



The latest news on flexible workspace industry:

# The MatchOffice Industry Survey Report 2019

**This year** MatchOffice traditionally conducted an allencompassing enquiry analysis with the participation of serviced office providers from 51 country. In the report, you will find statistics on office occupancy, achieved and expected price level and providers' outlook on business.

In 2019 the industry is booming and new trends like flex spaces and coworking are evolving globally. The statistic data provided in the report demonstrates a positive tendency and an excellent perspective for the future.

**We would like to thank our partners** for a wonderful contribution that made it possible for us to present MatchOffice Industry Survey 2019.

**I do hope** you will find the survey materials beneficial and insightful.



Jakob Dalhoff
CEO, MatchOffice
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# Europe

In 2019, the majority of providers in Europe maintain stability

This year, we can still observe a steady above trend and economic growth in the European flexible workspace market. The positive momentum and development continue as vacancy among serviced offices is quite low. Despite a slight decline in average office occupancy compared to 2018, more than half of providers have high hopes for the foreseeable future.

The market remains competitive, as even more providers than last year achieved stability in pricing and contract length and are planning to retain it further on.

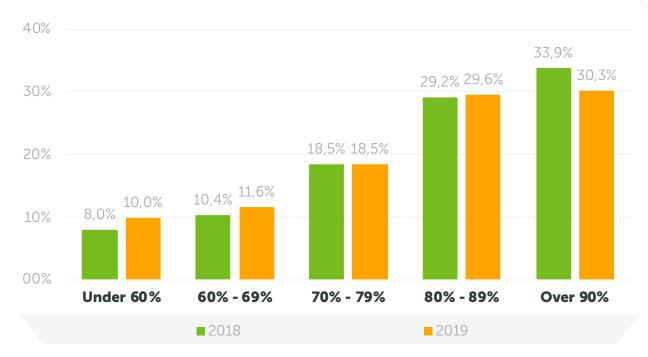
This has proven to be a profound course dating back to 2016.

Overall, the statistics is promising and projects further potential for advancement.

Our survey data this year clearly shows that the European market is strong and continues to thrive. Occupancy rates are persistent, encouraging the development of new trends, and search of new opportunities for expansion. Altogether, we are confident that the prospects are positive in 2019." – Jakob Dalhoff outlines.

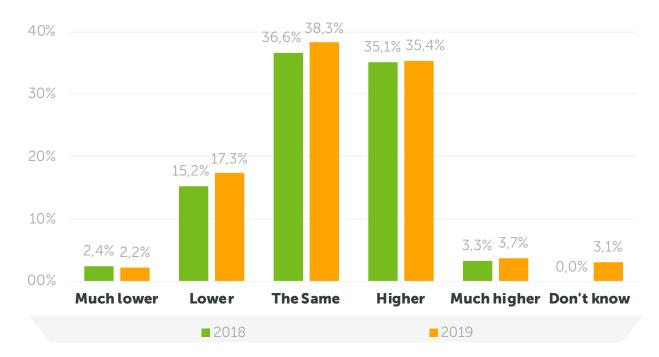
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#### Average office occupancy

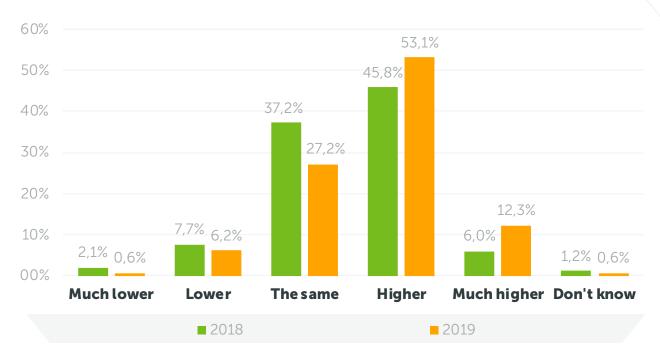


In 2019, more than 30% of serviced offices in Europe show rates of occupancy higher than 90%. This is a decrease of 3.9 comparing to last year's results. However, at the same time there is a slight increase of in the 80-89% occupancy band.

# Occupancy compared to last year

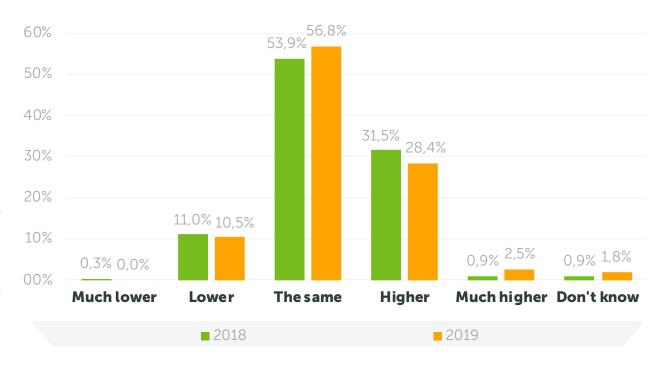


This year the majority of providers in Europe maintain stability for the second consecutive year. Survey results also show a growth of 2.1%-points in the lower occupancy band. A steady 35.4% experienced growth in their office occupancy this year.



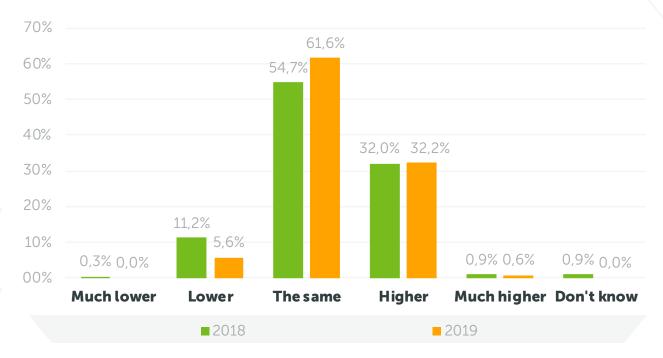
In Europe, over 53% of respondents expect occupancy to rise in the nearest 6 months. At the same time, there is a dramatic 10%-points decrease in the number of those expecting the occupancy to remain the same.

# Achieved prices for office contracts or workstations compared to last year



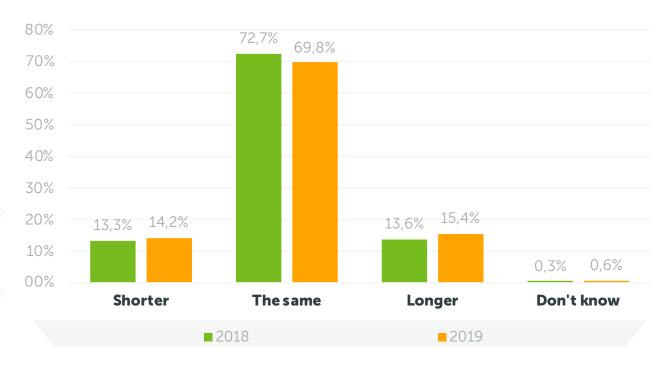
In 2019, even more providers have the same prices as last year. The number of those who have higher prices has increased by 3.1%-poins, while there is a small share of serviced offices which have lower prices.

#### **Expected price level in 6 months**

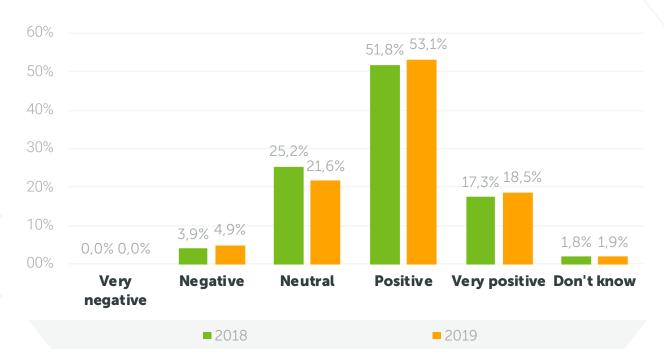


Given the stability of prices over the last year, the majority of European workspaces expect the price level to remain the same in the next 6 months. The number of providers expecting prices to rise remains almost unchanged, whereas the number of those expecting lower prices has reduced by half.

# Initial contract length compared to last year



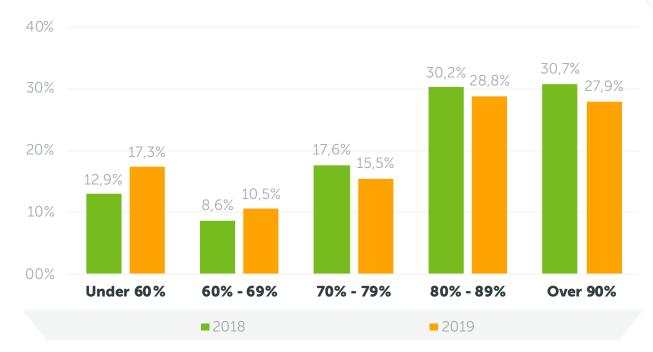
Although the majority of contracts among workspace providers in Europe still have the same length compared to the year before, there is a 1.8 percentage point increase in longer contracts and 0.9% increase in the share of shorter ones respectively.



Optimistic serviced office providers constitute over 70% of all respondents. Almost 22% do not anticipate any changes. At the same time, the number of those who have a negative outlook has slightly increased.

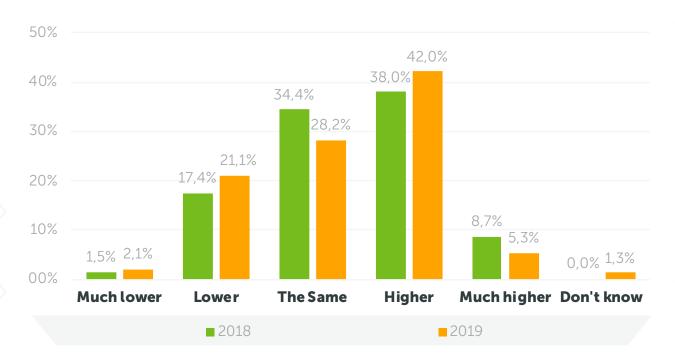




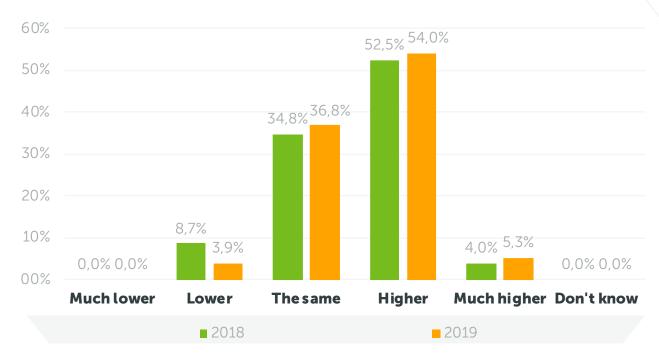


In Belgium, the biggest growth is in the under 60% occupancy band, others remain rather stable: 1.9%-point rise in the 60-69% occupancy band, decrease of 2.1%-points in the 70-79% occupancy band, 1.4%-points in the 80-89% occupancy band, and 2.8%-points among those occupied over 90%.

# Occupancy compared to last year

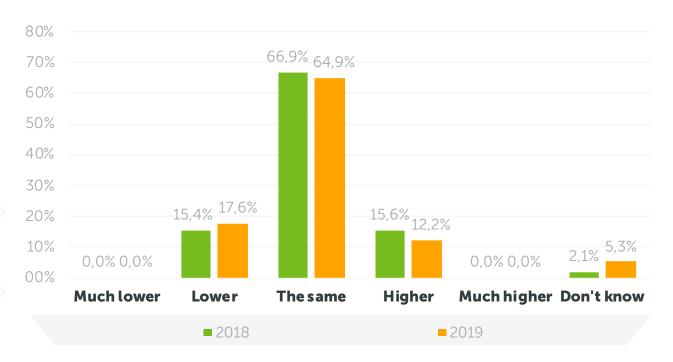


28.2% of workspaces in Belgium show the same occupancy rates as in 2018. Last year as well as this year, most respondents state their occupancy is higher, demonstrating a positive tendency compared to previous years.



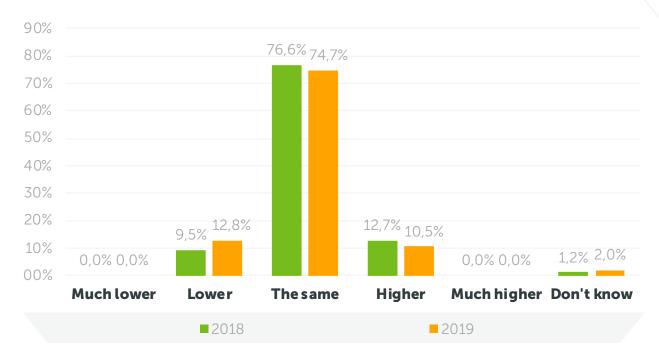
Compared to the rest of Europe, occupancy expectations in Belgium have a quite positive outlook. The majority of workspaces expect that occupancy figures will rise in the next 6 months, with 36.8% believing that they will stay the same.

# Achieved prices for office contracts or workstations compared to last year



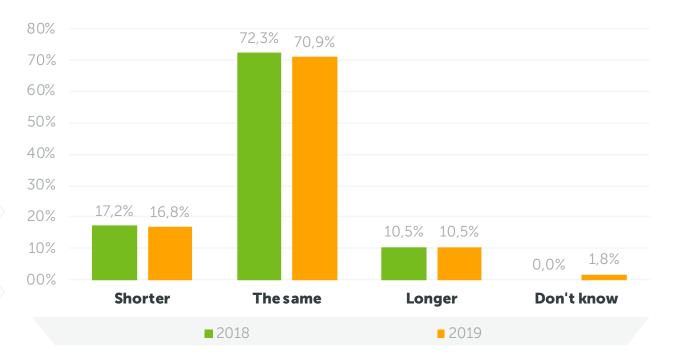
This year, the number of workspaces in Belgium with lower prices increased by 2.2%-points, and fewer of them managed to keep the prices on the same or higher level. The downfall in the share of those maintaining stability constitutes 2%-points, and 3.4%-points among those with higher pricing.

# **Expected price level in 6 months**



In 2019, the number of workspaces in Belgium expecting lower prices has increased by 3.3%-points, and fewer of them predict the prices to rise. Just like last year, the share of those expecting stability constitutes the majority with 74.7%.

# Initial contract length compared to last year



This year, the contract lengths in Belgium seem to be quite stable. Just like last year, 10.5% experienced longer contracts year-on-year, and 16.8% - the opposite. A solid majority of 70.9% maintained stability in contract length this year.

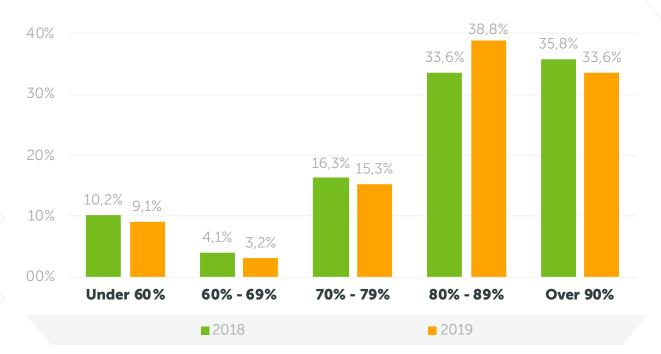


Respondents in Belgium remain generally positive with 55.6% answering positively and 11.8% - very positively about their outlook. The sizable minority of 7.5% answered negatively to the next 6 months' prospects.



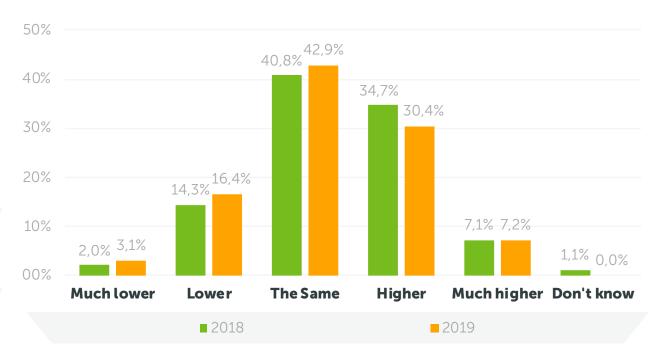


#### **Average office occupancy**

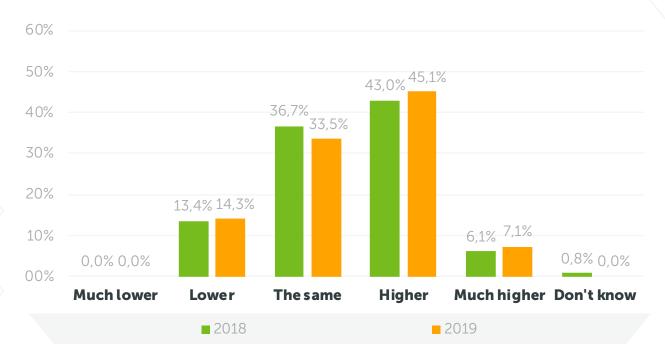


This year shows an increase of 5.2%-points in the 80%-90% office occupancy rates in Denmark. The rest show a tendency towards minor increase: 0.9% in the share of workspaces occupied under 60%, 1.1%-points among those occupied by 60-69%, and 2.2%-points in the occupancy band over 90%.

# Occupancy compared to last year

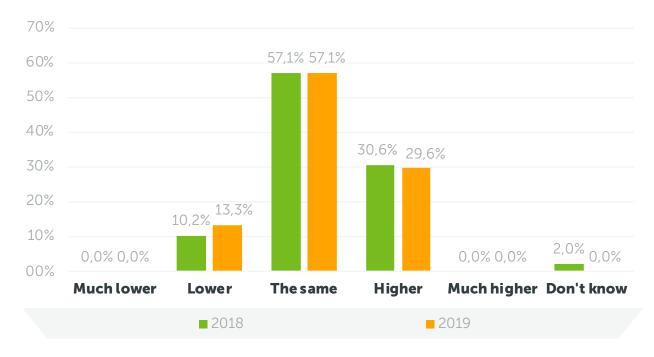


Most workspaces in Denmark have the same occupancy, 30.4% achieved better results. The share of those with much higher occupancy is fairly unchanged, whereas there is a 2.1%-points increase of those with lower and 1.1%-points increase of those with much lower occupancy.



The average year-on-year figures show that, 45.1% of the Danish market expect the office occupancy to increase. There is a slight increase in the share of lower and much higher occupancy – 0.9 and 1%-points respectively. The share of workspaces expecting stability decreased by 3.2%-points.

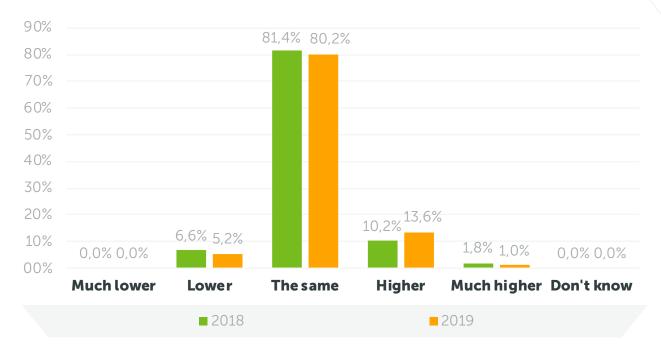
# Achieved prices for office contracts or workstations compared to last year



Like last year, more than 57% of workspaces in Denmark do not expect the prices to change, although the 29.6% that expect price rises does outweigh the 13.3% that expects them to fall.

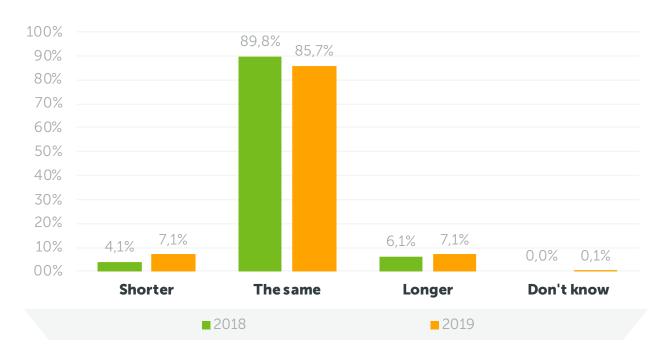
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#### **Expected price level in 6 months**

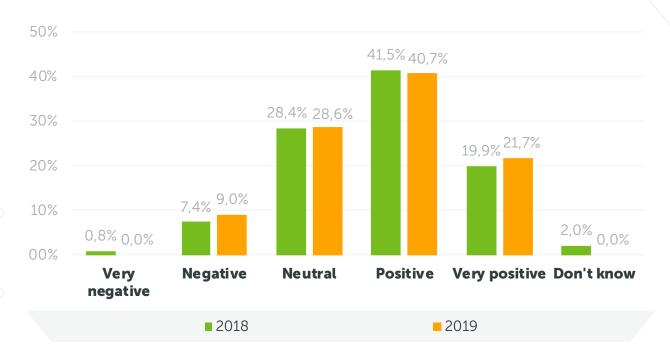


The majority of workspaces believe the prices will neither grow nor fall. Slightly less than 14% of them expect the rent to be higher, and a minor 1% is forecasting much higher prices. A share of 5.2%, expect the prices to fall.

# Initial contract length compared to last year



85.7% of the workspaces experience the same length as last year. The number of shorter contracts has increased by 3%-points this year, while the number of longer ones has gone up by 1%-point.

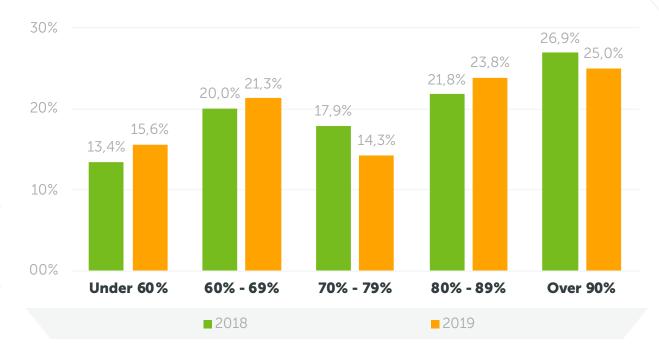


The number of workspaces with neutral outlook has remained almost unchanged since last year. More than 40% respondents believe the industry has a good growth potential, which they have all chances to tap into. 21.7% have very positive expectations, and a share of 9.0% quite the opposite.





#### Average office occupancy

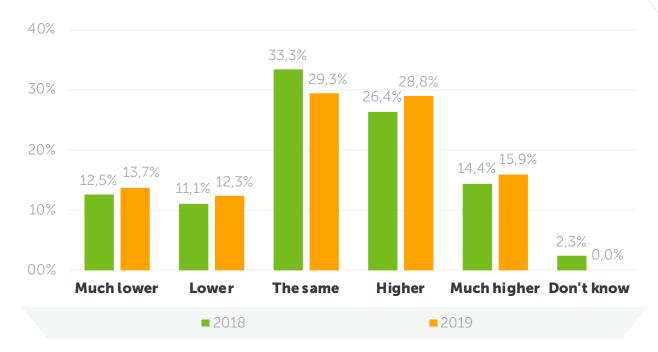


A quarter of workspaces in France are over 90% occupied and those occupied over 80-89% increased by 2%-points. Workspaces occupied by 70-79% declined by 3.6%-points. The share of serviced offices occupied by 60-69% and under 60% has risen by 1.3 and 2.2%-points respectively.

# Occupancy compared to last year

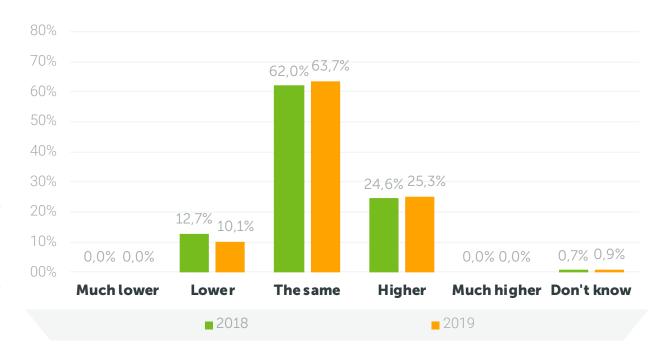


Most respondents found the occupancy rates similar to those in 2018. The share of those with higher occupancy decreased by 1.1%-points. The amount of workspaces with lower occupancy is 2%-points less than last year, and the share of those with much lower occupancy increased by 1.4%-points.



The tendency is optimistic with an increase by 2.4%-points and 1.5%-points in those expecting higher and much higher occupancy. Those, forecasting stability declined by 4%-points. Those expecting occupancy to be lower and much lower increased by 1.1 and 1.2%-points respectively.

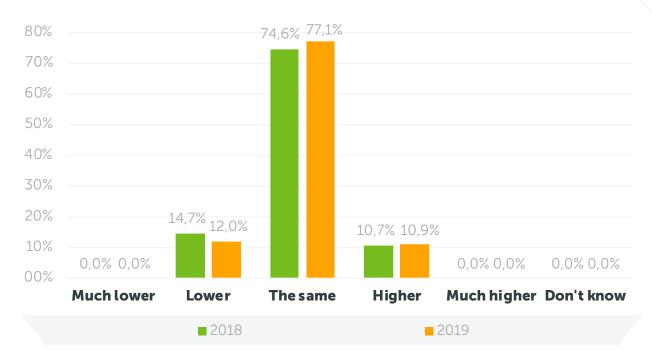
# Achieved prices for office contracts or workstations compared to last year



Research shows that almost 25% of all respondents increased their pricing, whereas over 63% do not intend to change their rental rates. The share of those with lower pricing decreased by 2.6%-points.

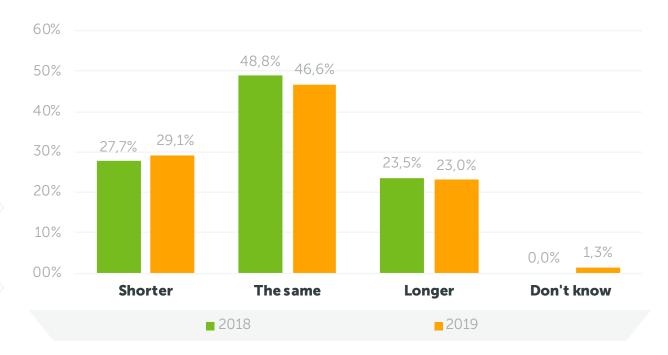
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#### **Expected price level in 6 months**



A larger number of providers than last year expect the same pricing by the end of 2019. Around 11% predict growth, and 12% expect the prices to fall.

# Initial contract length compared to last year



The tendency towards contract length remains rather stable. The number of shorter contracts has increased by 1.4%-points, and longer ones remains almost the same. The share of workspaces who had the same duration of contracts decreased by 2.2%-points this year.

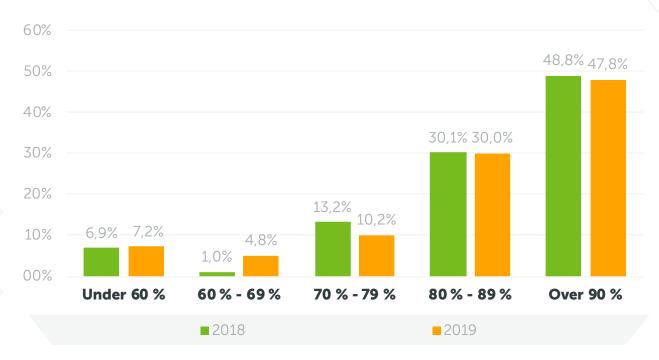
#### 60% 51,1% 50% 46,5% 40% 30% 24,6% 20,8% 19,3% 18,1% 20% 8,8%10,6% 10% 0,0% 0,0% 0,0% 0,2% 00% Very positive Don't know Very **Negative Neutral Positive** negative **2018** 2019

As the survey shows, the number of serviced offices which have a positive and a very positive outlook on business has risen this year, while the number of those which are neutral and negative has fallen. Overall, we can see a clear upward trend.



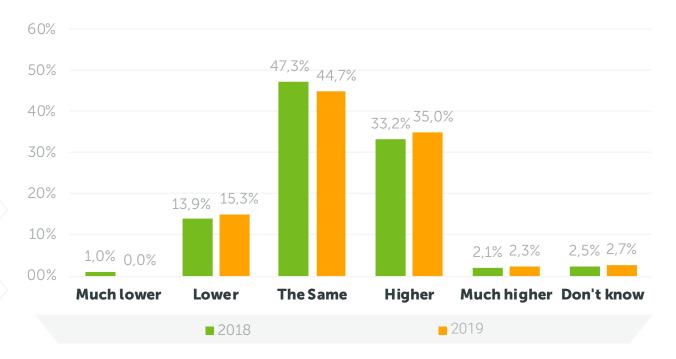


# Average office occupancy

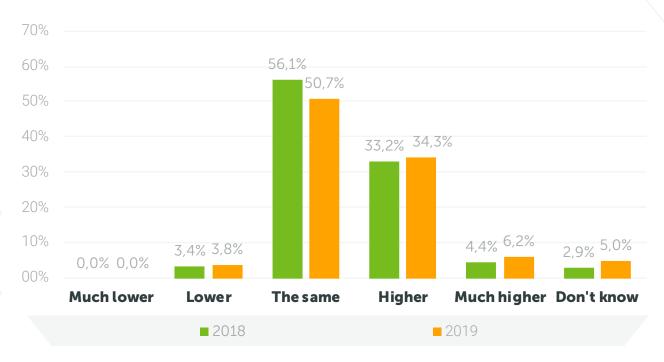


As in the last year, around 79%-points of workspaces in Germany have occupancy rates of 80% or more. The share of those with 70-79% occupancy rates dropped by 3%-points. The ones experiencing 60-69% and below 60% occupancy increased by 4 and 0.3-% points.

# Occupancy compared to last year

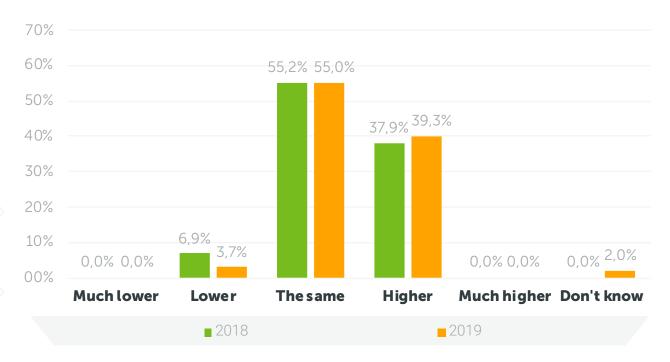


The majority of workspaces in Germany have the same occupancy as last year, whereas 35% have achieved better results. The share of those experiencing lower occupancy increased by 1.4%-points and the ones with much higher occupancy remained almost unchanged.



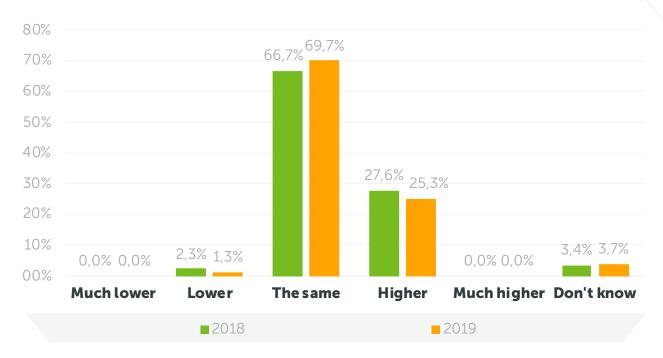
This year, the number of workspaces in Germany expecting higher occupancy is 34.3%, and the share of those expecting much higher occupancy rose by 1.8%-points. More providers forecast the prices to remain the same and the share of those predicting lower prices is rather stable.

# Achieved prices for office contracts or workstations compared to last year



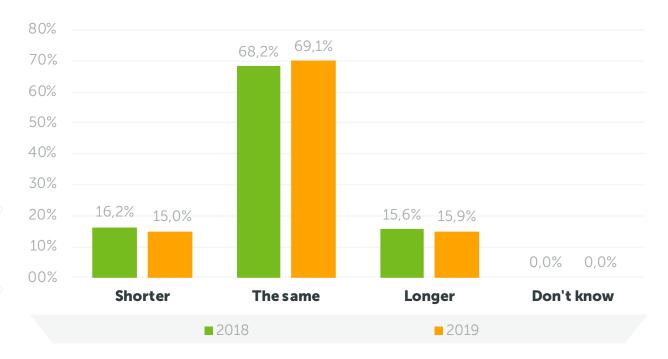
Interestingly enough, none of the workspaces experienced the prices to fall or rise dramatically compared to last year. Due to the constant demand, providers predominantly maintained the same level prices or higher ones.

#### **Expected price level in 6 months**

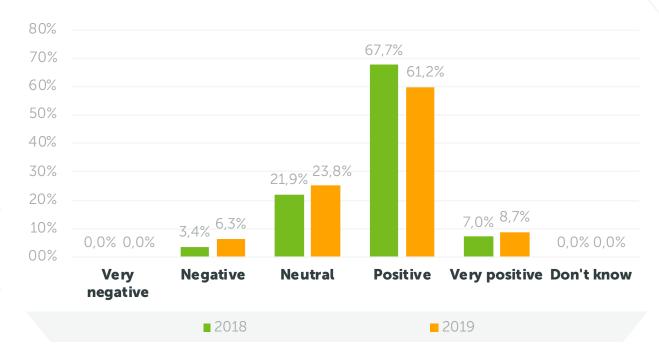


3%-points more in 2019 expect the prices to stay the same, with an equivalent 2.3%-points fall in those believing they will increase. A minor 1.3% of workspaces expect the prices to fall and none of them predict steep rise or downfall.

# Initial contract length compared to last year



Our figures clearly show that this year even more workspaces have signed contracts of the same length as before. Naturally, there is a small increase in the longer contracts band, and a noticeable decrease in the opposite one.



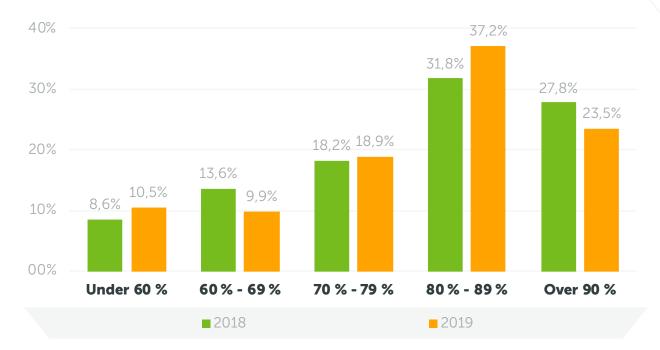
Despite the fact, that 8.7% of German workspaces are very positive, the share of those that are neutral and negative increased by 1.9 and 2.9%-points. 61.2% of workspaces in Germany have a positive general outlook for the rest of 2019, which compared to last year is a decrease of 6.5%-points.





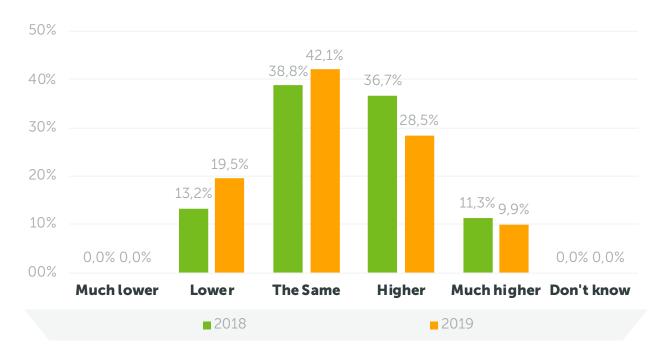
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#### Average office occupancy

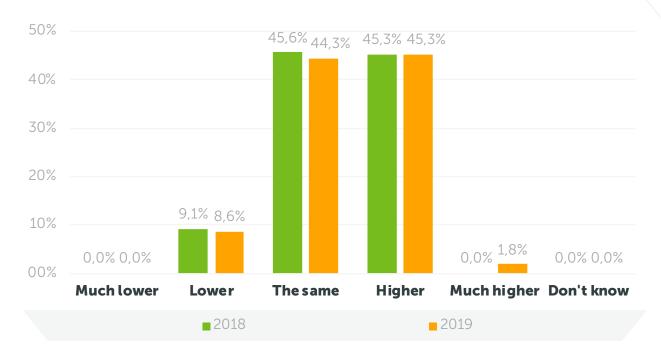


Overall, the trend in Italy is as follows: 37.2% and 23.5% of flexible workspaces are more than 80-90% occupied, and only around 10% of providers are in the lowest occupancy bands. The share of those with 70-79% occupancy remains rather stable since last year.

Occupancy compared to last year

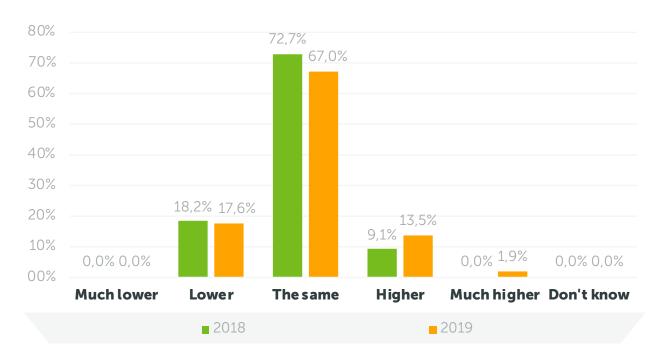


This year 28.5% of workspaces in Italy show worse results in the higher occupancy band comparing to last year. The amount of those with much higher occupancy has also decreased. Furthermore, the graph shows an increase in those with lower occupancy.



Just like last year, the majority of respondents in Italy expressed confidence about the occupancy stability and growth in the next six months. The share of those expecting downfall decreased by 0.5%-points and a minor 1.8% expect much higher occupancy in half-year.

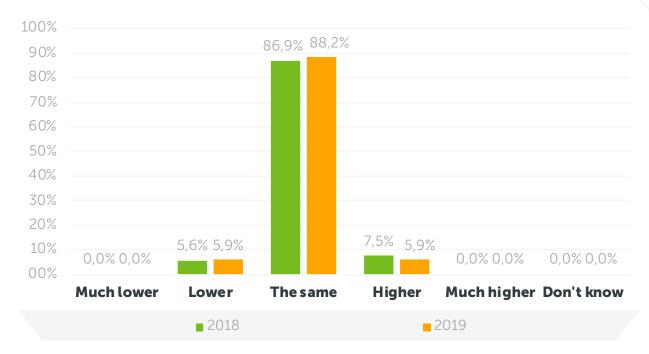
# Achieved prices for office contracts or workstations compared to last year



Our survey shows that there has been a minor increase in pricing, but 67% of workspaces managed to maintain the same price level. The number of workspaces with lower pricing decreased by 0.6%-points this year.

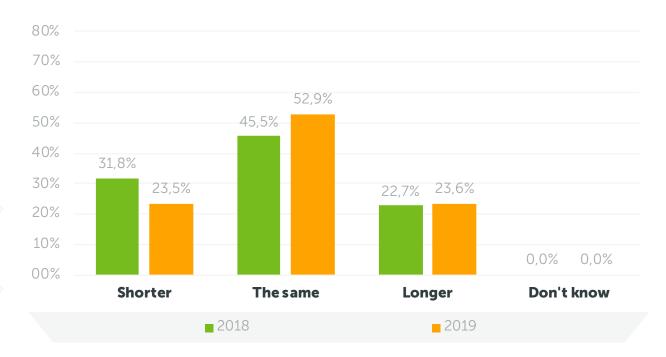
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# **Expected price level in 6 months**

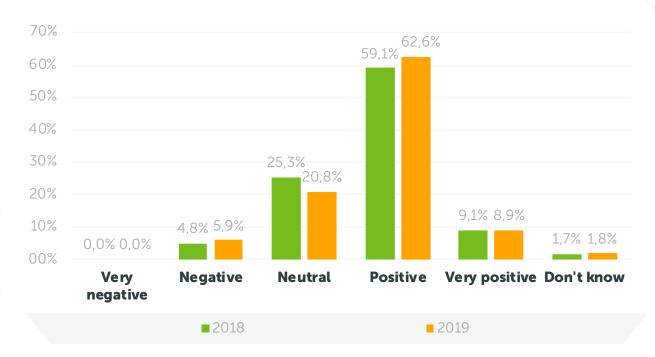


Similar to the last year's results, workspaces in Italy do not expect any changes in the pricing within the next 6 months. The share of those expecting higher prices is equal to the opposite party.

# Initial contract length compared to last year



In Italy, the trend towards contract length stability continues with an increase of 7.4%-points. There is a noticeable decrease of 8.3%-points in the shorter contracts band which virtually equals the share of longer and shorter ones this year.

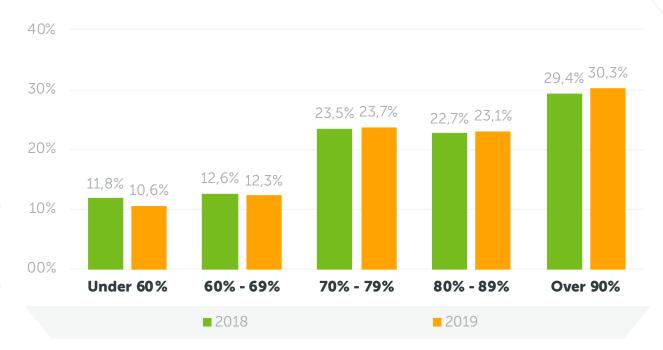


This year shows a rather positive attitude towards the prospects on the flexible workspace industry - over 70% of respondents, to be exact. 20.8% of workspaces show a neutral attitude, and only 5.9% remain negative.



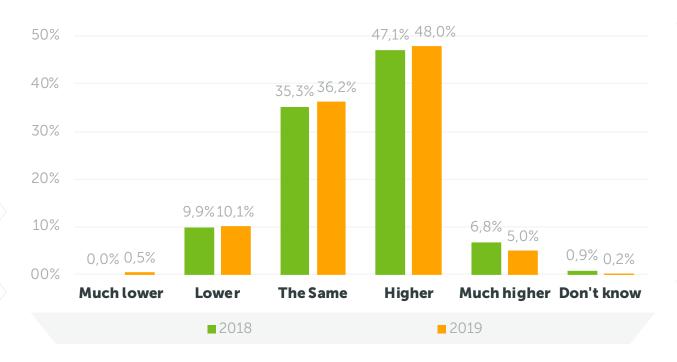


# 1 Average office occupancy

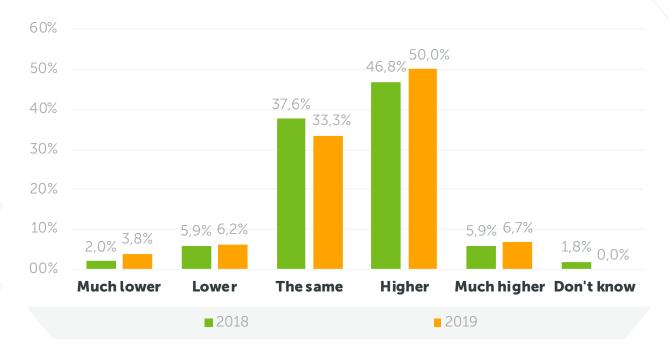


In 2019, over 30% of workspaces in the Netherlands have occupancy rates of higher than 90%. Average occupancy rates in 2019 are higher than last year, although over 10% still have a rate of less than 60%.

# Occupancy compared to last year

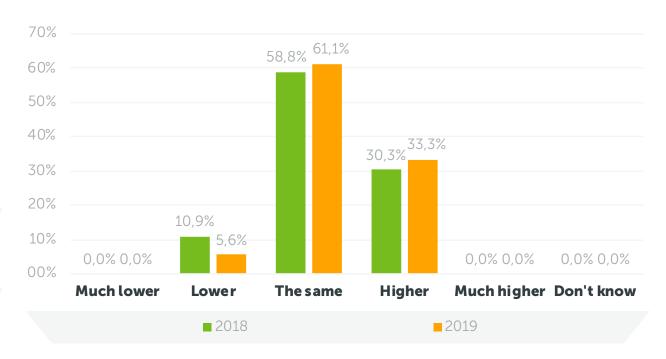


In the Netherlands there is a small growth in the same and higher occupancy bands -0.9 and 0.9%-points respectively. 5% of workspaces experienced much higher occupancy and the amount of those with lower occupancy is rather stable this year.



In 2019, workspaces expecting higher and much higher office occupancy grew by 3.2 and 0.8%-points. There is a noticeable decrease among those expecting stability -4.3%-points. The share of those predicting lower and much lower occupancy grew by 0.3 and 1.8%-points.

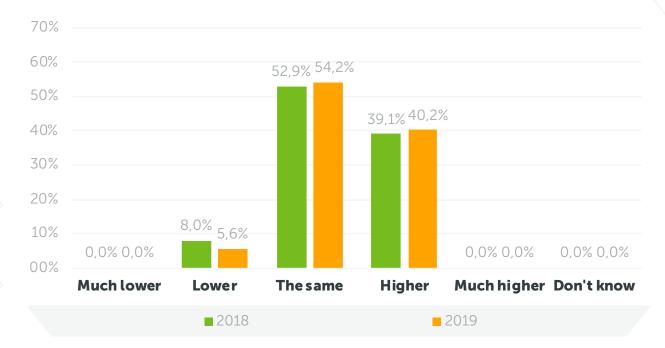
# Achieved prices for office contracts or workstations compared to last year



The vast majority of workspaces in the Netherlands have maintained the same level of prices. Only 33.3% have shown an increase comparing to last year. Consequently, the share of those with lower prices decreased by a whole 5.3%-points.

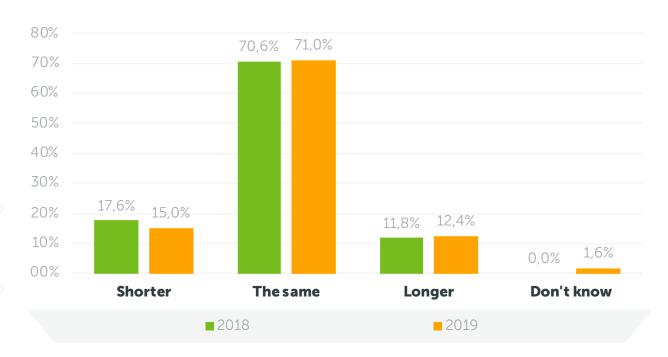
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#### **Expected price level in 6 months**



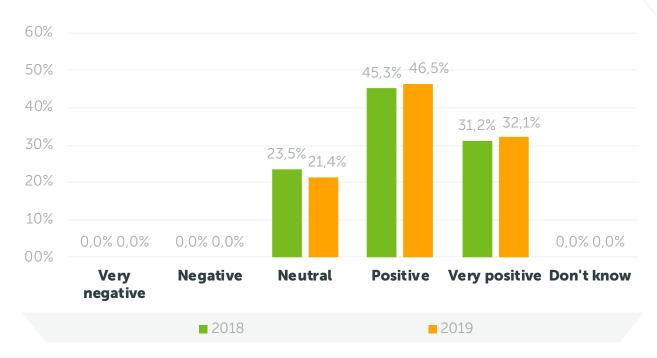
Most workspaces do not expect any sharp increase in prices, although roughly 40% expect them to increase. The share of workspaces predicting lower prices decreased by 2.4%-points. This trend in the price expectations will continue in the near future, according to our data.

### Initial contract length compared to last year



The majority of flexible workspaces in the Netherlands have the same length of contracts as last year. Almost 13% of all respondents have rented out their workspaces for a longer period. The share of shorter contracts decreased by 2.6%-points.

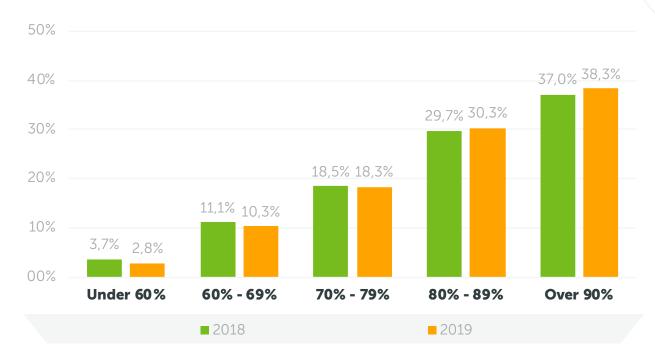
#### General outlook



Generally, the market is healthy in the Netherlands: there are no negative sentiments this year, whereas the number of workspaces who believe the industry has very bright prospects has increased.

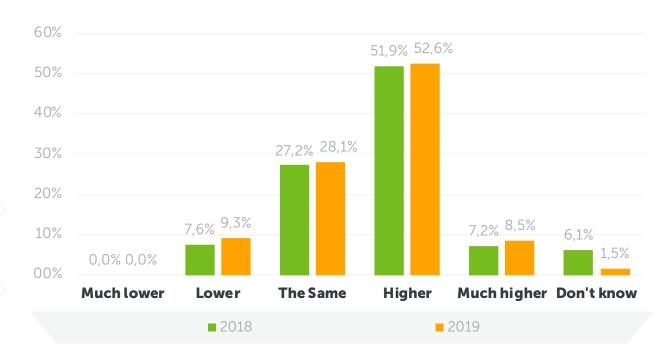






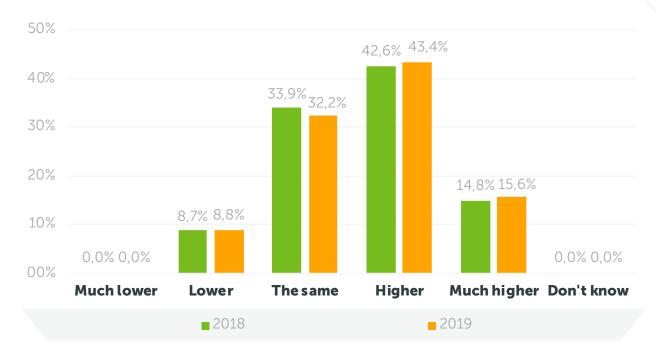
This year the top occupancy rate in Spain has risen by 1.3%-points. Over 30% of all workspaces in Spain have more than 80% occupancy rate. The 70-79% occupancy band remains fairly unchanged, while the number of offices with a 60-69% and lower occupancy has slightly fallen.

## Occupancy compared to last year



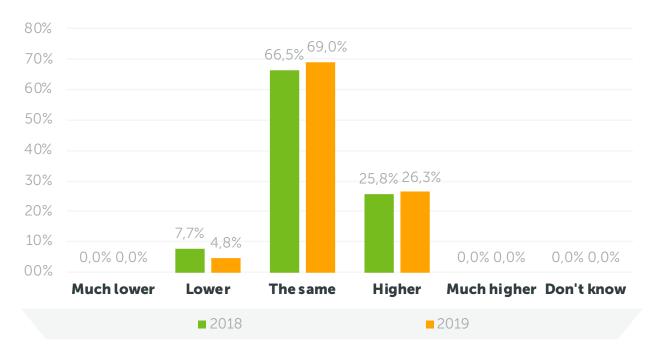
In 2019, most respondents in Spain have higher occupancy compared to last year. None of the workspaces have much lower occupancy whereas the number of those which report fewer tenants has slightly increased.

#### Occupancy expectation in 6 months



This year 43.4% of workspaces expect a higher occupancy, which is more compared to last year. However, the proportion of those which predict the same occupancy fell and reached roughly 32%. The share of those with negative forecast is roughly the same as the year before.

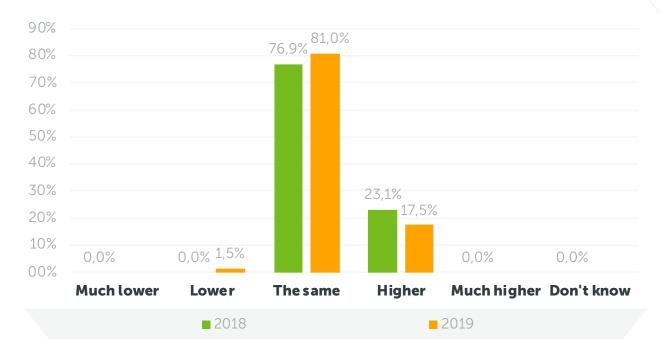
## Achieved prices for office contracts or workstations compared to last year



According to the survey, 69% of the respondents achieved the same level of prices in 2019, whereas roughly 26% plan on increasing. The number of those with lower prices decreased by 2.9%-points this year.

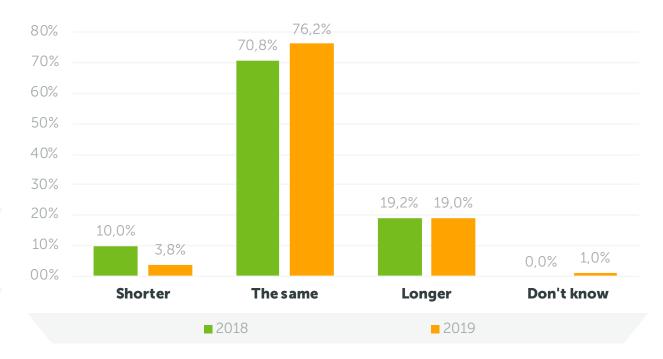
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#### **Expected price level in 6 months**



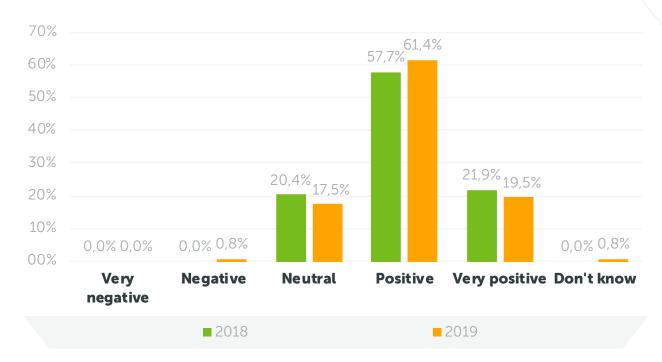
Due to the constant demand, flexible workspace providers in Spain predominantly expect the prices to remain the same or increase within the next 6 months. This year, the overall number of those expecting higher and much higher prices is 98.5%.

## Initial contract length compared to last year



Even more workspaces concluded contracts of the same length: a 5.4%-point growth means there is a constant demand for serviced offices in Spain. The share of those with longer contracts is stable, whereas the number of shorter contracts decreased by a major 6.2%-points.

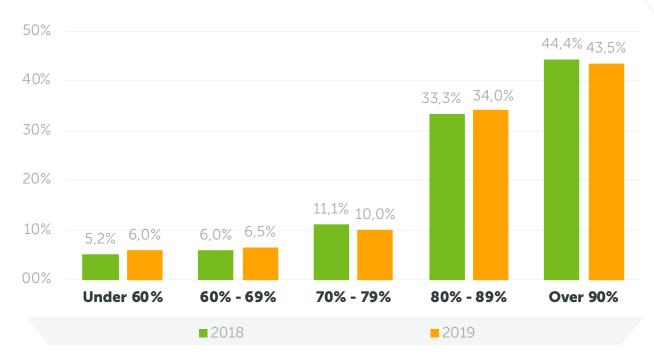
General outlook



This year shows a positive attitude towards the prospects of the industry. Altogether, 80.9% of serviced workspaces responded positive and very positive, and only 17.5% remain neutral, which is a 2.9%-point decrease compared to last year.

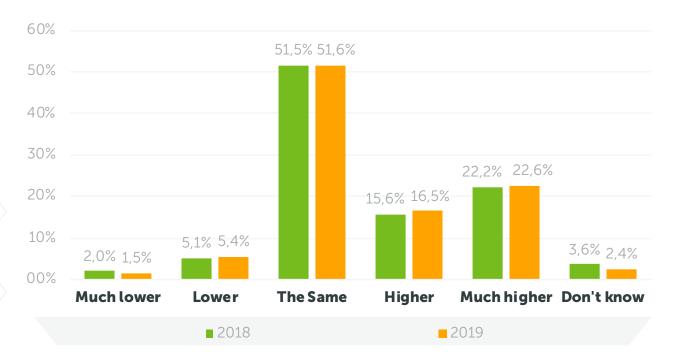






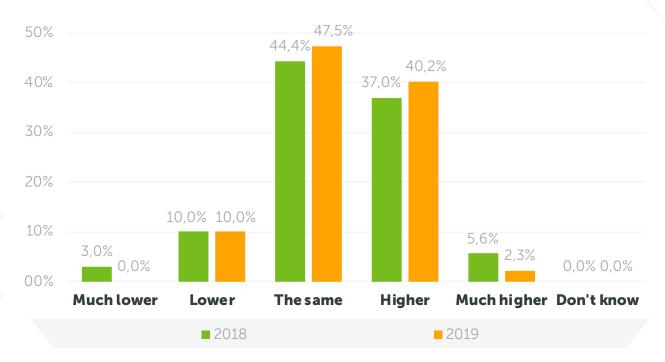
Generally, average office occupancy in Sweden this year is rather unchanged. There has been a slight decrease in the 70-79% and 90% occupancy brackets, but the other brackets show a tendency towards growth.

Occupancy compared to last year



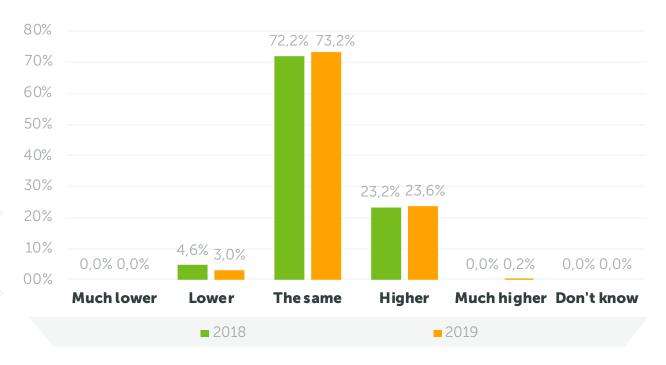
Occupancy figures in Sweden tend to remain virtually the same as the year before. The majority of workspaces managed to maintain stability (51.6%) while roughly 39% are following the above trend. The minor 6.9% experienced lower and much lower occupancy.

#### Occupancy expectation in 6 months



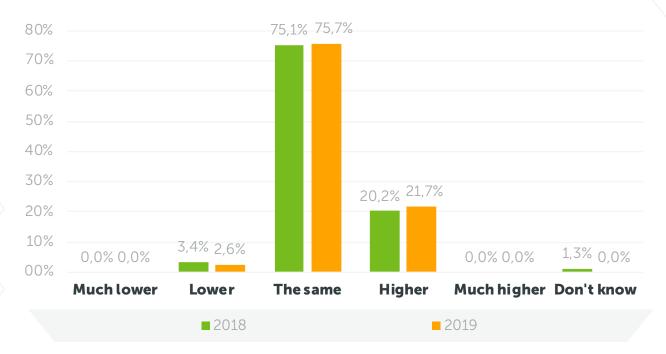
The majority of workspaces in Sweden expect the occupancy to remain the same or increase in the next 6 months. The number of ones predicting lower occupancy remains the same and the ones expecting much higher occupancy decreased by 3.3%-points.

### Achieved prices for office contracts or workstations compared to last year



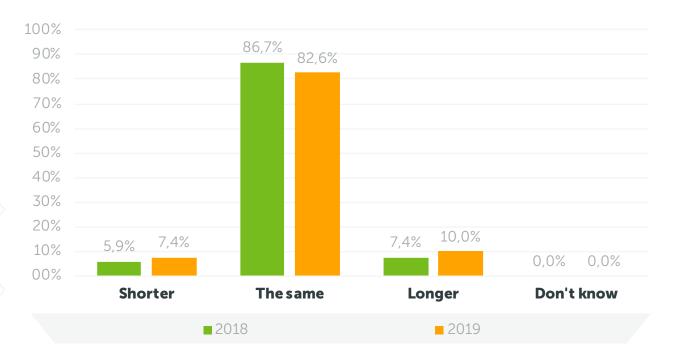
Compared to last year, even more workspaces still maintain the status quo in pricing in 2019. The ones with higher pricing remain roughly the same. The share of those with lower prices decreased by 1.5%-points.

### **Expected price level in 6 months**



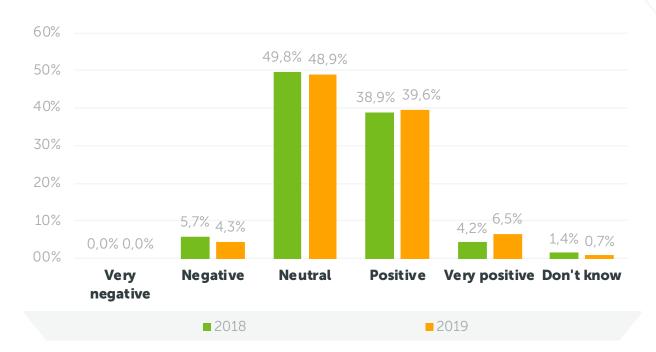
The majority of workspaces in Sweden expect stability in the nearest half-year. 21.7% of the surveyed offices expect the prices to rise. None of the respondents believe that the serviced office spaces will be much cheaper to rent.

### Initial contract length compared to last year



In 2018, 86.7% of the surveyed workspaces had the same length of contract as last year. In 2019, this band has decreased by 4.1%-points. The share of those with longer contracts rose by 2.6 and the opposite party – by 1.5%-points.

General outlook



The majority of respondents in Sweden have neutral and positive outlooks for the rest of the year, the number of those with very positive expectations rose by 0.7%-points. As for those with negative outlook, the number shifter by 1.4%-points.



# Asia

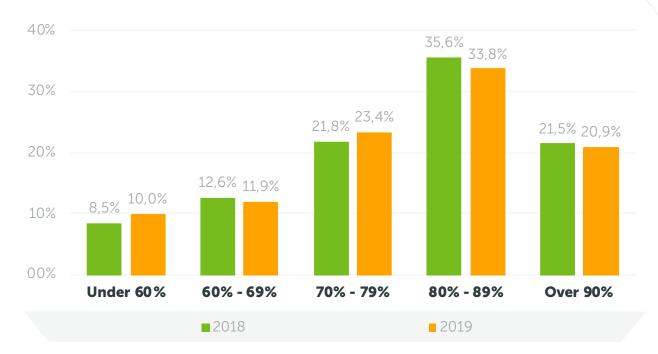
Occupancy figures in Asia show a rather stable picture with positive dynamics among the share of workspaces with the highest occupancy.

**2019** brought about a steady upward movement in workspace occupancy compared to last year's figures. Providers in key cities and main business districts report a healthy demand for serviced offices. The prices are strong with 50% of respondents predicting stability for the next half-year period. It seems that the Asian market successfully manages to multiply the achievements of the recent years.

Our research shows that there is a preference among clients toward long term leases. Office markets in the main cities across Asia continue to perform well this year, given a steady occupancy demand.

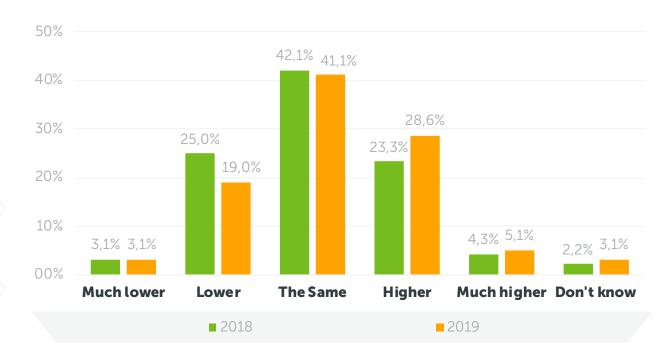
The general outlook remains broadly positive for most of the key serviced office providers with the major share of almost 55%. Taking into account the healthy market, it seems that the situation is taking the right course and the upward momentum remains strong.





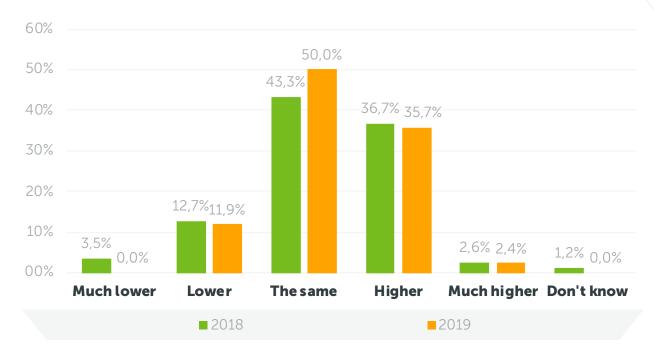
The occupancy in Asia is rather stable with a slight decrease in the 80-89% and over 90% occupancy bands - 1.8 and 0.6%-points. The share of those with 70-79% occupancy rose by 1.6%-points. The bands with under 60% and 60-69% occupancy constitute 10% and 11.9% respectively.

Occupancy compared to last year



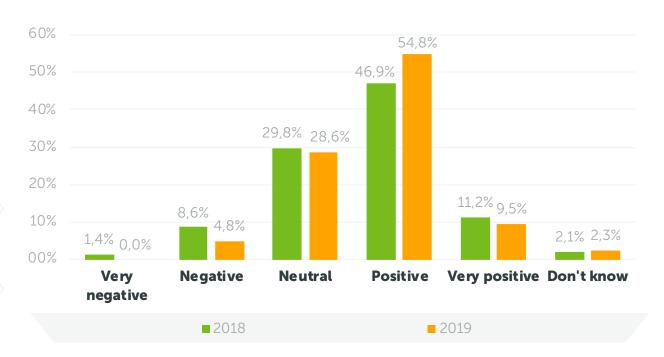
The graph shows a positive dynamic in the higher and much higher occupancy bands, whereas the number of those with lower occupancy has fallen by 6%-points. The share of workspaces with the same and much lower occupancy is rather stable this year.

### **Expected price level in 6 months**



In 2019, half of all workspaces in Asia expect the prices to remain stable. This is a 6.7%-point increase compared to last year. The rest of the graphs remain rather unchanged.

#### General outlook



Although the number of Asian businesses with very positive outlooks decreased compared to last year's survey data, the general picture is rather stable, with a majority of 54.8% being positive towards the future.

# North America

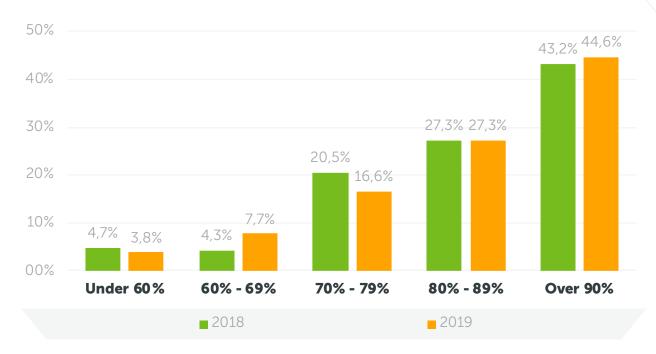
The North American market in 2019 looks healthy and promising.

North America is on the same page with the rest of the global markets this year, as the above trend growth here continues. It looks like the overall pricing remained quite stable, although serviced office demand accelerated.

**Despite the fact**, that more than half of all serviced office providers expect the occupancy to be relatively balanced in the nearest half-year period, the share of those expecting rise increased by roughly 5%-points.

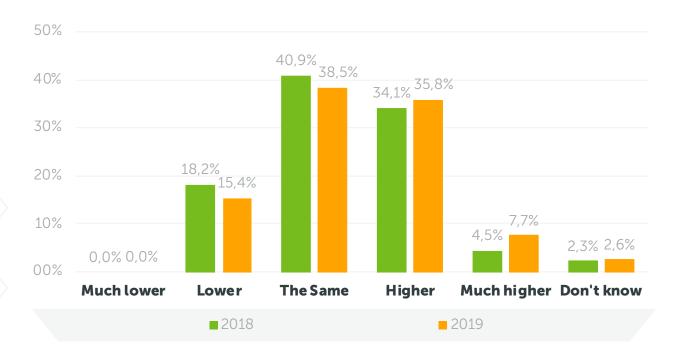
Contrary to the rest of the world, most of the North American providers remain neutral towards future expectations. Nevertheless, the number of providers with positive outlook increased by major 9%-points. This is unsurprising, given the general stability and expansion of the market. All the factors above add up in a good year for the commercial real estate.

**MatchOffice is grateful** to the respondents in North America and looks forward to working with them more as the serviced office industry grows in the year to come.

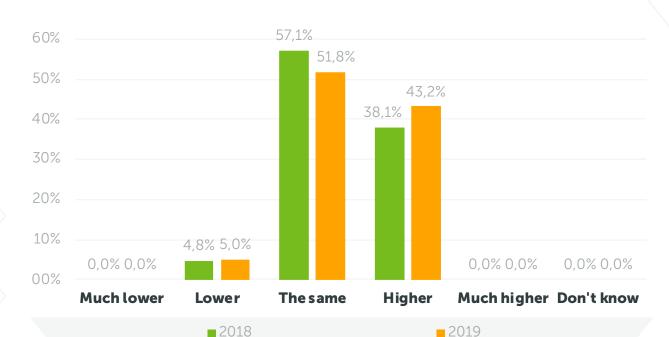


Over 44% of North American workspaces are over 90% occupied. The 80-89% occupancy band shows 27.3%. There is a 3.9%-point decrease in the 70-79% occupancy band and a 0.9%-point decrease in the under 60% occupancy band. The amount of those with 60-69% occupancy grew by 3.4%-points.

Occupancy compared to last year



Despite the 35.8% that achieved higher occupancy in North America compared to last year, another 38.5% managed to maintain stability. There is a 3.2%-point increase among those who had much higher and a 2.8%-point decrease among those with lower occupancy.



Unlike last year, 43.2% of workspace providers in North America expect higher occupancy in the nearest half-year. Nearly half of them expect stability and the share of those expecting lower occupancy is pretty much the same.

#### **General outlook**



The positive outlook band has the biggest shift. More than 35% expect steady development in the future. There is a decrease among workspaces with neutral outlook -6.8%-points. The share of those with very positive and negative forecast decreased by 3.2 and 0.8%-points respectively.

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**MatchOffice is Europe's top portal** specializing in commercial lease since 2003. Over 7,000 workspaces globally trust us to find quality leads for their vacant offices and workstations.

With your success in mind, we constantly strive to improve our services. MatchOffice is always there for you to help promote your workspace and give valuable recommendations for a faster rental.

We continue to develop the features of our platform and grow our network to better the customer experience and provide the widest choice possible. Join us today and start experiencing all the benefits already now!

MatchOffice shows support for networking with like-minded professionals by sponsoring the Coworking Europe Conference for the fourth consecutive year. This year's assembly will take place on November 13-15 in Warsaw.

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