



# UK Self Storage Industry Insights 2025

Exclusive insights & benchmarking data from  
hundreds of UK self storage facilities.

[stora.co](https://stora.co)

# Introduction



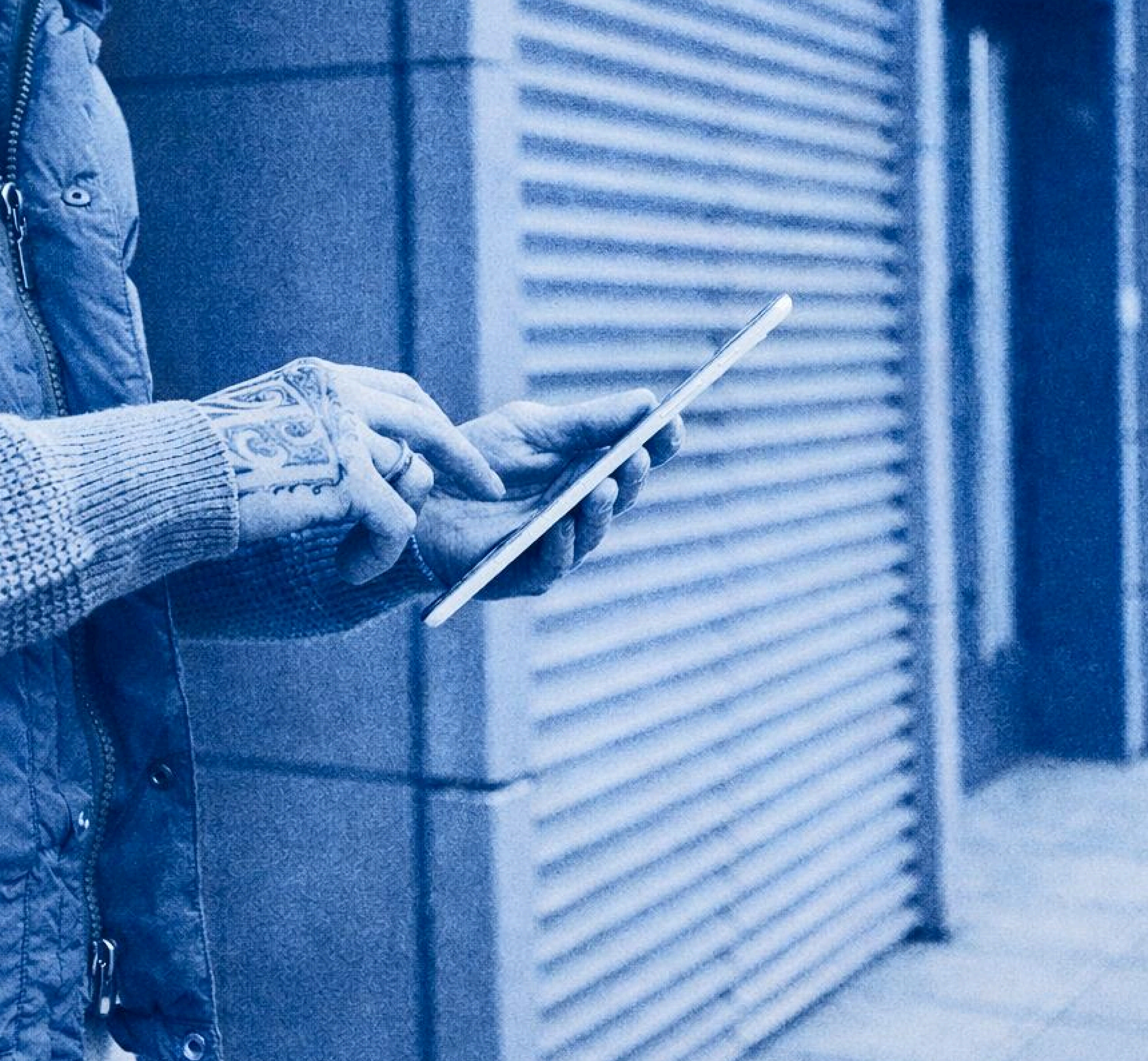
**Gavin Shields**  
Co-founder & CEO

**Over the last twelve months, the Stora platform has expanded considerably and now supports 25% of self storage facilities across the UK. This growth allows us to offer even deeper insights, leveraging a larger and richer data set than ever before.**

At Stora, our goal is straightforward: to empower our customers to build the most successful self storage businesses possible.

We hope this report provides the actionable insights you need to make informed, data-driven decisions that fuel revenue and growth in 2026.

We'd love to hear your thoughts. Please share any feedback at [hello@stora.co](mailto:hello@stora.co).



## Data disclaimer:

**Compiled from real invoices and booking records from hundreds of facilities, this data offers a reliable alternative to self-reported figures.**

However, here are some limitations to be aware of:

- When comparing 2025 data to 2024 data, we only include operators who were customers for the entire period.

- Some data included is from new operators or operators investing in rapid growth, possibly skewing some data towards growth.
- The largest operator in this data has 12 facilities.

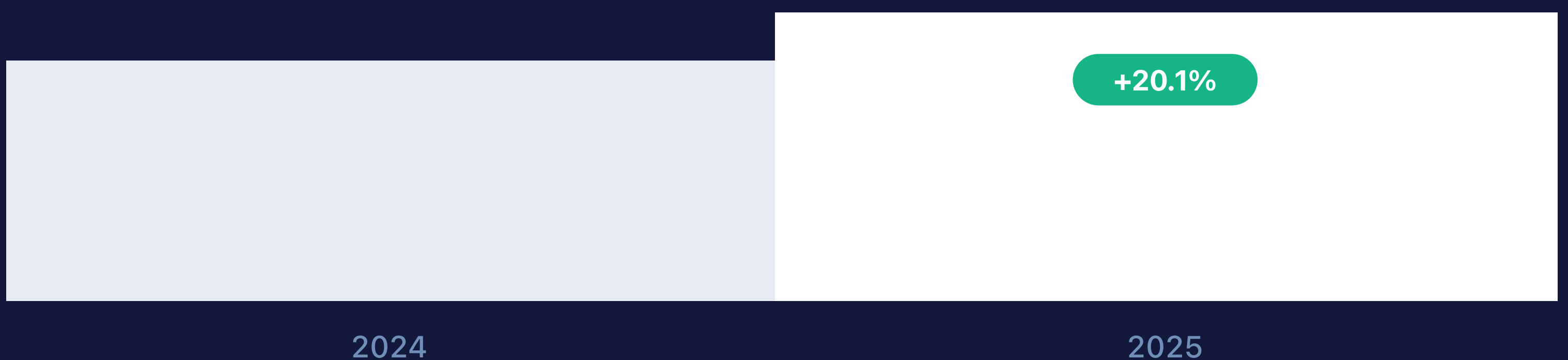
Stora is not responsible or liable for the use of this data by any party. Stora customers included in the report were given the option of having their data excluded from this report, though none chose to do so.

# Occupancy

Average occupancy increased marginally year-on-year, reflecting a more stable, mature market.

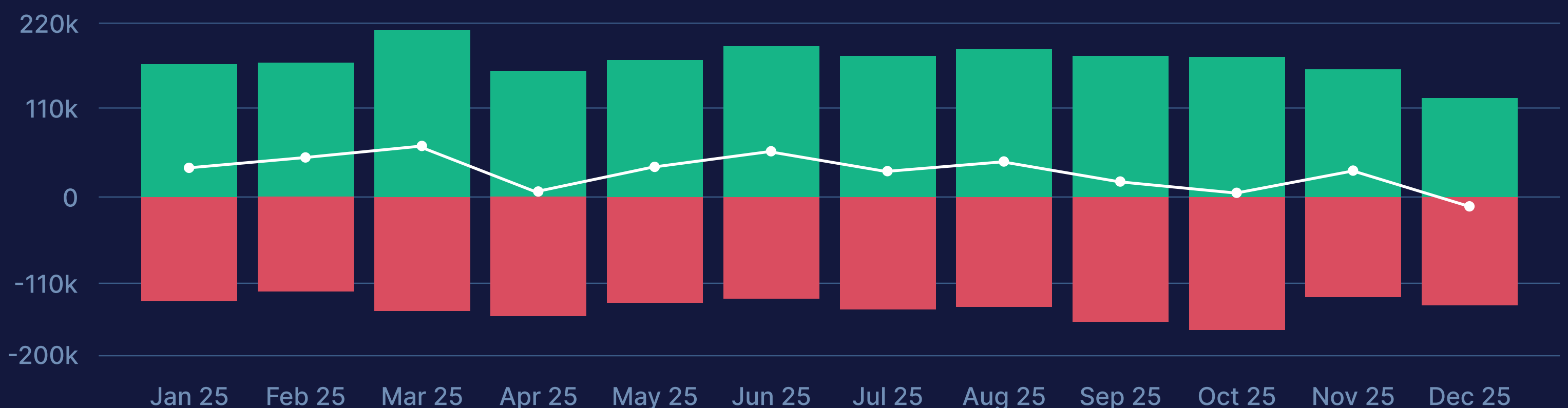
In 2025, Stora operators continued to grow occupancy, with average occupancy increasing year-on-year. This reflects a healthy, maturing market, where growth is being sustained by consistent demand and strong operational fundamentals.

## Occupancy by year



**Note:** In 2025, Stora operators saw an average year-on-year occupancy increase of +20.1%. This represents the average net change in occupancy per site.

## Sq ft moved in / out

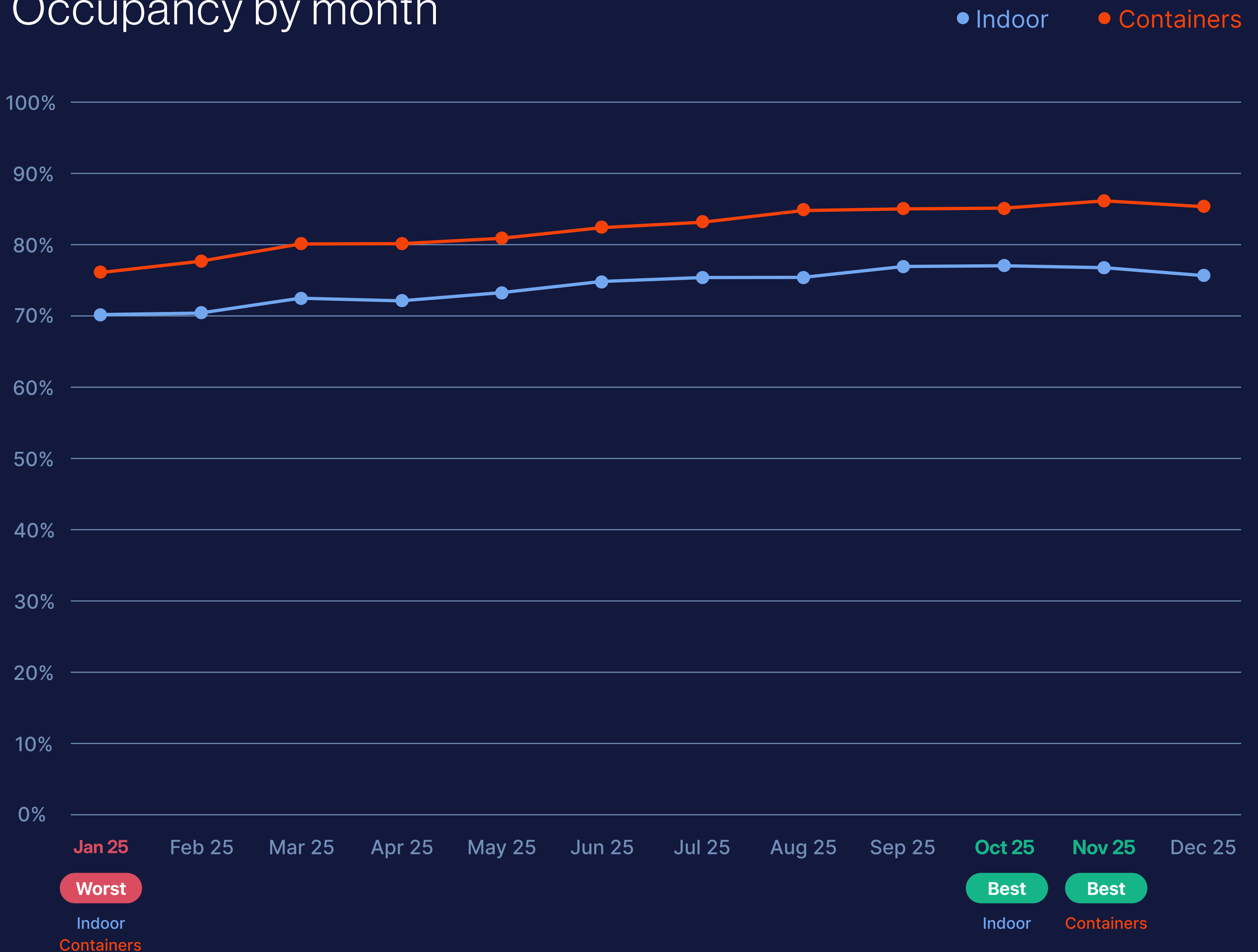


Stora operators saw positive net sq ft growth for most of 2025, with demand strongest in the first half of the year.

# November is the best month for container rentals.

|          |        |
|----------|--------|
| October  | 85.13% |
| November | 86.15% |
| December | 85.32% |

## Occupancy by month



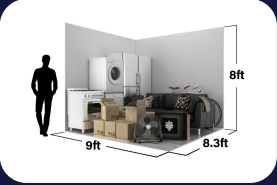
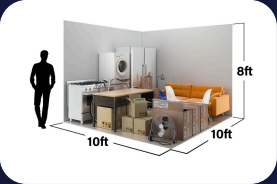



Indoor occupancy rose steadily month by month, showing reliable, long-term growth. Containers stayed ahead throughout the year and accelerated during peak season, reinforcing their role as a high-demand, seasonally boosted product.

**Note:** Occupancy data only includes operators who used Stora continuously throughout the entire period.

# Unit Type Occupancy

## Indoor

| Unit type   | 2024   | 2025  |
|---|--------|-------|
|  25 sq ft      | +8.5%  | +3.1% |
|  50 sq ft      | +15.5% | +7.8% |
|  75 sq ft    | +15.4% | +5.0% |
|  100 sq ft   | +15.5% | +1.1% |
|  150 sq ft + | +13.8% | +5.0% |

## Containers

| Unit type   | 2024   | 2025   |
|---|--------|--------|
|  10 ft container | +5.6%  | +6.5%  |
|  20 ft container | +10.2% | +9.7%  |
|  40 ft container | +1.9%  | +17.9% |



In 2025, growth has become more balanced as demand normalises, with indoor units remaining stable and container storage seeing encouraging gains in larger units.

Note: Unit type sizes close in sq ft to listed types are included in this data.

# Bookings

Demand peaking in late spring and summer.

Booking data in 2025 reinforces a familiar seasonal pattern, with demand peaking in late spring and summer before softening toward the end of the year.

## New bookings

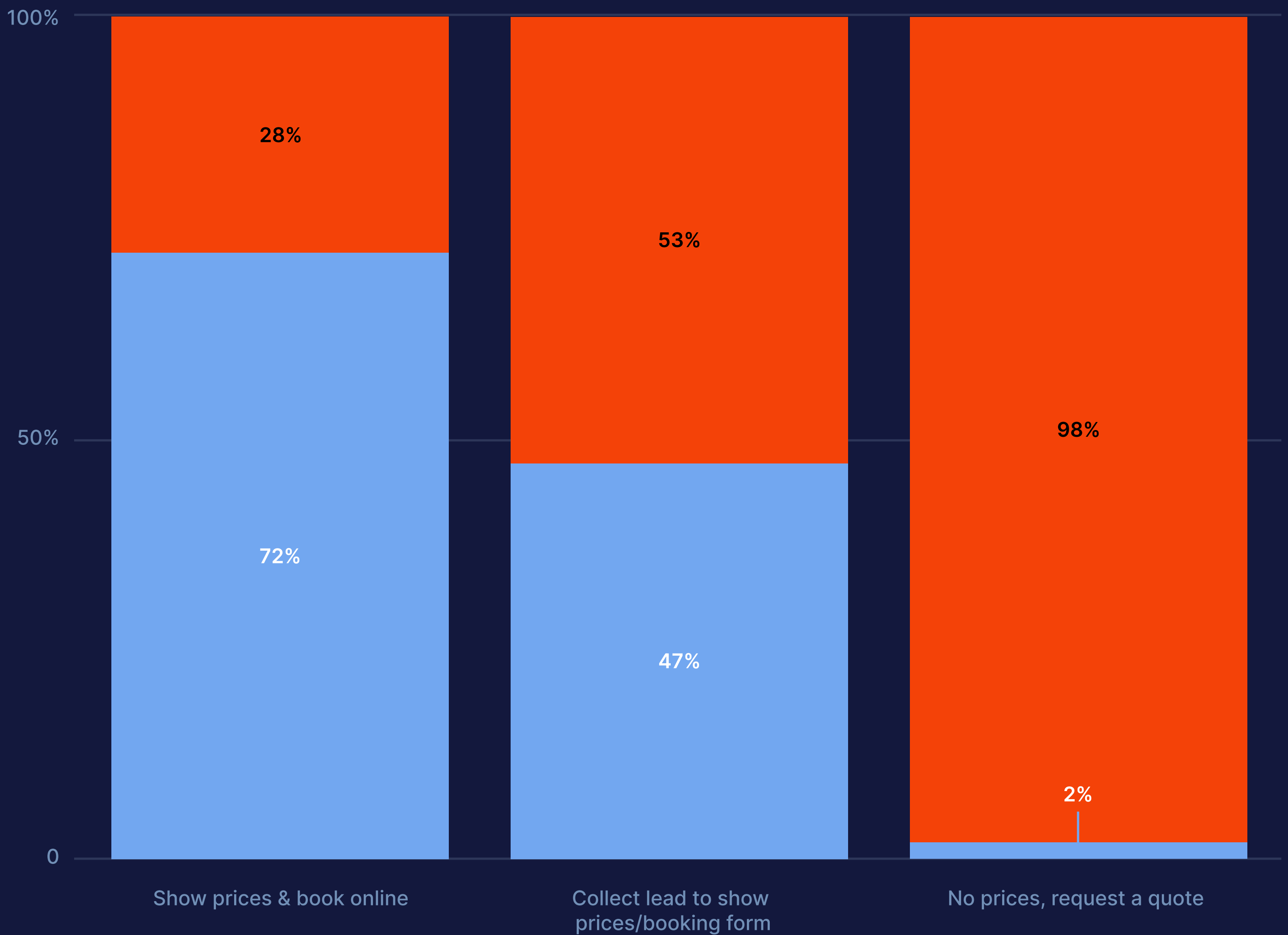


Bookings peaked in March, likely driven by the stamp duty tax increase that came into effect on 1st April, while December saw the lowest booking volumes, continuing the seasonal pattern seen in previous years.

**Note:** Only facilities using Stora continuously throughout the full period are included in this data.

# Booking source

● Website ● Phone / in person



Operators using Stora can choose from three online booking configurations, depending on how openly they display prices and the impact on booking behaviour is stark.

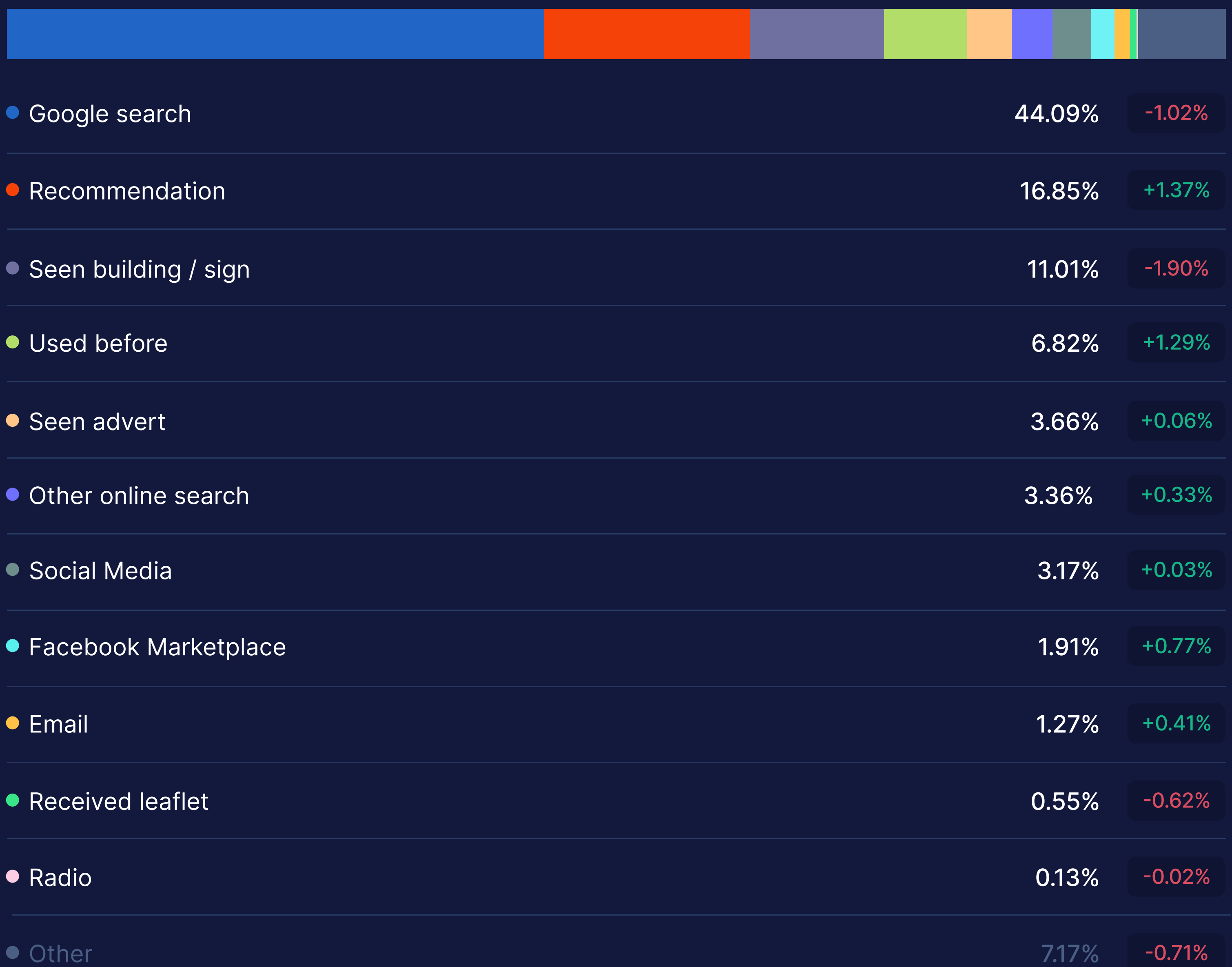
When prices are fully visible, nearly three-quarters of bookings happen online. Masked pricing still drives close to half of demand online, but Quote mode pushes bookings almost entirely offline.

Showing prices clearly leads to more online bookings and fewer manual calls.

# Where do bookings come from?

Stora customers can collect marketing source data through both automated Storefront tracking and manual Backoffice entry.

## Marketing source



Search continued to lead bookings in 2025, with strong momentum and growth increasingly driven by referrals and repeat customers.

**Note:** Only facilities actively collecting or manually adding this data are included.

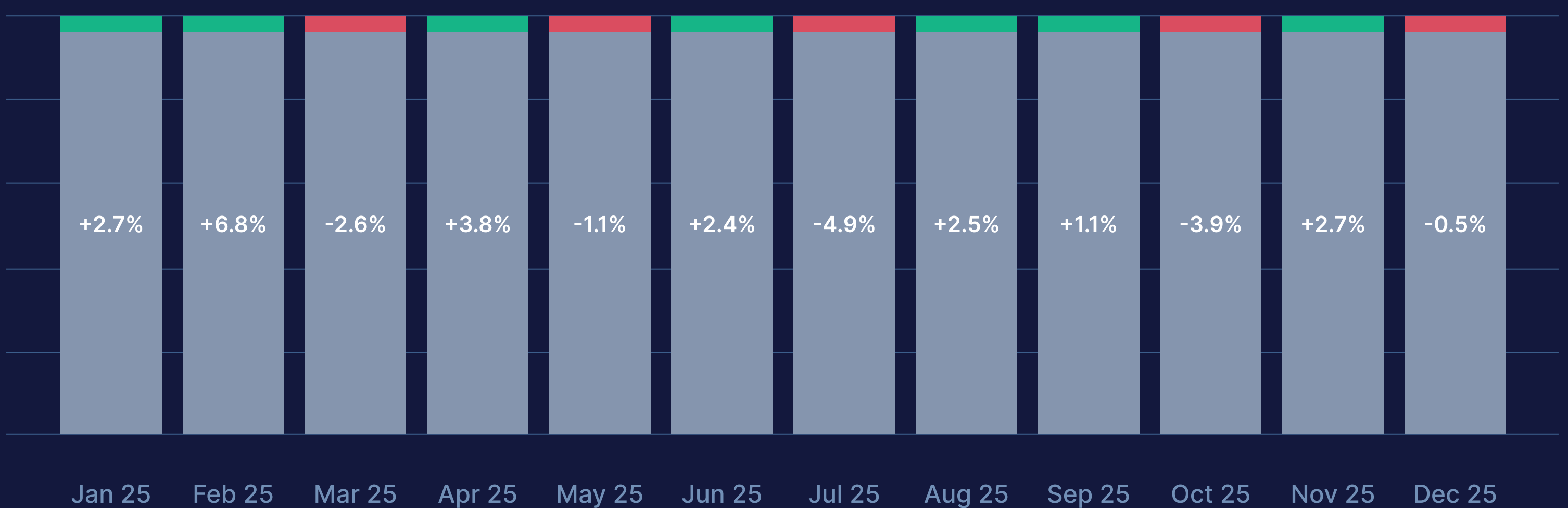
# Pricing & payments

In 2025, average prices continued to rise, with faster growth than in 2024. Pricing varied through the year, while automated payments remained dominant.

## Avg. monthly storage price



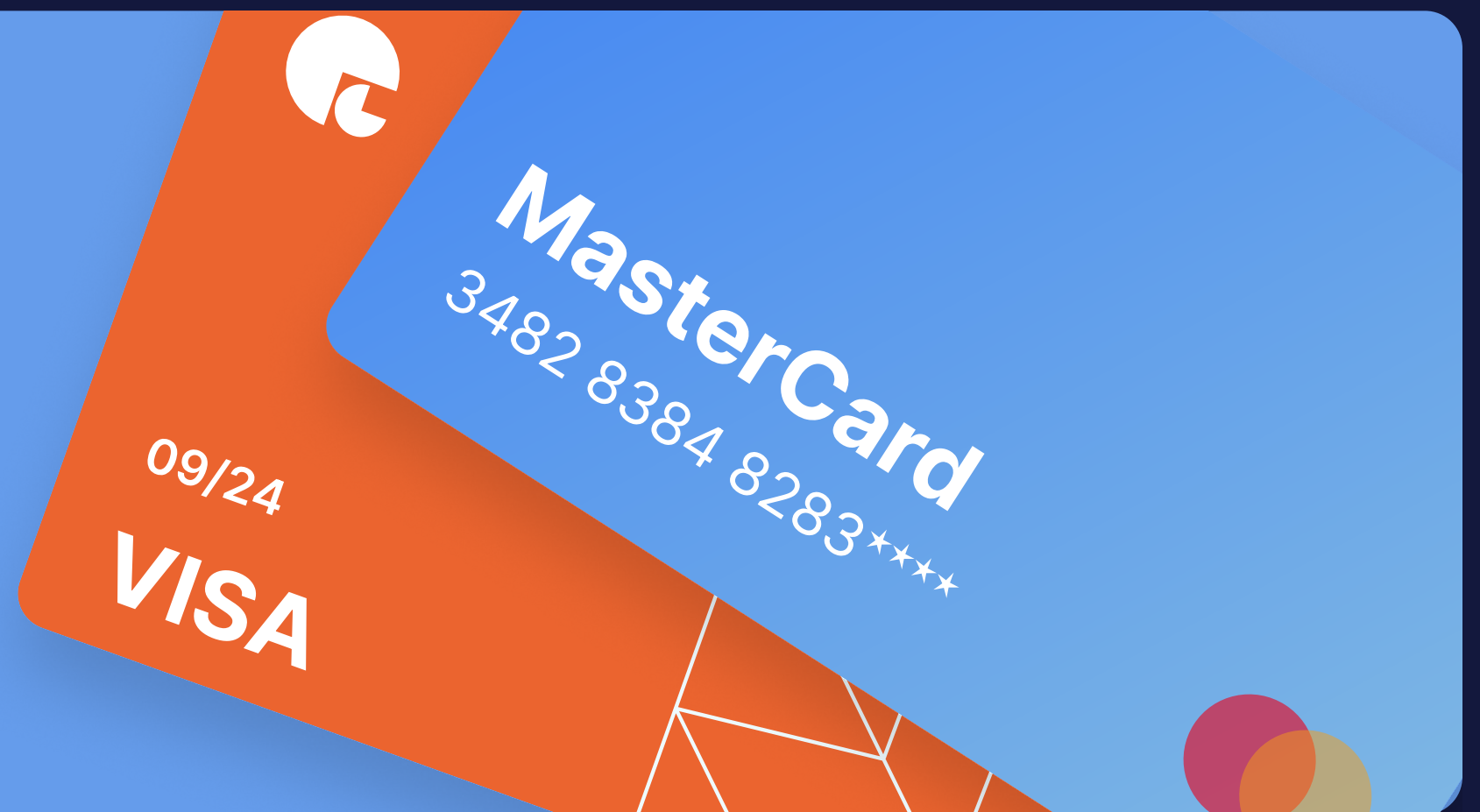
## Avg. monthly price change vs. previous month



**Note:** Pricing data reflects the actual price paid by customers.

# 88%

of customers paid by debit or credit card.



## Payment method



|                         |        |        |
|-------------------------|--------|--------|
| ● Debit or credit card  | 88.66% | +0.48% |
| ● Direct debit          | 2.28%  | +1.12% |
| ● Bank transfer         | 2.18%  | -0.76% |
| ● Cash                  | 0.72%  | -0.19% |
| ● Cheque                | 0.00%  | -0.02% |
| ● Other payment methods | 6.17%  | -0.62% |



Payment behaviour continued to favour automated methods, with nearly 90% of transactions completed by debit or credit card. Direct debit saw a modest rebound, suggesting some operators and customers still value predictable, recurring payment setups.

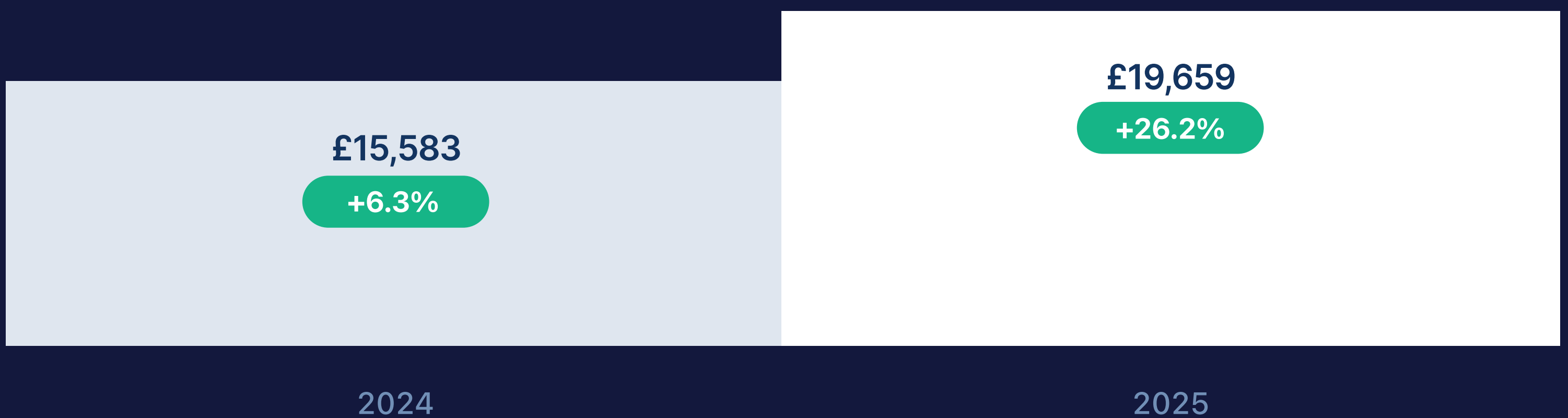
Overall, the continued decline in cash, cheque, and other manual payments highlights the industry's shift toward automation and lower admin overhead.

**Note:** Pricing data reflects the actual price paid by customers.

# Revenue

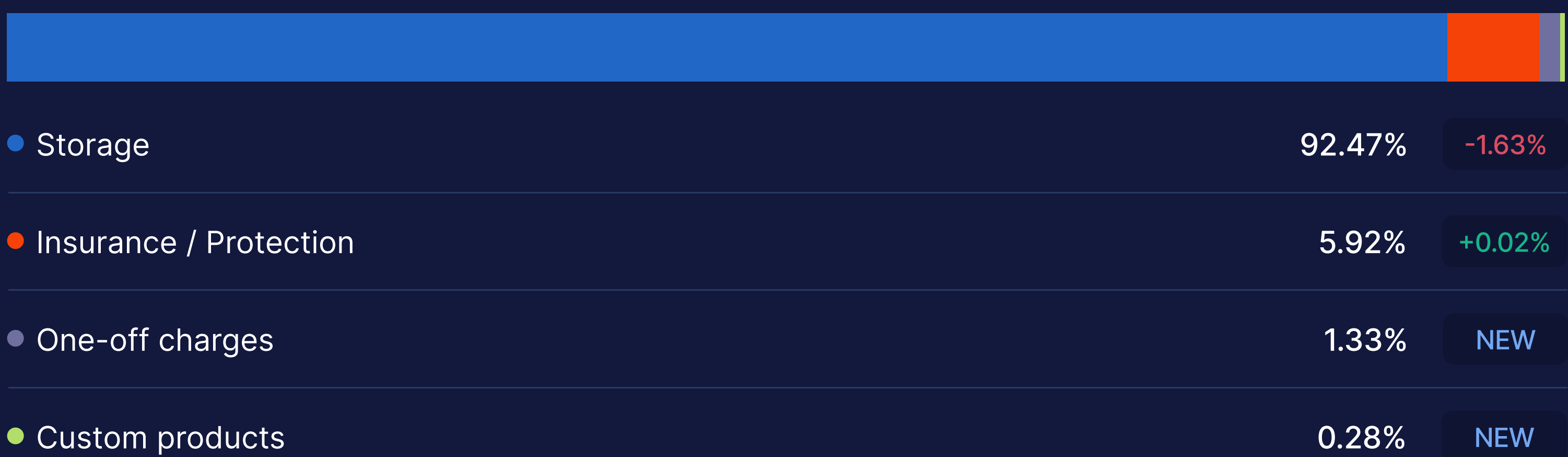
Revenue growth across Stora-powered sites continued in 2025. Growth was driven primarily by core storage revenue, with operators increasingly prioritising predictable, recurring income over short-term promotional uplift.

## Avg. monthly revenue

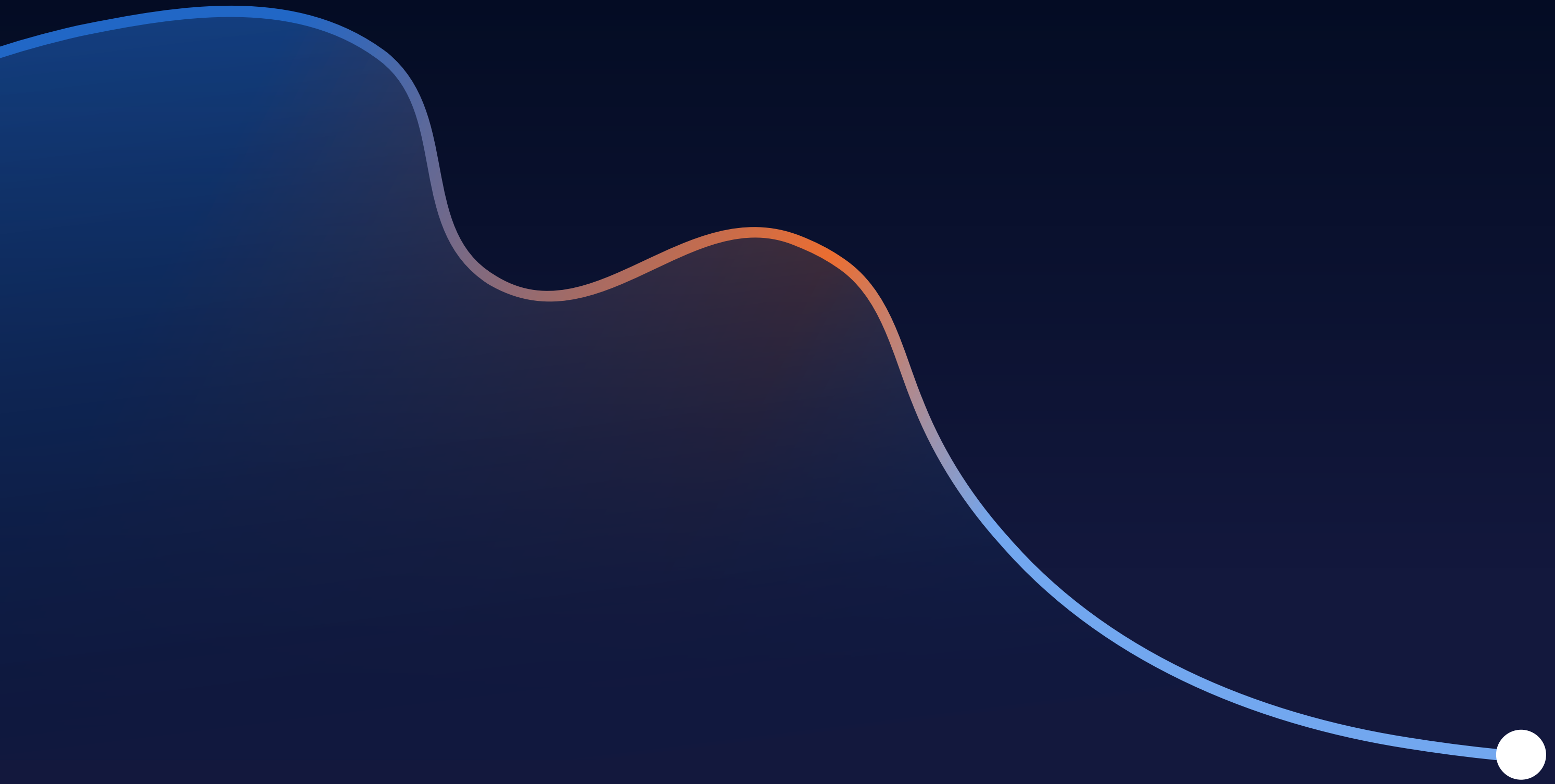


**Note:** The customers included in this data differ from those in last year's report, primarily due to new customers joining during 2024 who are now included in the December 2024 and December 2025 figures.

## Recurring revenue source



Our revenue mix stayed stable year-on-year, with storage income leading. Early one-off charge revenue from Advanced Checkout (launched mid-October) shows strong potential to diversify revenue over time.



## Discount popularity



|                          |        |        |
|--------------------------|--------|--------|
| • No discount            | 44.82% | +0.89% |
| • 50% off first invoice  | 23.15% | +0.57% |
| • 50% off first 2 months | 13.64% | -3.11% |
| • 50% off first 2 bills  | 7.69%  | +2.56% |
| • 50% off first 3 months | 1.40%  | -0.85% |
| • 50% off first 6 months | 0.50%  | -0.63% |
| • Other discounts        | 8.80%  | +0.57% |



Discounting remained broadly in line with 2024, with a slight increase in operators choosing not to discount and a continued preference for short, clearly defined offers that protect long-term revenue.

# Website

This section explores how Stora operators are approaching online sales in 2025, from how prices are displayed and billed, to where website traffic and bookings are coming from.

## Billing period



|                  |        |        |
|------------------|--------|--------|
| • Every month    | 75.68% | +0.12% |
| • Every 4 weeks  | 21.96% | -0.55% |
| • Every week     | 1.69%  | +0.08% |
| • Every 3 months | 0.68%  | +0.36% |

## Pricing approach



|                      |        |        |
|----------------------|--------|--------|
| • Showing prices     | 69.93% | +1.56% |
| • Lead before prices | 24.66% | -2.69% |
| • No prices          | 5.41%  | +1.12% |

## Price displayed



|                  |        |        |
|------------------|--------|--------|
| • Weekly         | 52.20% | -7.60% |
| • Monthly        | 42.74% | +6.21% |
| • 4 weekly       | 4.90%  | +1.63% |
| • Every 3 months | 0.17%  | -0.24% |

# 59%

Google Search drove  
59% of website traffic.



## Top referrers



Traditional search still drives most traffic, but early diversification is emerging. AI-powered search is starting to contribute, signalling a gradual shift in how customers discover and book.

# Final Thoughts

In 2025, performance across occupancy, pricing, and revenue remained firmly positive. Occupancy continued to edge higher, pricing growth strengthened, and monthly revenues reached new highs, reinforcing the health of the market.

The year reinforced a clear split by storage type, with **indoor storage showing steady, incremental growth and container storage maintaining higher overall occupancy**, influenced by seasonal demand.

Operational efficiency continued to improve, as automated payments remained standard, online pricing became more mature, and **greater transparency drove more bookings**.

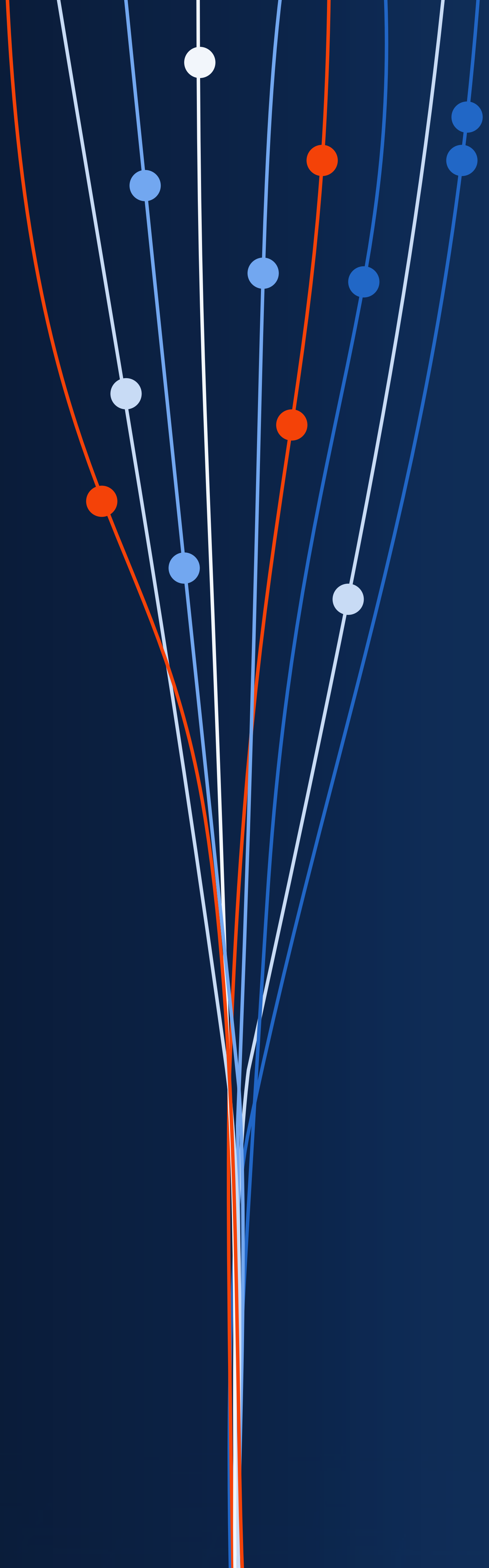
We also saw early signs of change in customer discovery. **AI-driven discovery emerged as a small but measurable new channel**. Pointing to how customer behaviour may evolve.

As the only publicly available UK self storage dataset based on live operational data, this analysis shows how the market is changing in practice.

If you'd like to explore these insights in more detail, get in touch at [hello@stora.co](mailto:hello@stora.co).



**Gavin Shields**  
Co-founder & CEO



# Get insights into your own data

Stora helps self storage operators grow revenue, boost occupancy, and run more efficient businesses. From online bookings and automated payments to dynamic pricing, insurance, and in-depth reporting, everything works together in one powerful platform.

[Book a demo >](#)

