CBRE

Resilient Demand and Lean Supply Position Jakarta Retail for Gradual Recovery

▲ **86.0**
Occupancy Rate (%)

▲ **11,420**
Net Absorption (sqm)

▲ **325,900**
Avg. Rent (Rp/sqm/mth)

Executive Summary

- The market saw only one addition in 2025—K Mall @ Kemayoran—bringing total stock to 3.43 million sqm NLA. Recent completions over the past two years have been concentrated in North and Central Jakarta

- Demand stayed firmly positive in 2025, with net take-up reaching about 30,000 sqm for the year and lifting occupancy to roughly 86%, led by strong performance in high-end, upper-grade, and experience-driven malls.

- Jakarta's retail outlook in 2026–2028 points to a gradual strengthening, with three new projects adding circa 76,000 sqm and boosting retailer enquiries—led by F&B and select foreign entrants—supporting an expected rise in occupancy to around 87% by 2028, while further rent recovery will continue yet hinge on sustained sales growth and consistent footfall.

Table 1. Jakarta Retail Market Statistics

Grade	Total Stock (sqm)	Occupancy (%)	Rent (Rp/sqm/mth)
High-end	427,500	95.3	710,670
Upper	1,224,000	85.7	457,380
Middle-up	1,382,000	84.9	265,100
Middle-low	400,000	80.7	177,000

Source: CBRE Research, Q4 2025

Supply

Jakarta's retail landscape saw one notable addition in the final quarter of 2025 with the completion of K-Mall in Kemayoran, marking the only new project delivered throughout the year. This pushed the total retail supply to approx. 3.43 million sqm NLA.

The limited pipeline over the past three years reflects the lingering effects post-pandemic, which significantly disrupted construction timelines, financing conditions, and developer risk appetite. Many projects scheduled for earlier delivery were either postponed, redesigned, or deferred as developers reassessed demand recovery and tenant mix strategies in a rapidly changing retail environment.

Notably, the few projects that did reach completion recently have been concentrated in North Jakarta and Central Jakarta, areas that continue to attract investment due to established catchment areas, and proximity to mixed-use developments.

Demand

Retail demand remained firmly positive in 2025 despite the slow pace of new supply. Net take-up in Q4 2025 reached approx. 11,420 sqm, bringing full-year net take-up to approx. 30,000 sqm. This acceleration reflects steady leasing momentum as retailers consolidated footprints in stronger assets and selectively expanded in locations with resilient catchments and improving trade densities.

The improvement in net absorption translated into a higher market occupancy of around 86% by year-end. Leasing gains were broad-based but skewed toward destination and experience-led centers, where tenant sales recovery and traffic normalization have been more evident. High-end malls led with 95% occupancy, underpinned by luxury, F&B, and experiential categories. Upper-grade malls averaged 86%, closely tracking the market, while middle-up centers held around 85% as value-driven retail and popular F&B formats backfilled space.

Figure 1. Jakarta Mall Cumulative Supply-Demand-Occupancy
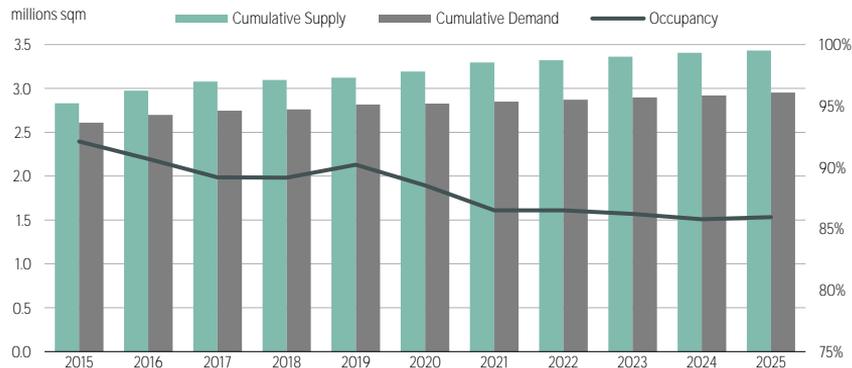
Source: CBRE Research, Q4 2025

Figure 2. Jakarta Mall Occupancy By Grade
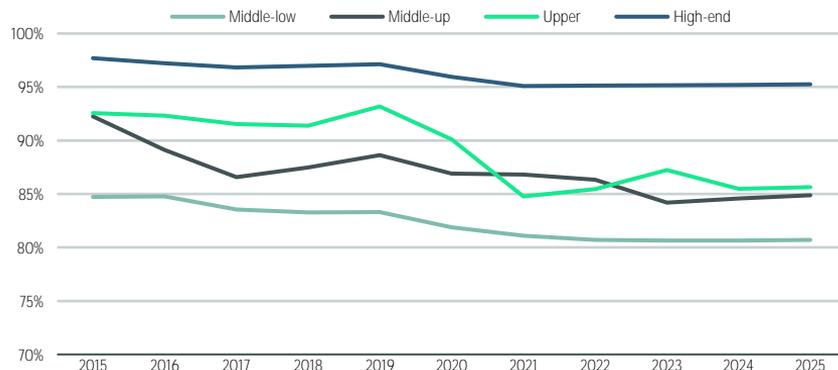
Source: CBRE Research, Q4 2025

Rent

Jakarta retail rents edged up around 1.6% y-o-y in 2025, with Q4 2025 contributing disproportionately to the annual gain as landlords capitalized on peak trading from year-end festivities and event-led footfall. The late-year uplift was supported by tighter vacancy, selective rental adjustments on prime corridors, and reduced incentives in assets with improving sales productivity.

By segment, high-end and upper-grade malls posted the strongest rent growth at around 2% y-o-y, reflecting two years of demand concentration in top-tier assets with resilient tenant sales and experiential anchors. Even so, headline rents in these segments remain below pre-pandemic peaks, constrained by competitive supply, ongoing tenant cost discipline, and the continued use of targeted incentives (fit-out support, step-rents, turnover components) to secure and retain key brands. By end-2025, market-wide average rents reached around Rp 326,000 per sqm per month.

Outlook

Retail pipeline will pick up in 2026 with three upcoming projects adding around 76,000 sqm of new space. This is expected to stimulate leasing activity, offering new options for expanding retailers. Retailer interest is projected to strengthen, led by continued expansion in F&B, which remains the market's most active category. Some foreign brands are also exploring market entry or scaling up in response to growing urban consumption and strong performance in upper-tier malls. Supported by steady absorption and measured supply growth, overall occupancy is forecast to inch up to around 87% by 2028.
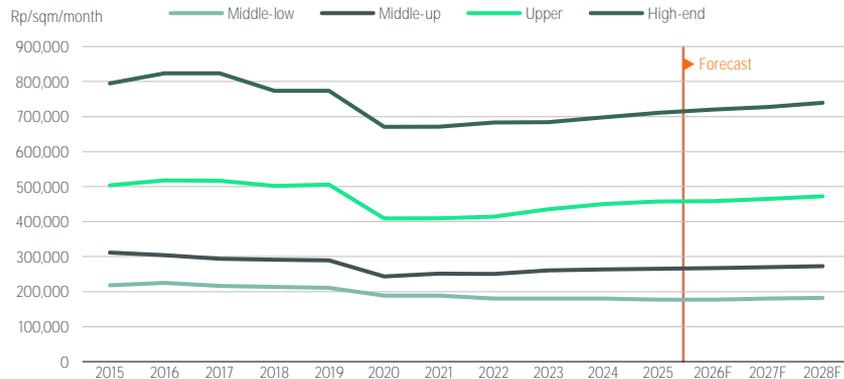
Meanwhile, further rent normalization will hinge on sustained sales density gains, durability of footfall beyond seasonal peaks, and landlords' ability to calibrate incentives without denting leasing momentum.

Figure 3. Jakarta Mall Supply-Demand-Occupancy Forecast
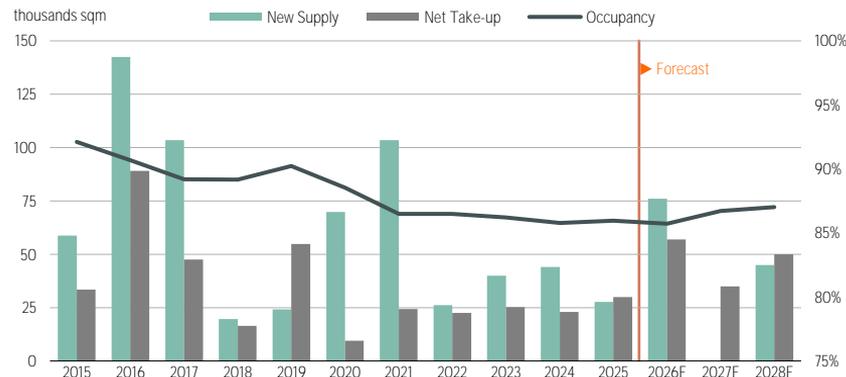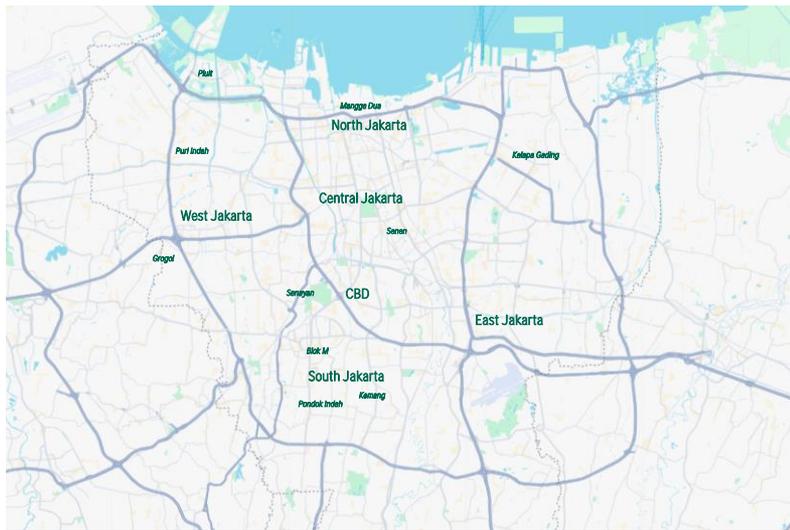
Source: CBRE Research, Q4 2025

Figure 4. Jakarta Mall Rent Forecast By Grade

Source: CBRE Research, Q4 2025

Jakarta Retail Map

Definitions

Jakarta's retail landscape is shaped by several key clusters, with Central Jakarta serving as the city's core retail hub anchored by major destination malls and strong office, hotel, and transport linkages. North Jakarta forms another major cluster, supported by large residential catchments and major malls in Kelapa Gading, Pluit, and Mangga Dua that cater to family-oriented and mass-affluent consumers. To the south and west, South Jakarta hosts some of the most active lifestyle-driven nodes—SCBD, Kemang, Blok M, and Pondok Indah—while West Jakarta maintains a strong mid-to-upper retail belt around Puri Indah, Grogol, and Taman Anggrek. Meanwhile, East Jakarta functions as a suburban retail base anchored by mid-market shopping center serving dense residential corridors, completing a multi-node retail map shaped by diverse catchments and evolving consumer preferences.

CBRE's market report evaluates existing and proposed shopping centers and malls offered for lease in the region with a minimum size of approximately 5,000 sqm – excluding those centers marketed as strata trade centers. Our classification framework applies a structured grading system that considers key factors such as location, net lettable area, overall building quality, retailer segments, facilities and amenities, and management standards. Based on these criteria, all buildings in our surveyed stock are categorized into four grades: High-end, Upper Grade, Middle-up Grade and Middle-low Grade.

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