

Qingdao Rental Housing Market

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

QINGDAO RENTAL HOUSING MARKET

2021–2025 Evolution and 2025 Review

City Research Series · English Edition

HOTEL STRATEGY

HOTEL STRATEGIES
优 尼 华 盛

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Six Sections for a Complete View of Qingdao

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Six Core Findings for Qingdao

Reconstructed year-end 2025 valid supply reached 40,489 units. Sample average rent was about RMB 1.31 per sq m per day and occupancy about 90.7%.

01

Continued expansion

Reconstructed year-end 2025 valid supply reached 40,489 units, up 5,169 or 14.6% from 2024.

02

Young professional apartments remain dominant

Youth apartments contributed 34,212 units, or 84.5%, and rental communities 4,059, or 10.0%. Together they represented 94.5%.

03

Strong spatial segmentation

EILT Tiers 1–3 contained 21,793 units, or 53.8% of citywide supply. Tiers 4–5 contained 18,696, or 46.2%.

04

Rent and absorption require joint analysis

Comparable 2025 samples averaged RMB 1.31 per sq m per day and 90.7% occupancy.

05

Youth apartments drive new supply

Valid supply increased by 14,921 units from 2023 to 2025. Youth apartments drove most of the 2025 increase.

06

Policy focus shifted to operating oversight

Asset screening must distinguish coastal core areas, industrial clusters, new-town supply and commuting conditions.

Key Qingdao Rental Housing Metrics in 2025

40,489 units	+14.6%	1.31	90.7%
Monitored supply	Year-on-year supply change	Daily rent (RMB/sq m/day)	Average occupancy

01 Supply signal

Supply increased by 5,169 units in 2025. Youth apartments contributed about 80.6% of the increase.

02 Rent signal

Sample rent declined by about 12.7% from 2024. Verify the result against effective rent and incentives.

03 Absorption signal

Sample occupancy declined by about 1.0 percentage point from 2024 but remained around 90%.

04 Investment signal

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

Research Boundary and Comparable Data

The Qingdao supply series reconstructs 2023–2025 from the 16-city master and excludes same-address duplicates and old-brand entries.

01 **2023 baseline**

Qingdao had 25,568 valid monitored units in 2023, the start of the comparable series.

02 **2022 rent and occupancy**

Only verified rent and occupancy samples are used for 2022. The report does not create a comparable supply figure where none exists.

03 **2023–2025 main series**

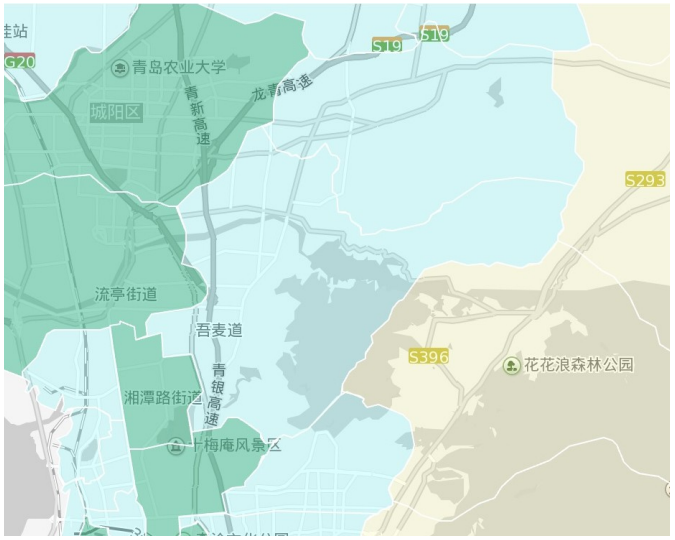
Comparable supply was 25,568, 35,320 and 40,489 units, supporting internally consistent analysis.

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.

Qingdao EILT Model and Spatial Tiers

Method, analytical dimensions and Tier 1–5 spatial distribution



Qingdao 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 Qingdao EILT map shows 141 demand-anchor areas across five tiers, including 48 in Tiers 1–3. Those tiers contain about 53.8% of year-end 2025 supply.

Applications

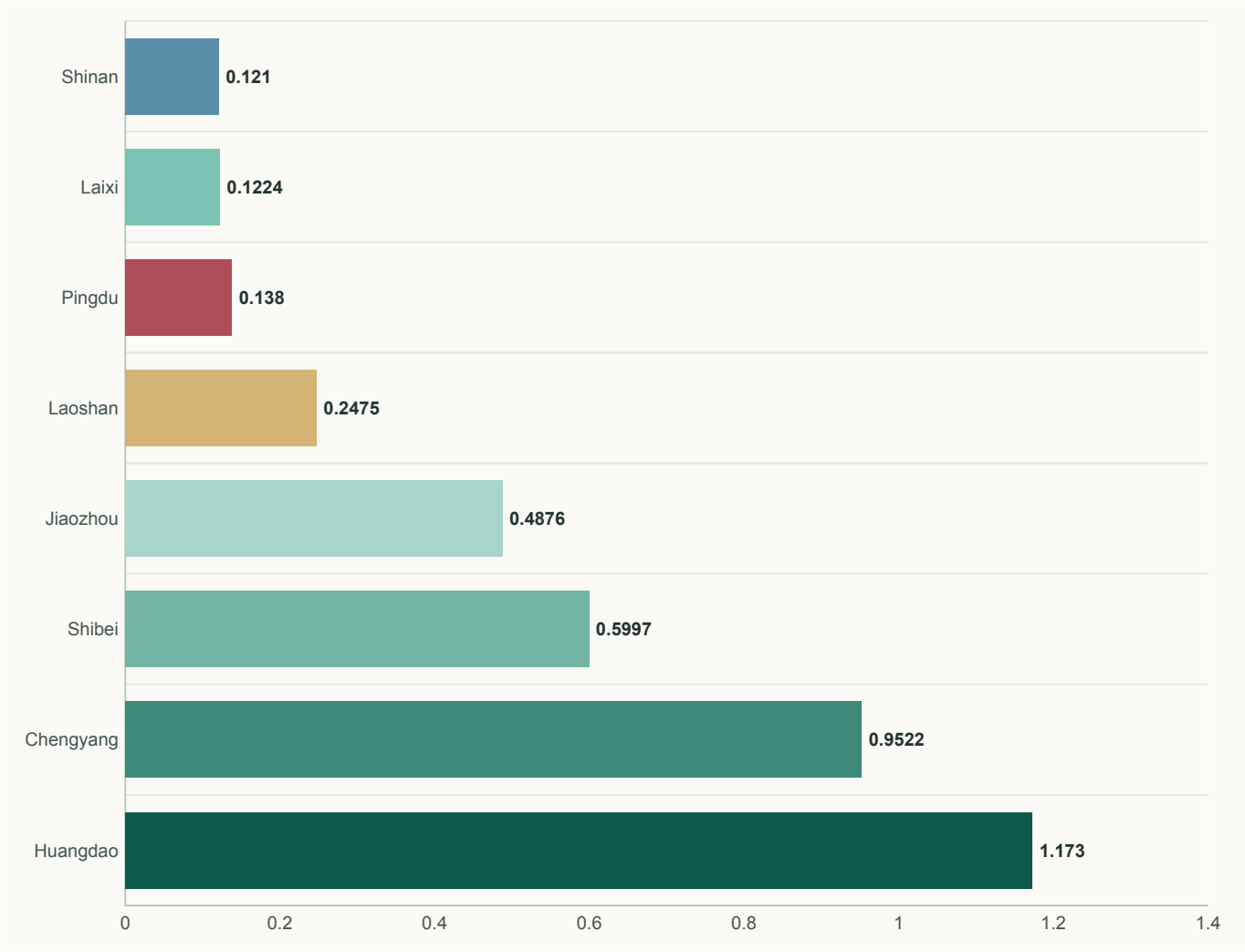
Submarket screening, city-level supply-demand comparison and preliminary project assessment.

Limitations

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

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

Qingdao institutional rental-housing supply by district, 2025

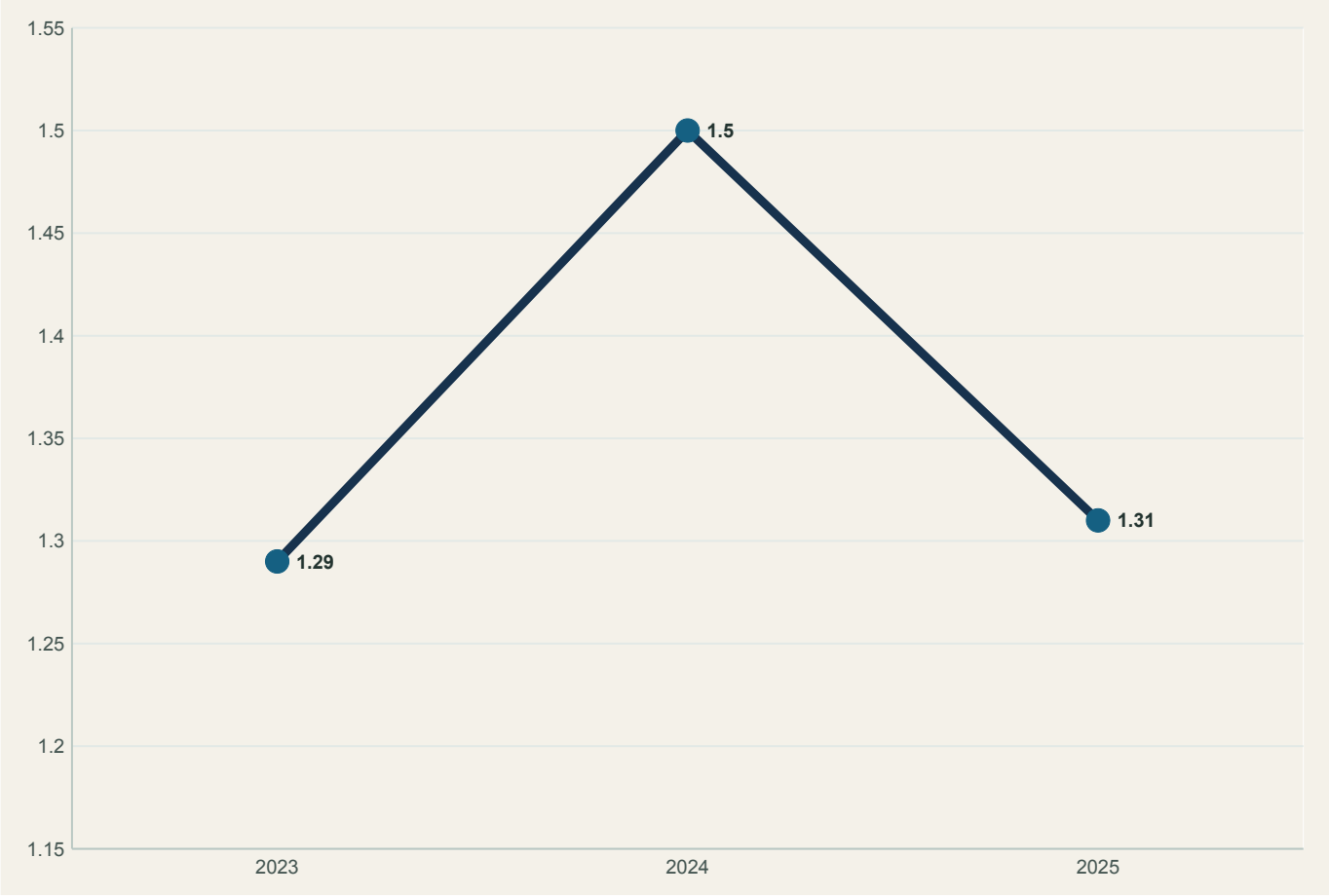


Huangdao held about 11,730 units, Chengyang 9,522 and Shibei 5,997. Together they represented 67.3% of citywide supply.

District totals indicate supply concentration but do not replace submarket and asset-level competitor checks.

Average Rent per Square Metre: 2023–2025

Sample average rent increased from RMB 1.29 per sq m per day in 2023 to 1.50 in 2024, then declined to 1.31 in 2025.



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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.