### MARKETBEAT

## **OTTAWA**

Retail H1 2023



\$72,035 NCR Median HH Income

NCR Population Growth

1.7%







4.3% Ottawa Unemployment Rate



Source: Statistics Canada/Moody's Analytics NCR: Ottawa-Gatineau Unemployment Rate: June 2023

#### **ECONOMIC INDICATORS** 2023

12-Mo. YoY Chg **Forecast** 3.3%

NCR GDP Growth





4.1% NCR Consumer Price Index





Growth\*

### **ECONOMY**

In the second quarter of 2023, Canadian consumer spending on discretionary services has been on an upward trajectory, encouraged by strong travel expenses. Nevertheless, the pace of growth during April and May was approximately half of what was observed in the first quarter. While purchases of discretionary goods have shown improvement over these same months, they remain below the levels seen late last year. Retail sales, excluding automobiles, have experienced little change throughout the second quarter, with a decline in March followed by a recovery in April and May - as reported by both preliminary Statistics Canada data and RBC Economics. While spending at bars and restaurants has remained relatively stable during the second quarter, there has been a slight increase over April and May when adjusted for seasonal factors. The travel sector continues to thrive, aligning with an upsurge in airport passenger traffic, even though travel prices remain high. The rise in household debt servicing ratios and consumer delinquency rates may indicate a potential softening of spending in the latter half of the year, necessitating close observation of the Canadian market. (Source: Statistics Canada, RBC Economics)

#### **DEMAND**

The recent closures of Nordstrom, Nordstrom Rack and Bed Bath & Beyond alleviated supply-side pressures by freeing up approximately 250,000 square feet of retail space. Despite this, retail availability in the city remains scarce unless development picks up significantly. This is an unlikely occurrence given that Ottawa's real estate market has recently shifted its focus to multifamily projects. Despite challenging financing conditions, investment in suburban retail remains strong. Investors are favouring anchored strip centers in these suburban regions due to healthy population growth and future redevelopment potential. An exciting development in Ottawa's urban core is the new arena expected at LeBreton Flats, which is part of the Sale of the Ottawa Senators hockey team. It has drawn considerable investor attention, as it promises to transform downtown Ottawa and create opportunities for destination retail like bars, clubs, and restaurants.

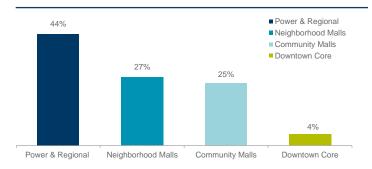
#### **PRICING**

Gross rents have increased by 2.04% since the beginning of 2023. The average asking rent is expected to keep rising as a demandsupply imbalance persists in Ottawa's retail real estate market. However, the easing of demand-side pressures will moderate largescale rent growth in the second half of the year.

#### **GROSS ASKING RENT / VACANCY RATE**

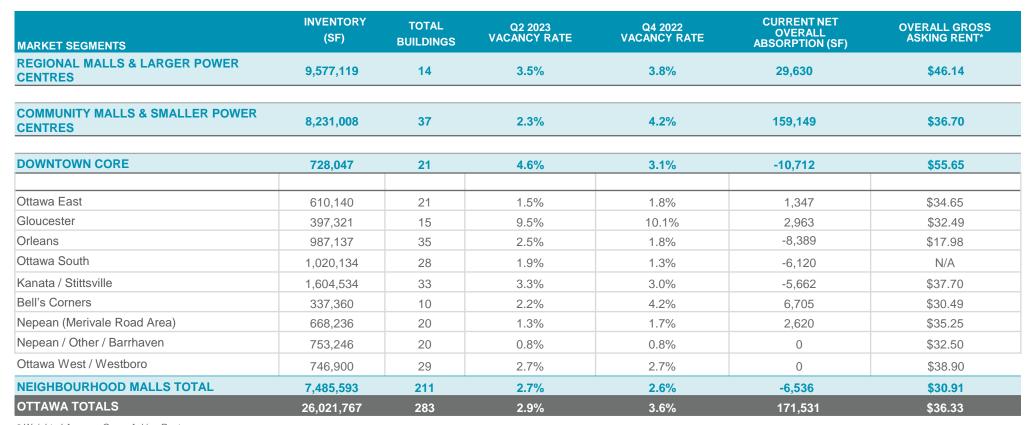


#### **AVAILABILITY BY PRODUCT TYPE**



# **OTTAWA**

Retail H1 2023



<sup>\*</sup> Weighted Average Gross Asking Rents

#### **NATHAN SMITH, BROKER**

Senior Vice President

+1 613 236 7777 info@cwottawa.com

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