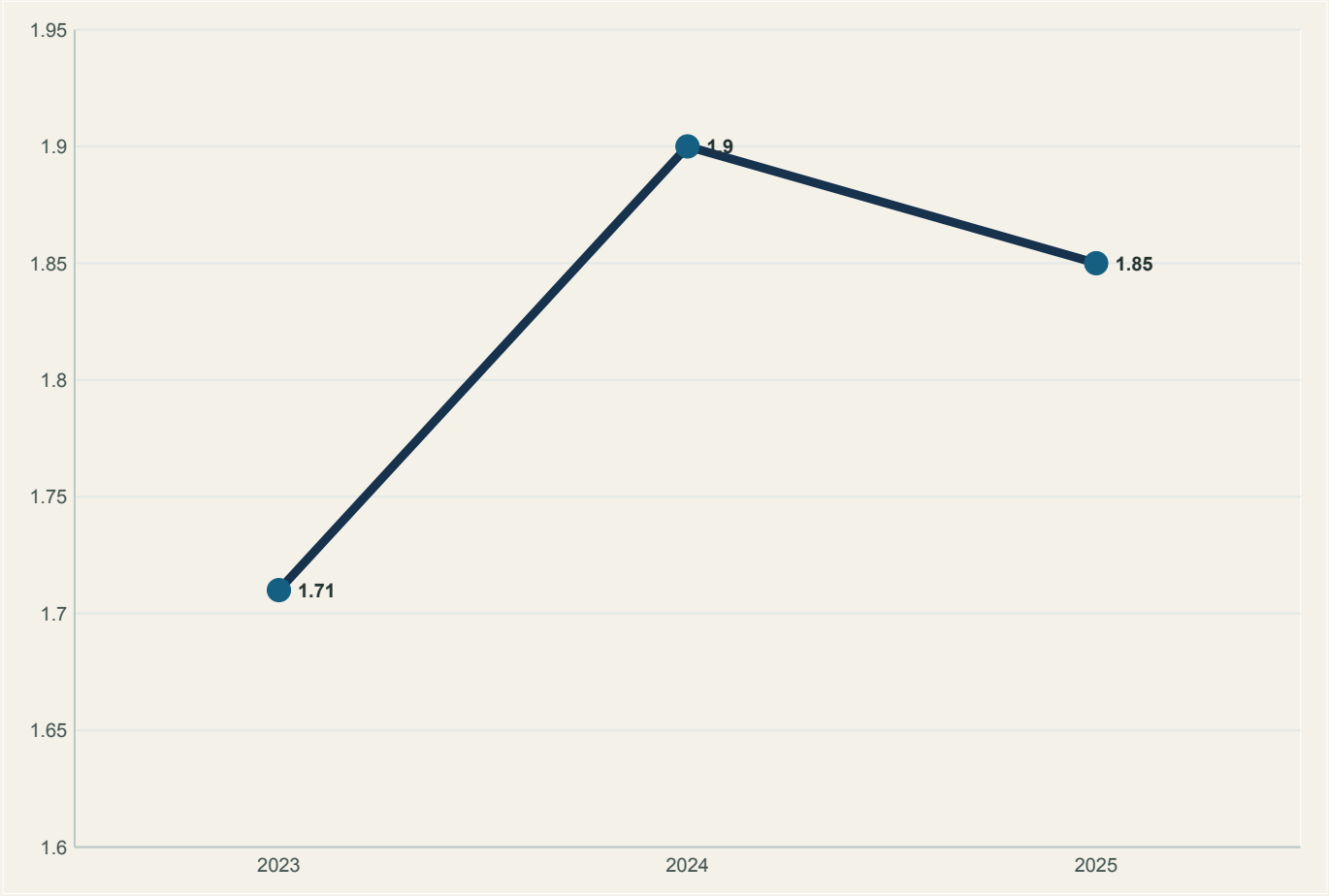


Yinzhou held 9,712 units, Beilun 9,521 and Haishu 5,318. Together they represented 67.8% of citywide supply.

Jiangdong and Yinzhou industrial-zone entries are grouped in Yinzhou. Xiangshan industrial entries join Xiangshan. Qianwan is separate from Cixi. Other areas total 3,879 units.

Average Rent per Square Metre: 2023–2025

Sample average rent increased from RMB 1.71 per sq m per day in 2023 to 1.90 in 2024, then declined to 1.85 in 2025.



Sample average rent rose from RMB 1.71 per sq m per day in 2023 to 1.90 in 2024, then declined to 1.85 in 2025.

The average reflects 12 available project samples. Investment analysis also needs checks of incentives, collections, effective rent, area efficiency and vacancy days.