

Glenferrie Road, Malvern

Winter Economic Snapshot: April 2025 – September 2025

What's happening in the precinct?

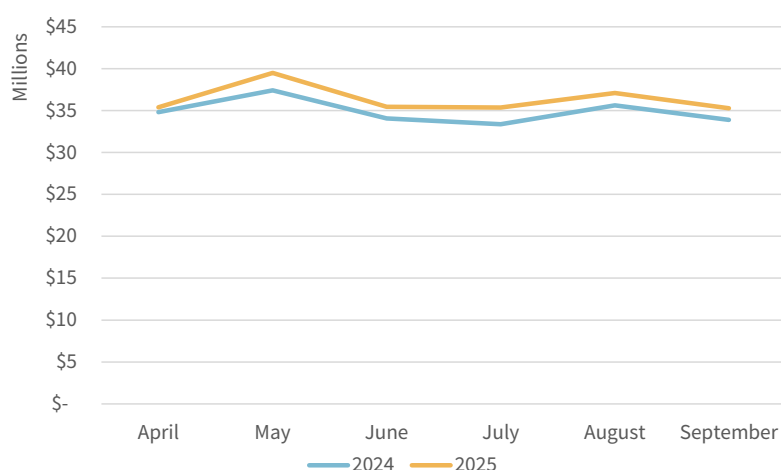
Glenferrie Road is one of Stonnington's quiet achievers, with slow, steady growth across most spend categories compared to winter last year. Restaurants and pubs have experienced strong growth at 24% and 101% respectively, while takeaway outlets and cafes are both experiencing some decreases in market share. Food retailing has shown the strongest monetary gains, up by \$2.8M from the same period of last year. Weekday foot traffic remains strong throughout daylight hours, peaking during workers' lunchtimes between 12PM and 2PM, with Fridays recording the highest visitation overall. Saturdays also see high levels of visitation with a slightly earlier peak from 10AM-midday. Vacancies continue to fall and have now stayed below 10% since the January 2024 audit.

The economy

Daytime spend
\$188.3M

Night-time
spend \$29.7M

April – September monthly spend



Total local
spend

\$218M

↑ up 4.2% from
last year

Total
customers

166K

↑ up 2.6% from
last year

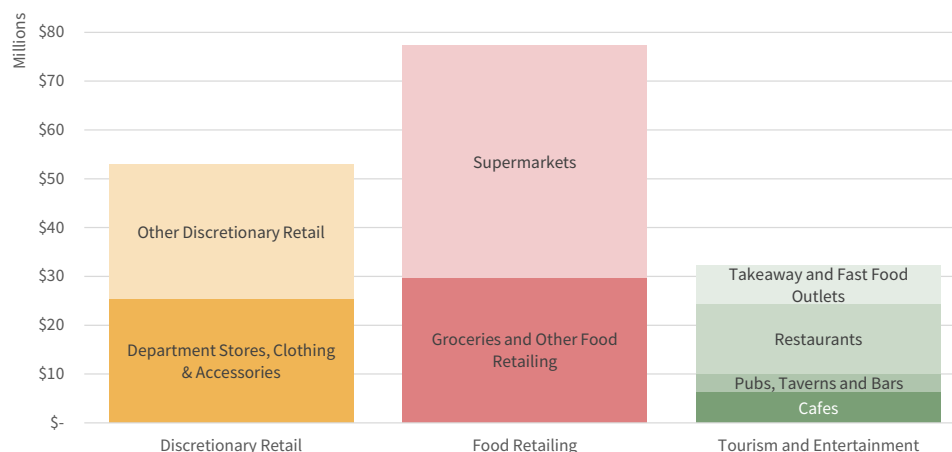
Highest
spend day

10 May
2025

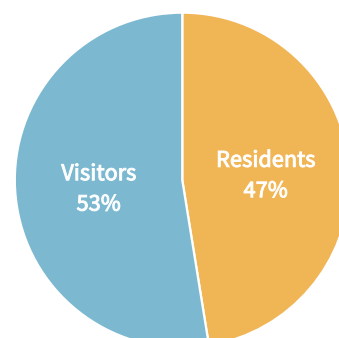
Highest weekly
spend day

Fridays

April 2025 – September 2025 top spend categories



Spend origin



Glenferrie Road, Malvern

Vacancy and occupancy

Vacancies
now filled

7

since Jan 25

Changed
tenancies

5

since Jan 25

Newly vacant
premises

7

since Jan 25

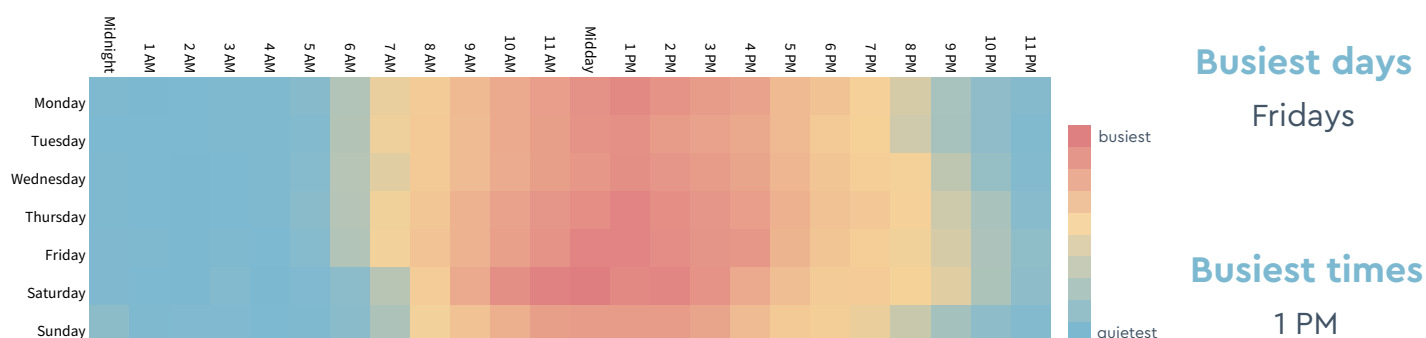
Jul-25
vacancy rate

Glenferrie
Road 8.36%

Change

↓0.47%

Street activity



Visitor demographics

Top customer
age band

25 – 34

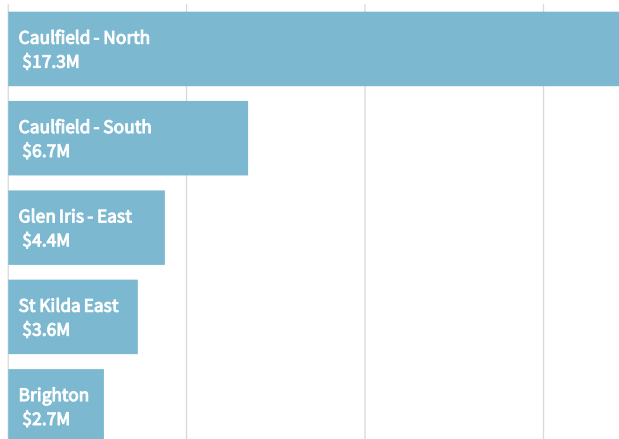
21.9% of visitors

Top customer
life stage

Young families

23.2% of visitors

Top 5 non-Stonnington
spend origin locations



Legend

- City of Stonnington boundary
- Precinct boundary
- Walking catchments (400m/800m)
- Railway line
- Tram stop
- Railway station
- Park and recreational