

Diverse user base

Our growth in occupancy in the year has been driven by both domestic and business demand, broadly in proportion to the space they occupy within the business.

Domestic demand drivers

The housing market, which re-opened as the first lockdown was gradually lifted, has been stimulated further with the stamp duty holiday. Self storage is used as a stop gap between homes or to alleviate the stress of the moving process. It is our single largest demand driver.

Home living space has been under enormous pressure due to Covid-19 with people spending more time in their homes than ever before. A home has had new, multiple roles to perform; a place to live, to work, to school and to exercise. Big Yellow has been an enabler for people to declutter so their home space can work more effectively.

People want to improve their living space, especially with the increase in home working. This often leads to building works, extensions and home improvement projects. This has seen customers using Big Yellow to store and protect their furniture in order to get the work done.

Births, divorce, inheritance and other key life events have of course continued and create a need for self storage. We provide the convenience to keep personal possessions safe and secure.

Our domestic move-ins between 1 July 2020 and 31 March 2021 were up 3.5% year-on-year.

Growing demand from businesses

Business demand to use our storage space for stock, archiving or as a distribution hub has increased over the last year, with business move-ins between 1 July 2020 and 31 March 2021 up 19% year-on-year.

This demand has been driven by the surge in online retail with e-tailers using Big Yellow as a flexible solution to store stock and for e-fulfilment. The UK supply chain has been under enormous pressure over the last 18 months from Brexit stockpiling and the effects of Covid-19. With traditional UK warehousing reaching full capacity in the year and a general shortage of quality, mini-warehousing space, many businesses are using Big Yellow as an alternative, more flexible solution.

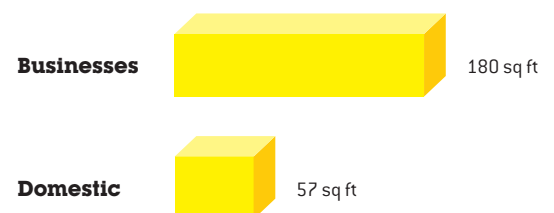
Many companies who closed or reduced their commercial office space in the year have used Big Yellow to store furniture and equipment whilst staff work from home. We have also experienced an increase in demand from healthcare companies distributing PPE, and from events, exhibitions, theatre and film companies who have needed a place to store equipment because of lockdowns.



% of storage space occupied by customer type



Average space occupied by customer type



Providing space for
homes and businesses



“ We exist to ensure the hopes
of people and businesses
are never held back
by a lack of space ”

Demand drivers in the year

